



**SOUTH CAROLINA'S
HIGHWAY SAFETY AND PERFORMANCE PLAN
FFY 2017**

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

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EXECUTIVE SUMMARY

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

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

Major Functions of OHSJP:

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

media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts;

- Coordinates, with the assistance of appropriate state and federal partners, the development and implementation, of the SC Strategic Highway Safety Plan.

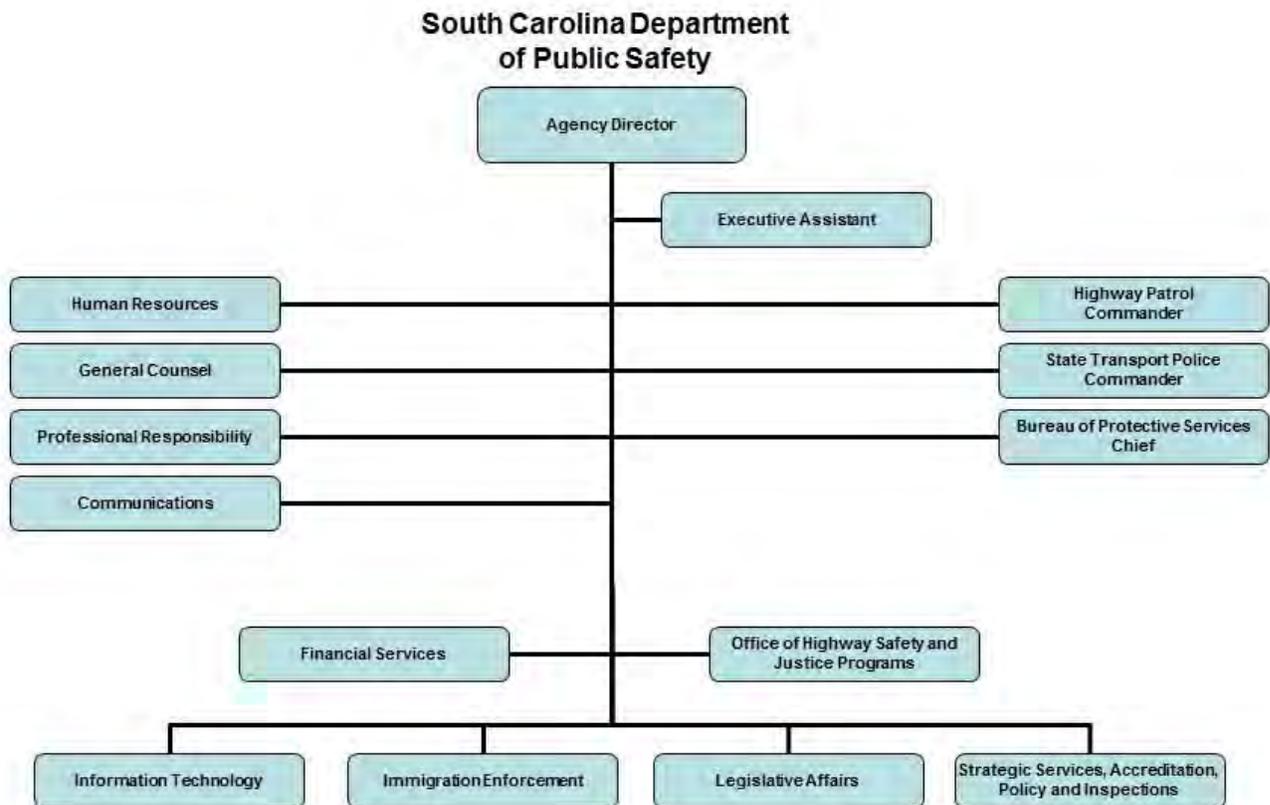
Other Special Projects, Events, and Activities Coordinated by OHSJP:

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
- DUI Enforcement Recognition
- BAT (Breath Alcohol Testing)-mobile maintenance
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Drug Recognition Expert (DRE) Training
- Standardized Field Sobriety Test (SFST) Training
- Child Passenger Safety Week (in conjunction with the SC Department of Health and Environmental Control)
- School Zone Safety Week
- Families of Highway Fatalities (FHF) – advocacy, victim services

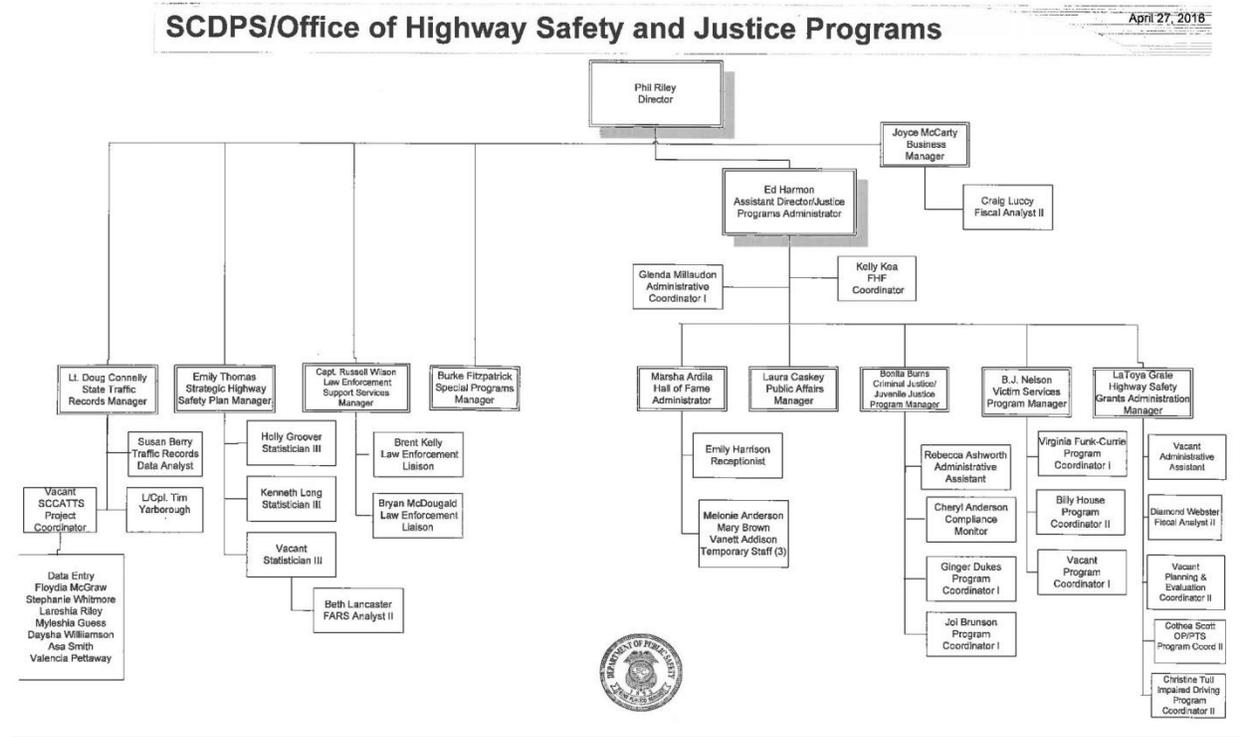
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. OHSJP is divided into the following primary sections: **Grants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

SCDPS/OHSJP ORGANIZATIONAL CHART

Listed below is a diagram that illustrates the organizational structure of the SC Department of Public Safety. The State Highway Safety Office, located within the Office of Highway Safety and Justice Programs, is a component of the Operations Division. The position of Deputy Director for the Operations Division reports directly to the agency Director, Leroy Smith, who serves as the Governor's Representative for Highway Safety in South Carolina.



Listed below is a diagram that illustrates the organizational structure of the Office of Highway Safety and Justice Programs.



FFY 2017 Highway Safety Plan

The OHSJP produces an annual Highway Safety Plan (HSP, the Plan) which serves as a programmatic roadmap for educational and highway safety enforcement initiatives implemented throughout the fiscal year with Section 402 and 405 funds received from the National Highway Traffic Safety Administration (NHTSA). This HSP outlines the strategic approach South Carolina will take to address traffic-related crashes, injuries, and fatalities during FFY 2017 through data-driven, evidence-based performance measures and practices.

Organization of the Plan

On July 6, 2012, the Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law. It substantially restructured highway safety grant programs administered by NHTSA. The final interim rule for the FAST Act was just rendered by NHTSA on May 23, 2016. States have been provided an option to submit the FFY 17 HSP utilizing MAP-21 requirements or the newly developed FAST Act requirements. South Carolina has chosen to submit following the MAP-21 requirements. The MAP-21 program includes various incentive grants for which states may apply under the umbrella of Section 405 funding. These incentive grants include Occupant Protection, Impaired Driving, Distracted Driving, Traffic Records, Motorcycle Safety, and Graduated Driver's Licensing funding areas. MAP-21 requires the Highway Safety Plan (HSP) to provide for a data-driven traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas of the state most at risk for such incidents. An amendment to Section 402(b) mandates the coordination of the HSP data collection and information systems with the state's Strategic Highway Safety Plan (SHSP). The overall purpose is to promote a unified approach to comprehensive transportation and safety planning and program efficiency with other Department of Transportation (DOT) agencies to align South Carolina performance targets where common measurements exist, such as fatalities and serious injuries.

Funding of eligible projects is based on nationally-established priority areas and others which, with additional justification and approval from NHTSA, may be deemed as state-identified "priority areas." Priority areas for Federal FY 2017 include impaired driving countermeasures, police traffic services (speed enforcement), and occupant protection. Other areas eligible for funding in FFY 2017 include vulnerable roadway users (motorcycle safety, pedestrian safety, bicycle safety, and moped safety) and traffic records (statewide).

The FFY 2017 Highway Safety Plan, as presented, gives basic information about the state, including demographic information and highway-safety-specific statistical information for the state relative to traffic fatalities over a period of time (2010-2014), which represents the most recent available final data from the state level and preliminary final data on the national level. The basic state information will include data on the state's highway safety planning process, as well as how the state went about utilizing data and performance measures to establish appropriate goals for traffic safety improvement. The Plan will then present information and data about the key emphasis areas identified as critical in improving highway safety in South

Carolina. The Plan also includes Section 405 grant application documents for Impaired Driving Countermeasures, Occupant Protection, State Traffic Safety Information System Improvements, and Motorcycle Safety.

South Carolina Traffic Fatality Data

Highway safety programs have been successful. In 1966, the motor vehicle death rate in South Carolina was 7.7 fatalities per 100 million vehicle miles of travel; in 2014, the rate was 1.65 fatalities per 100 million vehicle miles of travel. The federally-funded State and Community Highway Safety grant program has been a major contributor to that decline. Despite the gains, highway safety remains a significant and costly problem.

Statistical data (**Table 1** below) for calendar year (CY) 2014 shows that 824 people were killed in South Carolina traffic crashes. In the period from 2010 through 2014, the most recent release of data from the Fatality Analysis Reporting System (FARS) indicates that there were approximately 4,092 motor vehicle-related deaths in South Carolina. This resulted in an average of about 818 traffic fatalities per year over the five-year period. Over this period, annual traffic fatalities fluctuated around the five-year average, starting with 809 in 2010 and ending with 824 in 2014. The 2014 count represents a 0.86% increase, when compared to the average of the prior four years (817 fatalities), and a 1.85% increase when compared to the count in 2010. Total deaths increased from 809 in 2010 to 863 in 2012, before decreasing to 768 in 2013, and then rising to 824 at the end of the five-year cycle in 2014.

A comparison of South Carolina data with the national data (**Table 2** on page 12) indicates that South Carolina's *average* VMT-based fatality rate over the five years 2010 to 2014 (1.67 deaths per 100 million VMT) was higher than the five-year average for the nation (1.11). According to the most recent FARS data, South Carolina's traffic death rate per 100,000,000 vehicle miles traveled (VMT) of 1.65 for 2014 is approximately 53% higher than the national VMT rate of 1.08. The VMT rate in South Carolina was unchanged from 2010 through 2014 while the population increased by 4.23% during that period. Thus, the population-based fatality rate declined (-2.29%), while the actual total traffic deaths increased (1.85%), and the VMT-based rate remained unchanged (0.00%) from 2010 to 2014.

The state's population-based fatality rate (expressed as the number of deaths per 100,000 population) decreased by 1.84% in 2014, as compared to the prior four-year average population-based fatality rate for the years 2010-2013. South Carolina's 2010-2014 average population-based fatality rate (17.31 deaths per 100,000 residents) was greater than the national rate (10.50).

Table 1. South Carolina Basic Data

	2010	2011	2012	2013	2014	% Change: 2010 vs. 2014	% Change: 2014 vs. prior 4-yr Avg.
Total Fatalities	809	828	863	768	824	1.85%	0.86%
VMT*	49,123	48,731	49,036	48,986	49,931	1.64%	1.96%
VMT Rate**	1.65	1.70	1.76	1.57	1.65	0.00%	-1.20%
Population	4,636,312	4,697,230	4,723,723	4,774,839	4,832,482	4.23%	2.64%
Pop. Rate***	17.45	17.70	18.27	16.06	17.05	-2.29%	-1.84%

* Vehicle Miles of Travel (millions)

** Rate per 100 million vehicle miles

*** Rate per 100,000 population

**** 2014 VMT data not available

Table 2 below shows both nationwide fatalities decreasing by 1.10% and the population-based fatality rate decreasing by 2.91% in 2014, when compared to the respective 2010-2013 average. The total 2014 nationwide fatalities decreased 0.98% compared to the 2010 total nationwide fatalities. The VMT-based fatality rate for the nation decreased by 2.70% in 2014 compared to the VMT-based fatality rate in 2010.

Table 2. Nationwide Basic Data

	2010	2011	2012	2013	2014	% Change: 2010 vs. 2014	% Change 2014 vs. prior 4-yr Avg.
Total Fatalities	32,999	32,479	33,782	32,894	32,675	-0.98%	-1.10%
VMT*	2,967	2,950	2,969	2,988	3,025	1.95%	1.90%
VMT Rate**	1.11	1.10	1.14	1.10	1.08	-2.70%	-2.92%
Population (thousands)	309,347	311,721	314,112	316,497	318,857	3.07%	1.90%
Pop. Rate***	10.67	10.42	10.75	10.39	10.25	-3.94%	-2.91%

* Vehicle Miles of Travel (billions)

** Rate per 100 million vehicle miles

*** Rate per 100,000 population

****Data not available

As **Table 3** on page 13 demonstrates, South Carolina saw a 3.8% decrease in driver fatalities, when comparing 2010 (553) to 2014 (532). Unrestrained occupant fatalities reflect a 12.14% decrease when comparing 2010 (313) to 2014 (275). When comparing the 353 impaired driving fatalities in 2010 to the number of impaired driving fatalities in 2014 (279), our state experienced a 20.96% decrease.

Motorcyclist fatalities increased in South Carolina by 19.80% in 2014 as compared to 2010 (from 101 in 2010 to 121 in 2014), and nationally there was a 1.51% increase in 2014 as compared to 2010 (from 4,518 in 2010 to 4,586 in 2014). It should be noted, however, that FARS data includes moped rider fatality statistics in the motorcyclist category, whereas South Carolina state traffic data does not.

Older-driver-involved fatalities increased in South Carolina by 18.26% in 2014 as compared to 2010 (from 115 in 2010 to 136 in 2014).

Also, as shown in **Table 3** on page 13, there were 71 bicyclist fatalities in the five-year period examined in this report, with 14 occurring in 2014, representing a decrease of 1.75% when compared to the average of the previous four-year period (14.25), and no change from the level in 2010. Additionally, there was a 16.53% increase in nationwide bicyclist fatalities when comparing 2010 to 2014 (623 in 2010 to 726 in 2014).

The total number of pedestrian fatalities in the state increased 18.89% when comparing 2010 to 2014 (from 90 in 2010 to 107 in 2014). The number of national pedestrian fatalities increased 13.53% in 2014 (4,884) as compared to 2010 (4,302). **Table 4** on page 14 shows that Columbia (6.6%) and Charleston (5.0%) were the cities in the state with the highest percentages of

pedestrian fatalities during the five-year period, however a large portion of cities where pedestrian fatalities occurred were unreported in 2014.

Table 3. Fatalities by Type

	2010	2011	2012	2013	2014	Total 2010 - 2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Total Fatalities†								
South Carolina	809	828	863	768	824	4,092	1.85%	0.86%
U.S.	32,999	32,479	33,782	32,894	32,675	164,829	-0.98%	-1.10%
Driver Fatalities*								
South Carolina	553	540	589	535	532	2,749	-3.80%	-4.01%
U.S.	21,072	20,815	21,490	20,871	16,454	100,702	-21.92%	-21.88%
Passenger Fatalities*								
South Carolina	151	160	137	112	159	719	5.30%	13.57%
U.S.	6,761	6,256	6,436	6,111	5,751	31,315	-14.94%	-10.01%
Motorcyclist Fatalities								
South Carolina	101	129	146	149	121	646	19.80%	-7.81%
U.S.	4,518	4,630	4,986	4,692	4,586	23,412	1.51%	-2.56%
Pedestrian Fatalities								
South Carolina	90	113	123	100	107	533	18.89%	0.47%
U.S.	4,302	4,457	4,818	4,779	4,884	23,240	13.53%	6.43%
Bicyclist Fatalities								
South Carolina	14	15	13	15	14	71	0.00%	-1.75%
U.S.	623	682	734	749	726	3,514	16.53%	4.16%
Impaired Driving Fatalities								
South Carolina	353	309	348	340	279	1,629	-20.96%	-17.33%
U.S.	10,136	9,865	10,336	10,076	9,967	50,380	-1.67%	-1.35%
Speeding Fatalities								
South Carolina	288	278	322	305	305	1,498	5.90%	2.26%
U.S.	10,508	10,001	10,329	9,613	9,262	49,713	-11.86%	-8.41%
Unrestrained Occupant Fatalities								
South Carolina	313	258	313	242	275	1,401	-12.14%	-2.31%
U.S.	10,590	10,215	10,370	9,622	9,385	50,182	-11.38%	-7.98%
Young Driver-Involved Fatalities								
South Carolina	109	107	126	99	119	560	9.17%	7.94%
U.S.	4,936	4,726	4,596	4,248	4,250	22,756	-13.90%	-8.14%
Older Driver-Involved Fatalities								
South Carolina	115	110	118	104	136	583	18.26%	21.70%
U.S.	5,782	5,636	5,940	6,014	5,709	29,081	-1.26%	-2.29%

* Fatality types cross multiple categories; therefore, some fatalities contribute to multiple categories (rows) in this table.

† Total includes unknown occupant fatalities

Table 4. Pedestrian Fatalities by Top Cities

City	2010	2011	2012	2013	2014	Total 2010 – 2014	
						N	%
Columbia	4	10	14	6	2	36	N/A
Charleston	7	5	2	4	3	21	N/A
North Charleston	4	1	1	5	1	12	N/A
Myrtle Beach	2	1	1	5	N/A	N/A	N/A
Greenville	1	2	0	3	N/A	N/A	N/A
Greer	2	2	4	0	N/A	N/A	N/A
Hilton Head Island	0	1	2	1	3	7	N/A
Irmo	0	2	0	4	N/A	N/A	N/A
Sumter	1	1	1	2	N/A	N/A	N/A
North Myrtle Beach	1	1	2	0	1	5	N/A
Total Top Cities	22	26	27	30	N/A	N/A	N/A
All Pedestrian Fatalities	90	113	123	100	107	533	N/A

*Unreported for majority of cases by city in 2014 (most show up as uncoded on crash report)

Major Categories of Traffic Fatalities in South Carolina

Figure 1 on the following page demonstrates categories of traffic fatalities in South Carolina from 2010 to 2014.

Driver/Operator fatalities accounted for the majority (67%) of motor vehicle-related fatalities in South Carolina during 2010-2014. This represents about 3.8 times as many deaths as were accounted for by passengers (18%). Driver deaths declined in three of the most recent four years, with the only exception coming in 2012; there were 532 driver deaths in 2014, 21 fewer than in 2010 (-3.8%) and 22 fewer than the average of the first four years (-4.0%). **Passenger** deaths also declined in three of the first four years, with the only exception being in 2011. There were 159 passenger deaths in 2014, 8 more than in 2010 (5.3%) and 19 more than the average of the first four years (13.6%).

The next three largest categories of traffic fatalities (after driver deaths) shared some degree of overlapping and were behavior related. **Alcohol impaired driving** deaths averaged 326 per year, and accounted for 40% of total deaths; **speed-related** deaths averaged about 300 per year and accounted for 37%; **unrestrained occupant** deaths averaged about 280 per year and accounted for 34%. The number of fatalities associated with two of these three categories declined from 2010 through 2014.

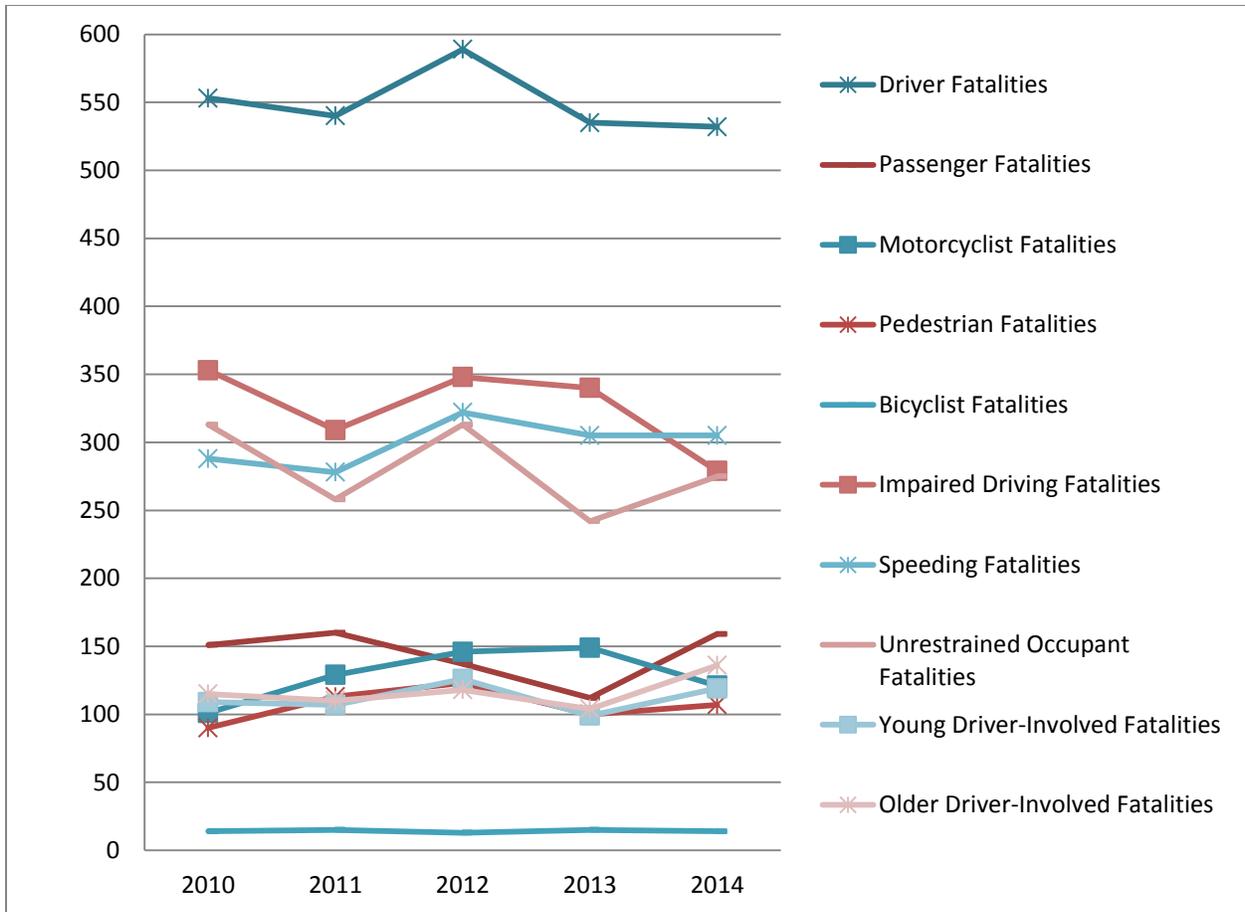


Figure 1. Traffic Fatality Trends in South Carolina: 2010 to 2014, by Category

The category of unrestrained occupant fatalities declined significantly over the 2010-2014 period, as seen in **Figure 1** (-12.14% in 2014 as compared to 2010; -2.31% relative to the average of the previous four years). The net decline between 2010 and 2014 was 38 unbelted passenger deaths (see **Tables 5** [on the following page] and **3** [page 13], and **Figures 2** [page 16] and **3** [page 17]). South Carolina’s 2010-2014 population-based unbelted fatality rate (6.03 deaths per 100,000 population) was much higher than the U.S. as a whole (3.20) during the same period (calculated from **Table 3** p. 13 and U.S. population from 2010-2014).

Table 5. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	313	258	313	242	275	-12.14%	-2.31%
Pop. Rate**	6.91	5.62	6.75	5.17	5.69	-17.65%	-6.90%
Pct. of Total Observed Belt Use	38.69%	31.16%	36.27%	31.55%	33.37%	-13.74%	-3.03%
	85.40%	86.00%	90.50%	91.70%	90.00%	5.39%	1.81%

**Fatality rate per 100,000 population

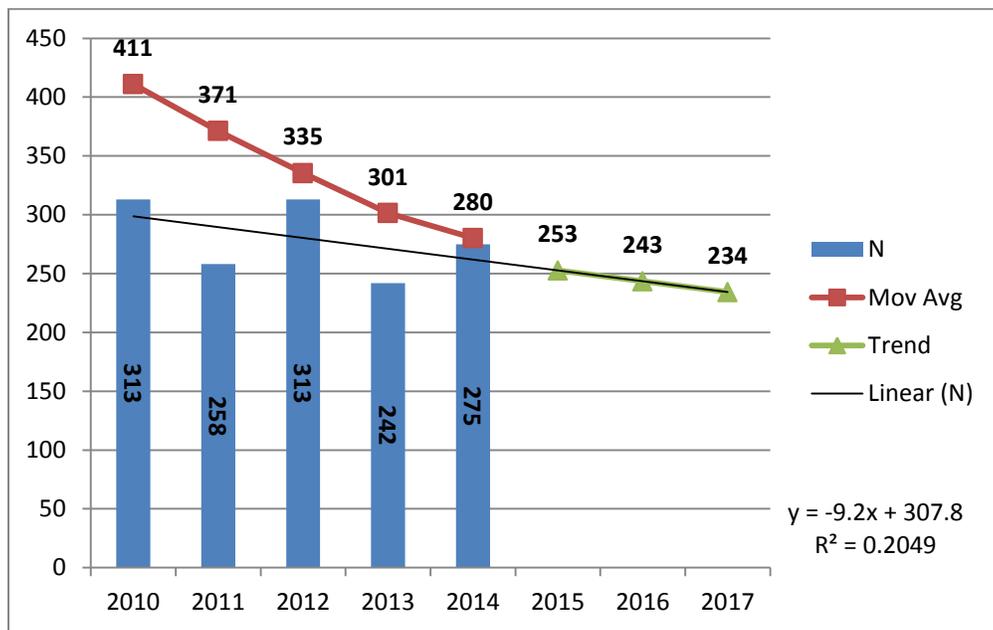


Figure 2. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

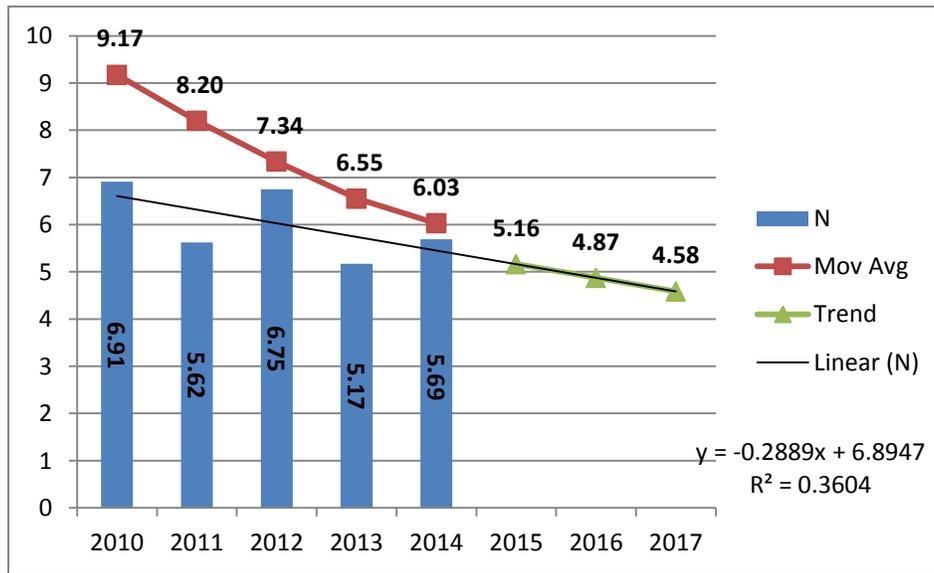


Figure 3. South Carolina Unbelted Passenger Vehicle Occupant Fatalities, Population Rate

The largest decline among the three major behavior-related traffic fatality categories (impaired driving, speeding, and unrestrained vehicle occupant) in South Carolina occurred in the **impaired driving fatalities** category. Impaired driving deaths showed significant decline (-20.96% in 2010 as compared to 2014; -17.33% comparing 2014 to the average of 2010-2013). Impaired driving deaths declined steadily through 2011 (-44), increased in 2012 (+39), and then declined further in 2013 and 2014 (-69). Overall, there was a net decline of 74 impaired driving deaths between 2010 and 2014 (see **Tables 6** [next page] and **3** [page 13], as well as **Figures 4** [page 18] and **5** [page 19] for impaired driving trends). The state expects the currently reported number of alcohol-impaired driving fatalities of 279 deaths in 2014 to increase after the NHTSA imputation model is applied. This expectation is based on recoding efforts undertaken by the state's FARS Analyst at the request of NHTSA/FARS in early 2016. While the updated figure is unavailable at this time, it is expected to be in the range of 330-340 deaths. South Carolina's alcohol-impaired *population-based* fatality rate followed a similar pattern as the number of fatalities, with the 2014 rate (5.77 deaths per 100,000 population) representing a 19.25% decrease when compared to the 2010-2013 average (7.15) and a 24.13% decrease when compared to the rate in 2010 (7.61). Additionally, alcohol-impaired driving fatalities made up 33.86% of total traffic fatalities in South Carolina in 2014. This is a 22.39% decrease from the 43.63% of impaired driving fatalities to total traffic fatalities in 2010 (see Table 6 on the following page). Finally, the 2014 proportion represents a 17.89% decrease compared to an average of the prior four year period.

Table 6. South Carolina Alcohol-Impaired Driving Fatalities

	2010	2011	2012	2013	2014	% Change: 2010 vs. 2014	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	353	309	348	340	279	-20.96%	-17.33%
○ VMT Rate*	0.72	0.63	0.71	0.69	0.56	-22.22%	-17.6%
Pop. Rate**	7.61	6.60	7.37	7.02	5.77	-24.18%	-19.30%
Pct of Total	43.63%	37.32%	40.32%	43.68%	33.86%	-22.39%	-17.9%

*Per 100 Million Vehicle Miles Traveled; **Per 100,000 Population

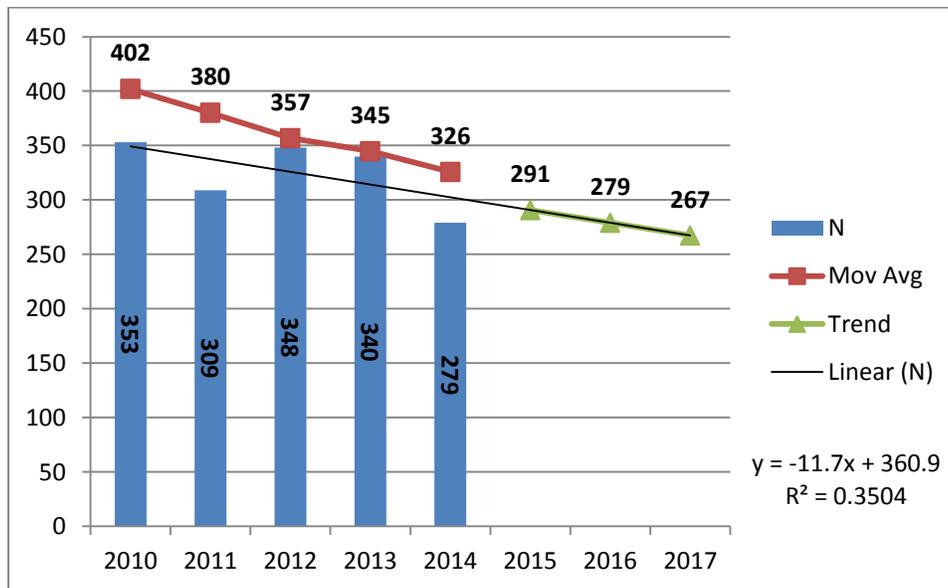


Figure 4. South Carolina Alcohol-Impaired Driving Fatalities

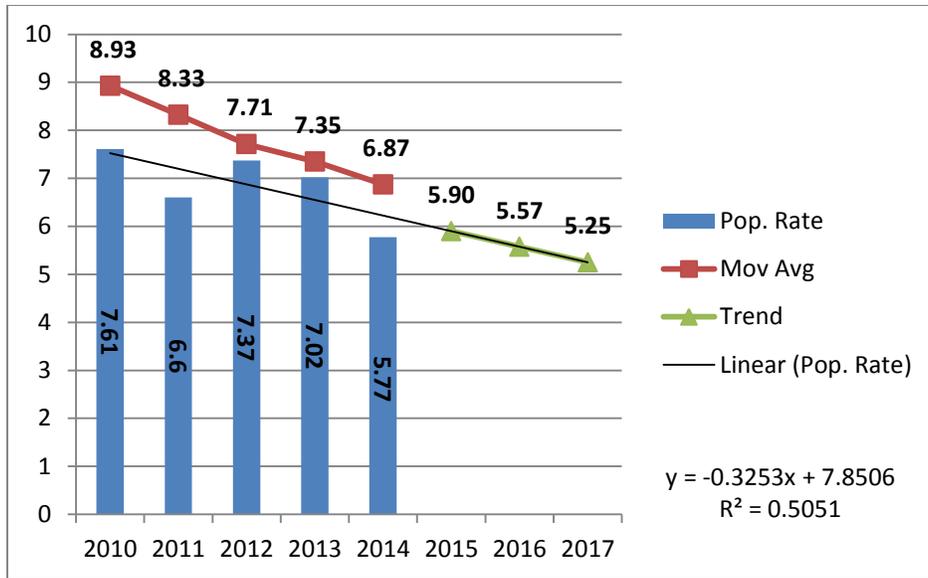


Figure 5. South Carolina Alcohol-Impaired Driving Fatalities, Population Rate

Unlike the first two categories discussed, there was a slight increase over the 2010-2014 period in the **speed-related** deaths category as shown in the table below. The 305 speeding-related fatalities in South Carolina in 2014 represented a slight increase (2.26%) compared to the average of the prior four years, and a 5.90% increase when compared to the 2010 total. The population-based fatality rate followed a similar pattern as the number of fatalities, with the highest rate in 2012 (6.82) and the lowest rate in 2011 (5.94). South Carolina’s 2014 speeding-related population-based fatality rate (6.31 deaths per 100,000 population) is 0.53% lower than the 2010-2013 average (6.35) and 1.63% higher than the 2010 rate.

Table 7. South Carolina Speeding-Related Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	288	278	322	305	305	5.90%	2.26%
Pop. Rate**	6.21	5.94	6.82	6.41	6.31	1.63%	-0.53%
Pct. of Total	35.60%	33.57%	37.31%	39.90%	37.01%	3.97%	1.15%

**Fatality rate per 100,000 population

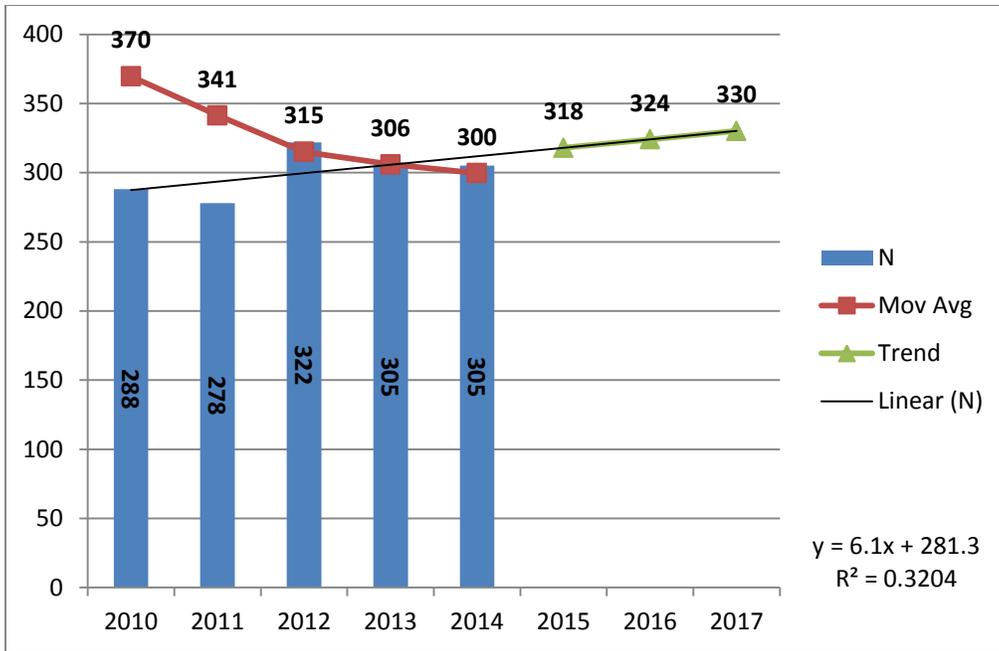


Figure 6. South Carolina Speeding-Related Fatalities

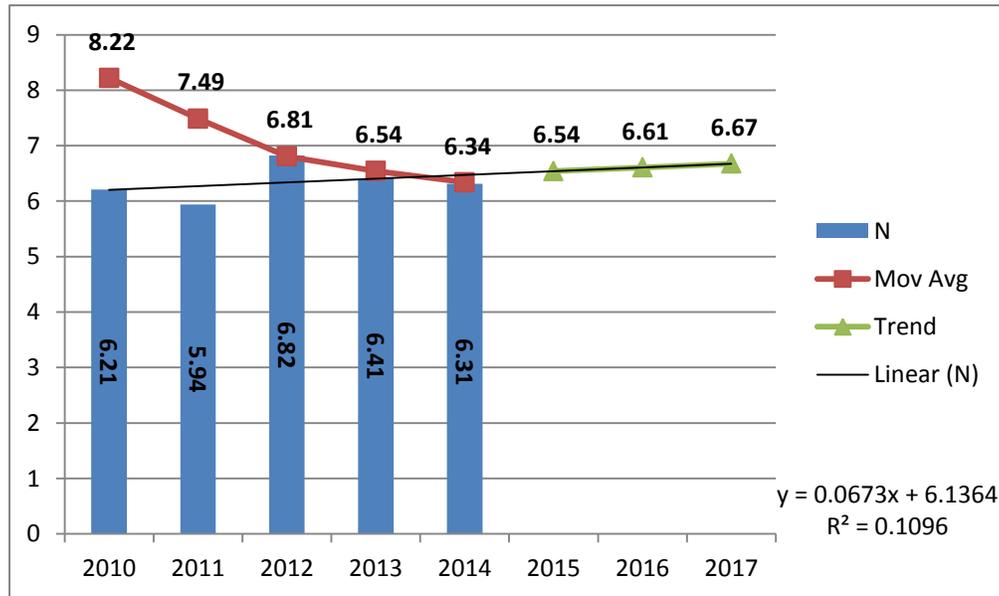


Figure 7. South Carolina Speeding-Related Fatalities, Population Rate

Mid-range Categories of Traffic Fatalities in South Carolina

Four additional fatality categories accounted for proportionately smaller numbers of deaths, each with 13% to 17% of total deaths over the five-year period. These categories (and their proportions) were **young-driver-involved** deaths (14%, 112 deaths annually); **older-driver-involved** deaths (17% of the total and about 117 deaths annually); **motorcyclists** (16%, 129 deaths annually); and **pedestrians** (13%, 107 deaths annually). Older-driving involved fatalities, young driver-involved fatalities, and pedestrian fatalities all increased in 2014 as measured against a four-year average.

The first mid-range category of traffic fatalities in South Carolina to discuss is young-driver involved fatalities. **Young-driver involved** fatalities experienced an overall increase in the number of deaths from 2010 to 2014. The number of fatalities involving younger drivers in 2014 represented a 7.94% increase compared to the 2010-2013 average (110), and a 9.17% increase compared to the 2010 total. In South Carolina, the young driver-involved population-based fatality rate followed a similar pattern as the number of fatalities, with the 2014 rate (2.46 deaths per 100,000 population) representing a 4.97% increase when compared to the prior four-year average (2.35) and a 4.74% increase from the 2010 rate (2.35) (see **Tables 8** [below] and **3** [page 13]; as well as **Figures 8** [page 22] and **9** [page 22] for young driver-involved trends).

Table 8. South Carolina Young Driver-Involved Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	109	107	126	99	119	9.17%	7.94%
Pop. Rate*	2.35	2.29	2.67	2.07	2.46	4.74%	4.97%
Pct. of Total	13.47%	12.92%	14.60%	12.89%	14.44%	7.19%	7.20%

* Fatality rate per 100,000 population

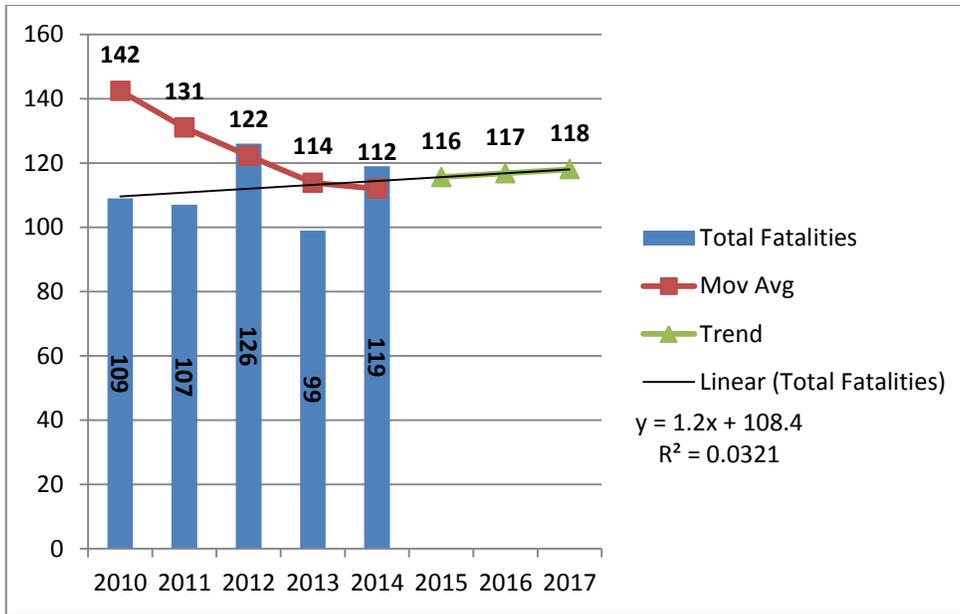


Figure 8. South Carolina Young Driver-Involved Fatalities

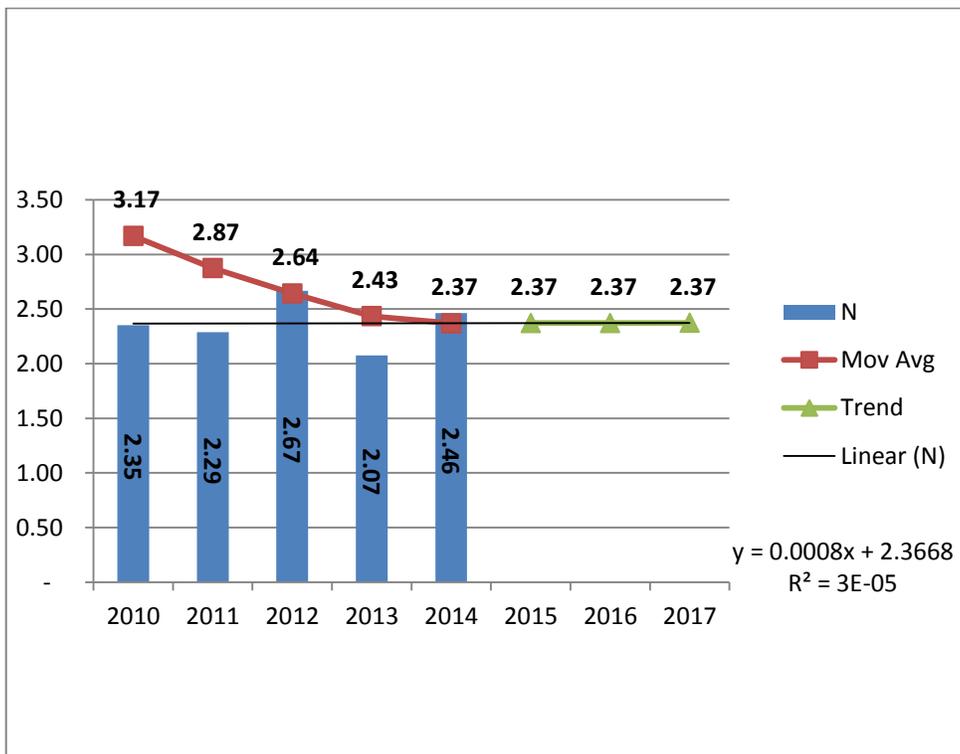


Figure 9. South Carolina Young Driver-Involved Fatalities, Population Rate

Another mid-range traffic fatality category that experienced an increase in the overall number of deaths from 2010 to 2014 was **older driver-involved fatalities**. Older-driver-involved deaths were 18.26% more frequent in 2014 than in 2010 and 21.70% more frequent than the average of the first four years from 2010-2013. (See **Tables 9** [below] and **3** [page 13]; as well as **Figures 10** [below] and **11** [page 24] for older-driver-involved trends).

Table 9. South Carolina Older Driver-Involved Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	115	110	118	104	136	18.26%	21.70%
Pop. Rate*	2.48	2.35	2.50	2.18	2.81	13.46%	18.34%
Pct. of Total	14.22%	13.29%	13.67%	16.15%	16.50%	16.11%	15.18%

* Fatality rate per 100,000 population; Older drivers 65 and older; not comparable to charts from previous years

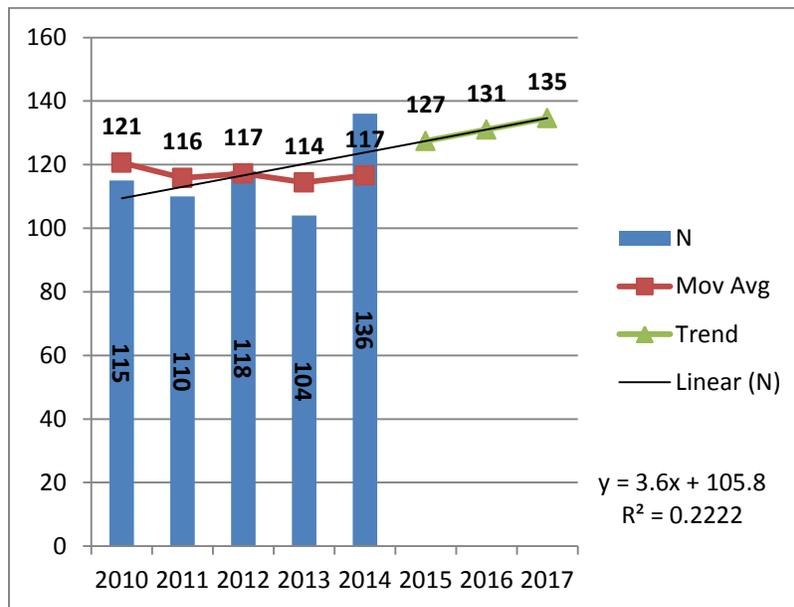


Figure 10. South Carolina Older Driver-Involved Fatalities

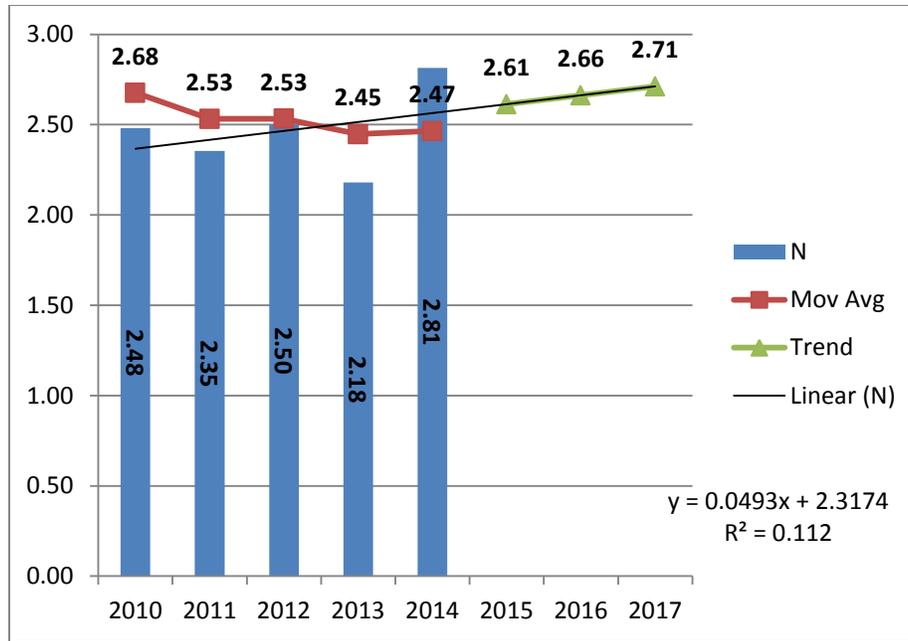


Figure 11. South Carolina Older Driver-Involved Fatalities, Population Rate

Motorcycle riders include both operators and passengers of a motorcycle. The term “motorcyclist” also includes both the operator and the passenger. **Table 10** below shows that in South Carolina, the number of motorcyclist deaths increased from 2010-2013, reached its highest level in 2013, and decreased in 2014. The count in 2014 (121 fatalities) represents a 7.81% decrease from the average of the prior four years (131 fatalities) and a 19.80% increase from 2010. However, it should be noted that the statistical information included in these charts includes moped operator deaths, as well as motorcyclist deaths. Traffic statistical data collection in the State of South Carolina distinguishes between these two categories of motorists.

Table 10. South Carolina Motorcycle Rider Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	101	129	146	149	121	19.80%	-7.81%
Pop. Rate*	2.23	2.81	3.15	3.18	2.50	12.28%	-11.91%
Pct. of Total	12.48%	15.58%	16.92%	19.43%	14.68%	17.66%	-8.81%
Unhelmeted Fatalities	75	100	102	106	95	26.67%	-0.78%
Pct. Unhelmeted Fatalities	74.26%	77.52%	69.86%	71.14%	78.51%	5.73%	7.26%

* Fatality rate per 100,000 population

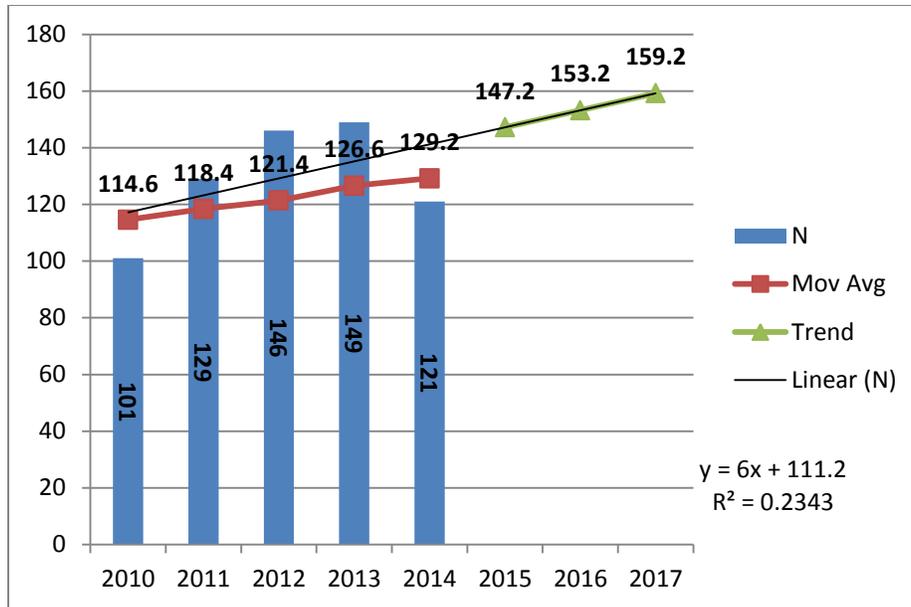


Figure 12. South Carolina Motorcycle Rider Fatalities

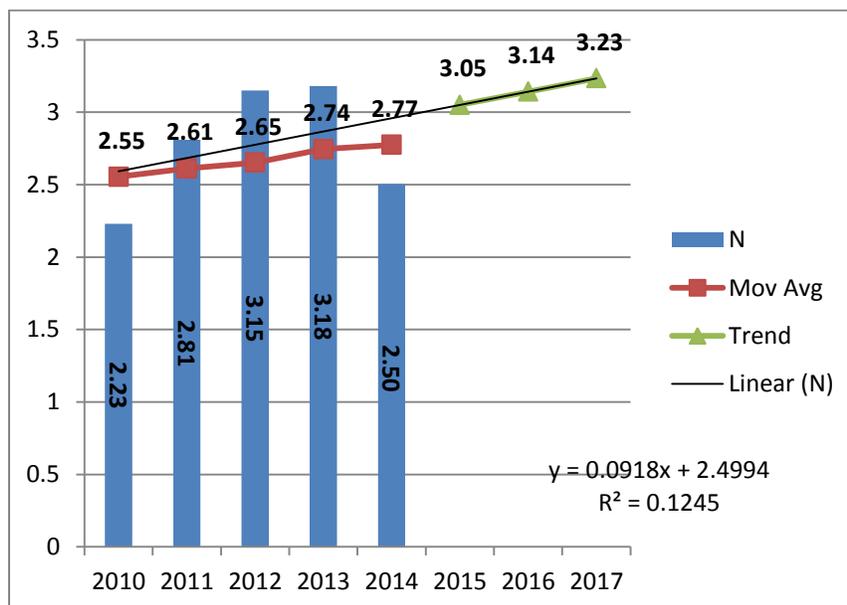


Figure 13. South Carolina Motorcycle Rider Fatalities, Population Rate

Pedestrian deaths increased from 2010 through 2012, declined in 2013, and then increased again in 2014. Overall, pedestrian deaths were elevated by 18.89% when comparing 2014 with 2010, but were 0.47% higher when compared with the average of the prior four years. See **Tables 11** [below] and **3** [page 13], as well as **Figures 14** [below] and **15** [page 27] for pedestrian trends.

Throughout the five years shown in **Table 11**, pedestrians accounted for, on average, 13% of all traffic-related deaths in South Carolina. The 2014 percentage of pedestrian fatalities to total traffic fatalities (12.99%) represents a 0.20% decrease in this index when compared to the 2010-2013 average (13.01%), and a 16.72% increase compared to the 2010 proportion.

Table 11. South Carolina Pedestrian Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	90	113	123	100	107	18.89%	0.47%
Pop. Rate*	1.94	2.41	2.60	2.09	2.21	14.06%	-2.08%
Pct. of Total	11.12%	13.65%	14.25%	13.04%	12.99%	16.72%	-0.20%

* Fatality rate per 100,000 population

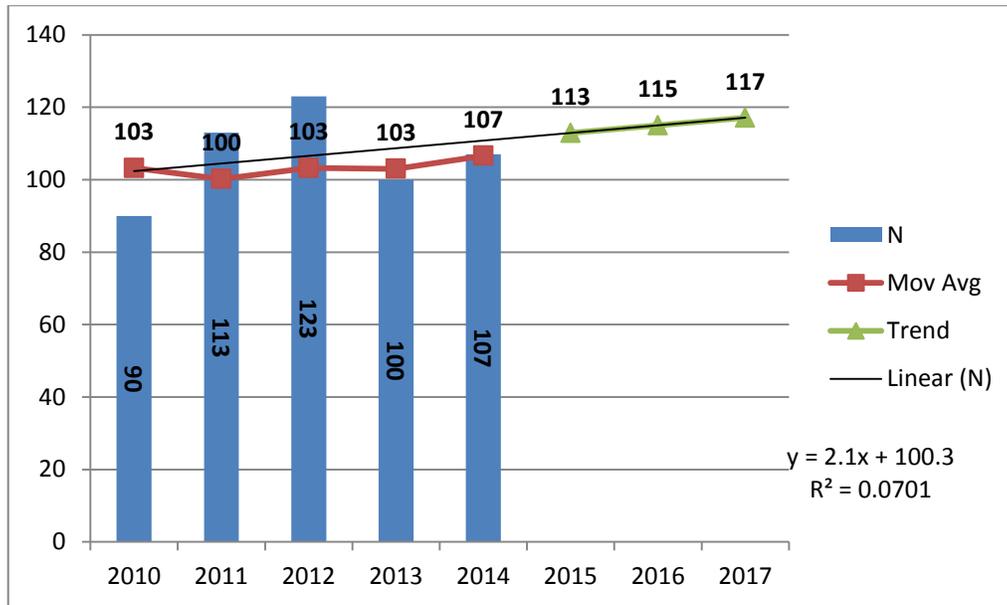


Figure 14. South Carolina Pedestrian Fatalities

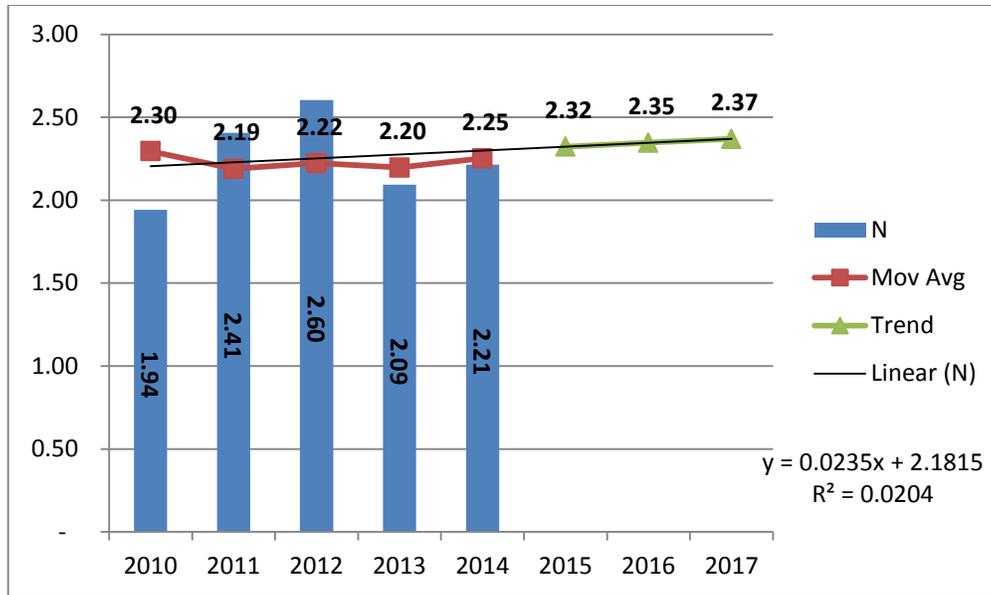


Figure 15. South Carolina Pedestrian Fatalities, Population Rate

The smallest category examined in this report was **bicyclist deaths**, accounting for about 1.74% of all traffic-related fatalities in South Carolina over all five years (about 14 deaths annually). There was no clear pattern of change in bicyclist deaths with a high of 15 deaths in both 2011 and 2013. (See **Tables 12** [below] and **3** [page 13] and **Figures 16** and **17** [page 28] for trends in bicyclist deaths.)

Table 12. South Carolina Bicyclist Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	14	15	13	15	14	0.00%	-1.75%
Pop. Rate*	0.30	0.32	0.28	0.31	0.29	-3.43%	-3.43%
Pct. of Total	1.73%	1.81%	1.51%	1.96%	1.70%	-1.79%	-3.09%

* Fatality rate per 100,000 population

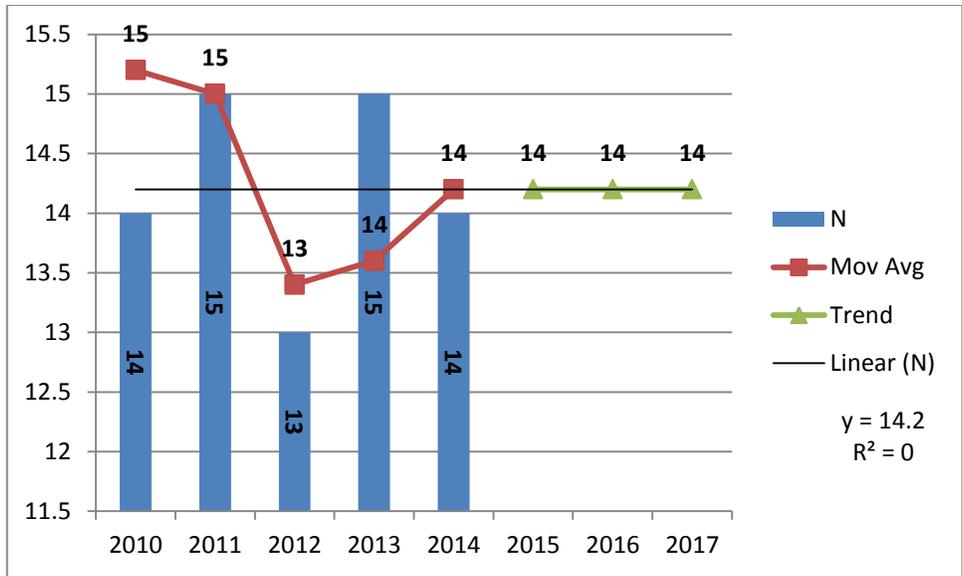


Figure 16. South Carolina Bicyclist Fatalities

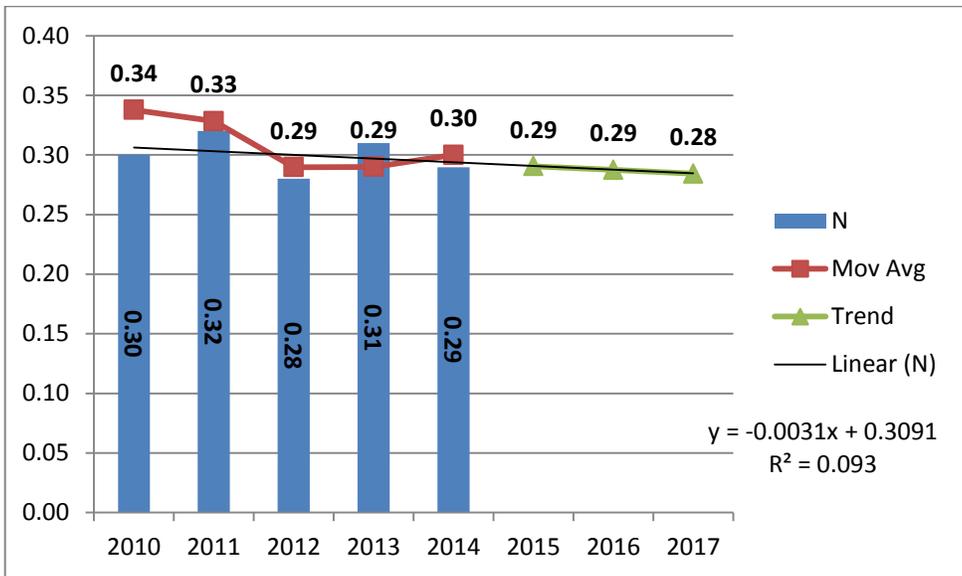


Figure 17. South Carolina Bicyclist Fatalities, Population Rate

SC Traffic Fatality Summary

Total traffic deaths in South Carolina numbered 809 in 2010, 828 in 2011, and increased to 863 in 2012 before decreasing to 768 in 2013 (the third lowest number of deaths in the prior 50-year state history). There were 824 deaths in 2014, the most recent year for which FARS data are available. Overall, there was an increase of 15 deaths in comparing 2010 with 2014. It is not certain what changes in the economy or other related factors had on the more unfavorable results of 2014 and for this reason there is additional uncertainty whether these recent gains can be sustained or enhanced.

The largest declines from 2010 through 2014 were in impaired-driving deaths (-21%) and unrestrained occupant deaths (-12.1%). Four categories saw increases in traffic fatalities: Motorcyclists (19.8%); Pedestrians (18.9%); Passenger Fatalities (5.3%); and Speeding Fatalities (5.9%).

SOUTH CAROLINA TRAFFIC FATALITY DEMOGRAPHICS

Traffic Fatalities by Age and Gender

As of January 2016, information received from the South Carolina Department of Motor Vehicles (SCDMV) shows there are 3,724,946 licensed drivers (this data includes all ages) in South Carolina who operate 4,336,240 vehicles on a roadway system of over 60,000 public road miles with a land area of 32,020 square miles. The South Carolina Department of Transportation (SCDOT) maintains over 44,000 miles of these roadways. The remaining miles are maintained by local governments, private businesses, or individuals. Of these 3,724,946 licensed drivers, 1,935,359 are female and 1,789,374 are male (213 drivers had an unknown gender). Over half of the licensed drivers in South Carolina are females; however, **Table 13** on the following page shows that from 2010 to 2014, 1,091, or 26.7%, of the 4,092 fatalities were females. Males accounted for the majority of the fatalities (2,999, or 73.3%) during this five-year period.

There are 267,733 licensed drivers age 20 or younger in South Carolina which represent approximately 7.2% of the 3,724,946 licensed drivers in our state. **Table 8** on page 21 indicates the number of fatalities resulting from South Carolina crashes involving young drivers (under 21 years of age) during the time period 2010-2014. In 2010, there were 109 such deaths. The number of young-driver deaths decreased in 2011 to 107, before increasing in 2012 to 126 deaths. The decline reversed in 2013, falling to 99, before increasing in 2014 to 119 deaths. The 119 young-driver-involved fatalities in 2014 represent 14.44% of the total fatalities (824) that occurred in 2014. Overall, these data indicate that young-driver-involved fatalities increased 9.17% from 2010 to 2014.

There are 757,021 licensed older drivers (drivers age 65 and above) which represent approximately 20.3% of the 3,724,946 licensed drivers in our state. **Table 9** on page 23 indicates the number of fatalities resulting from South Carolina crashes involving an older driver. There were 115 older-driver-involved deaths in South Carolina in 2010, decreasing to 110 fatalities in 2011, before increasing by 8 to 118 in 2012 and decreasing to 104 in 2013. The number in 2014

(136 fatalities) represents an increase of 21.70% compared to the prior four-year average (111.75), and an increase of 18.26% compared to the count in 2010.

As seen in **Table 13** below, from 2010 through 2014, the age groups in South Carolina with the *greatest number of fatalities per 100,000 population* were those ages 25-34, 45-54, and 34-44, in order of decreasing fatality rate. The age group constituting the *highest percentage of fatalities* was the 25-34 group (18.5%), followed by those ages 45-54 (16.3%) and those ages 35-44 (14.8%). The United States followed the same pattern as South Carolina, with the 25-34 age group constituting the greatest percentage of traffic fatalities during the five-year period, followed by those ages 45-54, and then those ages 35-44.

Table 13. Fatalities by Age Group and Gender: Totals 2010-2014

Age Group	Fatalities by Age					Fatalities by Age and Gender				
	South Carolina			U.S.	U.S.	South Carolina				U.S. % Males
	(N=4,092)	%	Pop. Rate*	(N=164,829)	%	Females		Males		
		Per 100k			N	%	N	%		
<5	41	1.00%	0.17	1900	1.20%	19	0.46%	22	0.54%	0.62%
5-9	38	0.90%	0.16	1740	1.10%	16	0.39%	22	0.54%	0.59%
10-15	57	1.40%	0.24	3080	1.90%	20	0.49%	36	0.88%	1.11%
16-20	424	10.40%	1.79	16085	9.80%	121	2.96%	303	7.41%	6.66%
21-24	397	9.70%	1.68	16712	10.10%	104	2.54%	286	6.99%	7.62%
25-34	757	18.50%	3.20	28579	17.30%	182	4.45%	575	14.06%	13.03%
35-44	607	14.80%	2.57	22070	13.40%	136	3.33%	471	11.52%	9.84%
45-54	667	16.30%	2.82	25291	15.30%	163	3.99%	504	12.32%	11.34%
55-64	521	12.70%	2.20	21103	12.80%	114	2.79%	407	9.95%	9.38%
65-74	318	7.80%	1.35	13150	8.00%	111	2.71%	207	5.06%	5.25%
75+	256	6.30%	1.08	14829	9.00%	105	2.57%	159	3.89%	5.02%
Unknown	9	0.20%	0.04	290	0.20%	0	0.00%	7	0.17%	0.09%
Total	4,092	100.00%	17.31	164,829	100.00%	1091	26.67%	2999	73.33%	70.56%

Traffic Fatalities by Race and Hispanic Origin

Table 14 below details fatalities by racial/ethnic group, which is comparatively representative of the demographic population in South Carolina. To provide five years of data for evaluation, Fatalities by Race and Hispanic Origin during 2009-2013 will be compared because 2014 data is not currently available. To the extent that the race of the crash victims is known, 67.7% of South Carolina’s fatalities were racially White during the 2009-2013 period, compared to 68.3% of the population throughout the same years. Blacks represented 31.8% of the state’s 2009-2013 fatalities and 27.9% of the state’s population. Throughout the five-year period in South Carolina, Hispanics accounted for 4.1% of all traffic-related fatalities where ethnicity is known, and 5.3% of the state’s population.

Table 14. Fatalities by Race and Hispanic Origin
South Carolina

Race/Hispanic	2009	2010	2011	2012	2013	2014	SC	U.S.
							%	%
White	599	561	567	580	494	N/A	N/A	N/A
Black	291	246	257	276	247	N/A	N/A	N/A
Other	4	2	4	6	5	N/A	N/A	N/A
Hispanic	44	38	44	24	21	N/A	N/A	N/A
Total* Race Known	894	809	828	862	746	N/A	100.00%*	N/A

N/A: 2014 Race/Hispanic Origin Data is Not Yet Complete

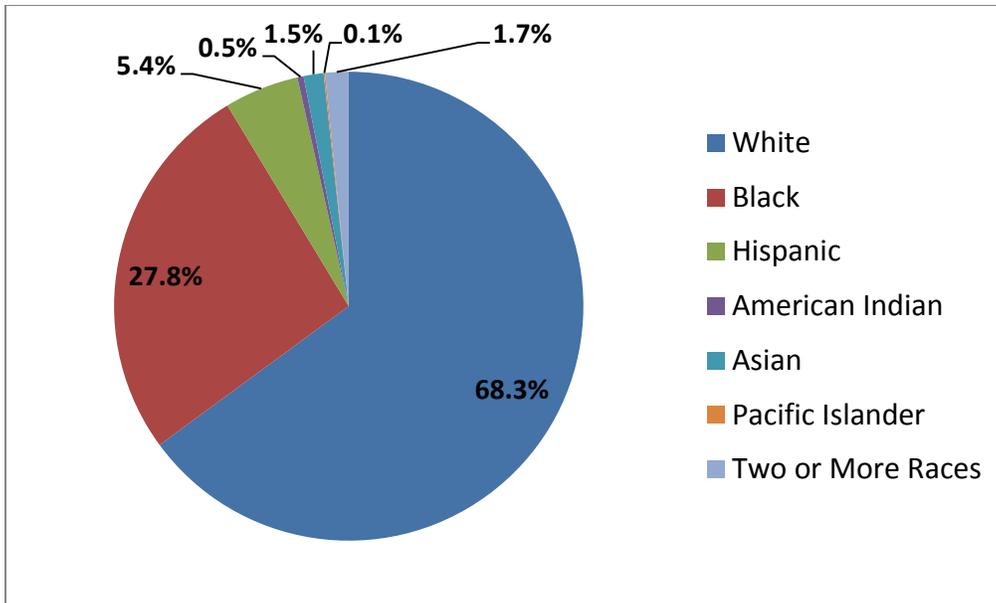


Figure 18 – SC Demographic Data-Source: US Census Bureau 2014

The United States Census Bureau in 2014 identified South Carolina’s population as 4,832,482. As indicated in **Figure 18** above, the largest South Carolina racial/ethnic groups are White (68.3%) followed by Black (27.8%) and Hispanic (5.4%). From 2010-2014, the median household income of South Carolina residents was \$45,033. However, 18.0% of South Carolina residents live in poverty.

Target Zero Initiative

The data presented above and the strong commitment of the Governor’s Representative in South Carolina, the Director of the SC Department of Public Safety, has assisted the state in moving toward the adoption of Target Zero as its main goal in terms of traffic-related deaths. Thus, the state has geared its highway safety efforts toward eliminating traffic fatalities rather than merely reducing them. During the last decade, several states have adopted a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. This is a radical departure from the traditional goal-setting approaches adopted by states in efforts to simply reduce traffic fatalities. Though obviously not achievable overnight, the goal of zero fatalities is a noble goal and the only legitimate way to look at the issue of highway traffic fatalities in our state. The SC Department of Public Safety (SCDPS), under the leadership of Director Leroy Smith, decided to adopt this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state. During FFY 2017, “Target Zero, A Goal We Can All Live With” will continue to be incorporated into various data-driven performance strategies to move toward eliminating traffic deaths in South Carolina.

In May 2014, the SC Department of Public Safety, with the assistance of its agency contractor, Fisher Communications, developed a six-and-a-half minute video presentation relative to “Target Zero.” The video was modeled after presentations prepared in other states and utilized a person-

on-the-street format interviewing citizens at various recognizable venues all over the state and asking them a series of questions, including “How many traffic fatalities were there in the US last year?”; “What are the leading causes of traffic fatalities?”; “What is a reasonable goal for the reduction of traffic fatalities in SC?”; and “What is a reasonable goal for the number of traffic fatalities in your family?” The purpose of the video was to allow people interviewed to slowly come to the realization that the only legitimate goal is zero traffic fatalities, and if this is an appropriate goal for an individual’s family, then it is the appropriate goal for everyone’s family. The video went on to explain the “Target Zero” rationale to those interviewed and asked them how they felt about the rationale. The video concluded with those interviewed looking into the camera and saying, “I support ‘Target Zero’ in South Carolina.” The video was edited into four 60-second spots using the same format and concentrating on specific areas of the state. These spots were aired, once appropriate funding was identified, in these respective areas of the state focusing on the state’s four major media markets. The spots are available at South Carolina’s Target Zero website (<https://www.sctargetzeroplan.org/videos>). The Target Zero website went live in July 2015 and serves as a comprehensive resource outlining South Carolina’s Target Zero Safety Plan. The Target Zero Safety Plan contains a detailed roadmap of each highway safety initiative in South Carolina. Additionally, the website contains a link that allows the public to take the Target Zero pledge promising to always buckle up, drive sober, obey the speed limit, and drive without distractions. Other important aspects of the website include crash data, preventative highway safety measures, ongoing safety campaigns, and important Target Zero news.

Priority Areas

FFY 2017 priority areas for the Highway Safety Plan will focus on the following:

Impaired Driving Countermeasures: The enforcement, adjudication, education, and systematic improvements necessary to impact impaired and drugged driving. This includes programs focusing on youth alcohol traffic safety issues.

Occupant Protection: The development and implementation of programs designed to increase usage of safety belts among all age groups and proper usage of child restraints.

Police Traffic Services/Speed Enforcement: The development or enhancement of traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. Speeding programs are a priority; however, these programs should also include attention to DUI enforcement and occupant protection. Priority will be given to projects with integrated enforcement strategies to effectively combat impaired driving and other aggressive driving behaviors such as speeding.

Traffic Records (Statewide Emphasis): The continued development and implementation of programs designed to enhance the collection, analysis, and dissemination of collision, citation, and public contact data, increasing the capability for identifying and alleviating highway safety problems.

Other Areas of Funding:

Young Drivers: Components of grant proposals may also include efforts to educate and improve the driving skills, attitudes, and behaviors of young drivers ages 15 to 24. The OHSJP will maintain campaigns, particularly *Sober or Slammer!*, that focus on young drivers ages 21 to 34. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state, to include advertising on printed tickets for sporting and other special events, as well as public address announcements and program advertising.

Other Vulnerable Roadway Users

Motorcycle Safety: The development and implementation of programs to reduce the frequency of involvement of motorcycles in traffic collisions and to reduce the number of motorcycle-related crash injuries and fatalities. FARS data includes moped data; however, state data relative to motorcycle statistics does not.

Pedestrian Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance pedestrian safety, thus reducing the occurrence of pedestrian involvement in automobile crashes and the number of pedestrian fatalities occurring as a result of automobile collisions.

Bicycle Safety: The development, implementation, and evaluation of educational and enforcement programs that will enhance bicycle safety, thus reducing the occurrence of bicycle involvement in automobile crashes and the number of bicycle fatalities occurring as a result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of vulnerable roadway user safety issues in the state.

Moped Rider Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance moped rider safety, thus reducing the occurrence of moped involvement in automobile crashes and the number of moped operator fatalities occurring as a result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of other vulnerable roadway user safety issues in the state.

HIGHWAY SAFETY PLANNING PROCESS

As defined in the CFR 23 (1200.11), each year the state's Highway Safety Plan must include the planning process utilized by the highway safety office to obtain its source data and the processes used to identify the state's specific highway safety problems. The state must also describe highway safety performance measures, define performance targets, and develop/select evidence-based countermeasure strategies and projects to address traffic safety problems and achieve its performance targets. The state must also define the efforts used to coordinate data collection and information systems with the state's Strategic Highway Safety Plan and the outcomes from this coordination.

The state receives significant input from its Traffic Records Coordinating Committee (TRCC), which is composed of members from the SC Department of Public Safety (SCDPS), the SC Department of Transportation (SCDOT), the SC Department of Motor Vehicles (SCDMV), the SC Judicial Department (SCJD), and the SC Department of Health and Environmental Control (SCDHEC), as well as local law enforcement, in the continuous upgrading of its traffic records and data collection systems. The TRCC annually updates the state's Traffic Records Strategic Plan, which is recommended by the TRCC Working Group and approved by the TRCC Executive Group. Projects contained in the TRSP are also included in this document. The countermeasure strategies identified in this plan are performance-based and were developed with significant input from the Statistical Analysis Center, which is housed within the Office of Highway Safety and Justice Programs (OHSJP), as well as with input from a variety of councils/task forces maintained and/or participated in by the SCDPS.

The OHSJP receives input from its Motorcycle Safety Task Force, which is composed of members from SCDPS, SCDOT, the SC Technical College System, AARP, motorcycle advocacy groups, SCDMV, and state and local law enforcement, in regards to its planned motorcycle safety activities for the upcoming year.

In addition, the OHSJP receives significant input from the SC Impaired Driving Prevention Council (SCIDPC), which is a multi-agency, multi-disciplinary task force, seeking to utilize a variety of approaches in attacking the DUI problem in the state and is made up of representatives from law enforcement, the criminal justice system (prosecution, adjudication, and probation), driver licensing, treatment and rehabilitation, ignition interlock program, data and traffic records, public health, and communication. The OHSJP develops an Impaired Driving Countermeasures Plan (IDCP) annually that is approved by the SCIDPC. Activities and strategies contained in the IDCP are also contained in the HSP. The SCIDPC is composed of representatives from the following agencies (please note primary agency function[s] indicated by each listed agency):

SC Department of Administration [Previously the Office of the Governor] – executive, administration, advisory

SCDPS – law enforcement, communication, data/traffic records, OHSJP

SCDOT – data/traffic records

SCDMV – driver licensing, data/traffic records, ignition interlock device program

SC Department of Corrections (SCDC) – criminal justice

SC Dept. of Alcohol and Other Drug Abuse Services (SCDAODAS) – treatment/rehabilitation/prevention, data
 SC Legislature – administration, legislation
 SC Department of Insurance (SCDOI) – data
 SC Commission on Prosecution Coordination (SCCPC) – prosecution
 SC Solicitors Association (SCSoA) – prosecution
 SC Dept. of Probation, Parole and Pardon Services (SCDPPPS) – criminal justice, ignition interlock device program
 SC Criminal Justice Academy (SCCJA) – law enforcement training
 SC State Law Enforcement Division (SLED) – law enforcement
 SC Department of Education (SCDOE) – education
 SC Judicial Department (SCJD) – criminal justice, adjudication
 SC Attorney General’s Office (SCAGO) – criminal justice
 SC Sheriffs’ Association (SCSA) – law enforcement
 SC Law Enforcement Officers’ Association (SCLEOA) - law enforcement
 SC Summary Court Judges’ Association (SCSCJA) – criminal justice, adjudication
 SC Campus Law Enforcement Association (SCCLEA) – law enforcement
 SC Coroners’ Association (SCCA) – public health, criminal justice
 SC Trucking Association (SCTA) – administration, advisory
 Behavioral Health Services Association (BHSA) – public health, treatment/rehabilitation
 SC Victims Assistance Network (SCVAN) – advocacy, victim services
 SC Mothers Against Drunk Driving (SCMADD) – advocacy, victim services
 Families of Highway Fatalities (FHF) – advocacy, victim services
 State Office of Victim Assistance (SOVA) – advocacy, victim assistance
 American College of Emergency Physicians (ACEP) – public health
 Primary Care Physician Association (PCPA) – public health
 American Automobile Association (AAA) – administration, data, advocacy
 Safety Council of South Carolina (SC Chapter of National Safety Council) – advocacy, data
 SC Restaurant and Lodging Association (SCRLA) – administration, business/industry
 Federal Highway Administration (FHWA) – advisory
 National Highway Traffic Safety Administration (NHTSA) – advisory
 Federal Motor Carrier Safety Administration (FMCSA) - advisory

Data Sources and Processes

OHSJP’s Statistical Analysis Center collects and analyzes information concerning traffic collisions on South Carolina’s roadways. OHSJP statisticians perform analysis on traffic data to determine when and where collisions are occurring, the demographics involved in collisions, and the specific causes of collisions. This information is presented to OHSJP staff to be used for the planning and implementing of appropriate countermeasures (e.g., enforcement and education initiatives) and program development efforts to help reduce traffic collisions, injuries, and fatalities. The Statistical Analysis Center also houses a staff who performs data entry services. Specifically, several fields of information from completed traffic collision reports are input by operators into the Traffic Collision Master File. Responsibilities of this section are far-ranging and encompass programming, consultation, descriptive analysis, inferential statistical analysis,

report preparation, etc. The current databases maintained and used for statistical analysis are detailed below:

Traffic Collision Master File

Traffic collisions that occur in South Carolina and are investigated by law enforcement agencies are reported to the SCDPS on the Traffic Collision Report Form (TR-310), which is designed and printed by the OHSJP. Data from the TR-310 is either electronically reported or entered by data entry staff into the Traffic Records Master File. Data entered into the Traffic Records Master File are retrieved by OHSJP statisticians and used for performing statistical studies for various users, including law enforcement agencies, governmental units, attorneys, engineers, media representatives, and private users. These studies, conducted upon written request, are primarily descriptive in nature and focus on a specific traffic collision topic ranging from collisions at a specific intersection or section of roadway, to collisions during specific months in selected counties, to rankings of specific intersections in a county or jurisdiction.

South Carolina Traffic Fatality Register

The OHSJP maintains the Traffic Fatality Register as an up-to-date preliminary process of counting traffic fatalities. Comparisons with previous years through the same date are required as an ongoing assessment of traffic safety programs. Data for this file are received through the Highway Patrol Communications Office and TR-310s received from all investigative agencies. The Traffic Fatality Register is used on a daily basis to record the latest available information concerning persons who die in traffic collisions in South Carolina, including passengers, pedestrians, pedal-cyclists, etc. Through the Traffic Fatality Register, a report is generated on a daily basis and distributed to highway safety committees and program stakeholders, as well as community and constituent groups. The SCDOT, SLED, SCCJA, NHTSA Region 4 office, and local law enforcement agencies are among the recipients of this critical fatality and seat belt use data distributed through our Statistical Analysis Center.

Fatality Analysis Reporting System (FARS)

FARS was established in the 1970s as a uniform system for gathering information on fatal traffic collisions in the United States. The data collected is used by a large number of organizations in government, academia, and private industry to analyze a wide variety of traffic safety issues. FARS collects uniform data from each of the 50 states plus the District of Columbia and Puerto Rico. Participation is required and consists of gathering and transmitting fatal collision information to a central data center in Washington, D.C. Currently, data transmittal is performed in each state by means of a personal computer linked, via telephone lines with modems (MDE System), to the headquarters in Washington.

SAFETYNET

SAFETYNET is an automated information management system designed to support Federal and State Motor Carrier Safety Programs by allowing monitoring of the safety performance of Interstate and Intrastate commercial motor carriers. OHSJP and the State Transport Police collaborate in maintaining this data. OHSJP uses the crash data from the Traffic Collision Master

File to upload information regarding commercial vehicle activity. Data is uploaded weekly to the Motor Carrier Management Information Systems (MCMIS) carrier's profile nationwide.

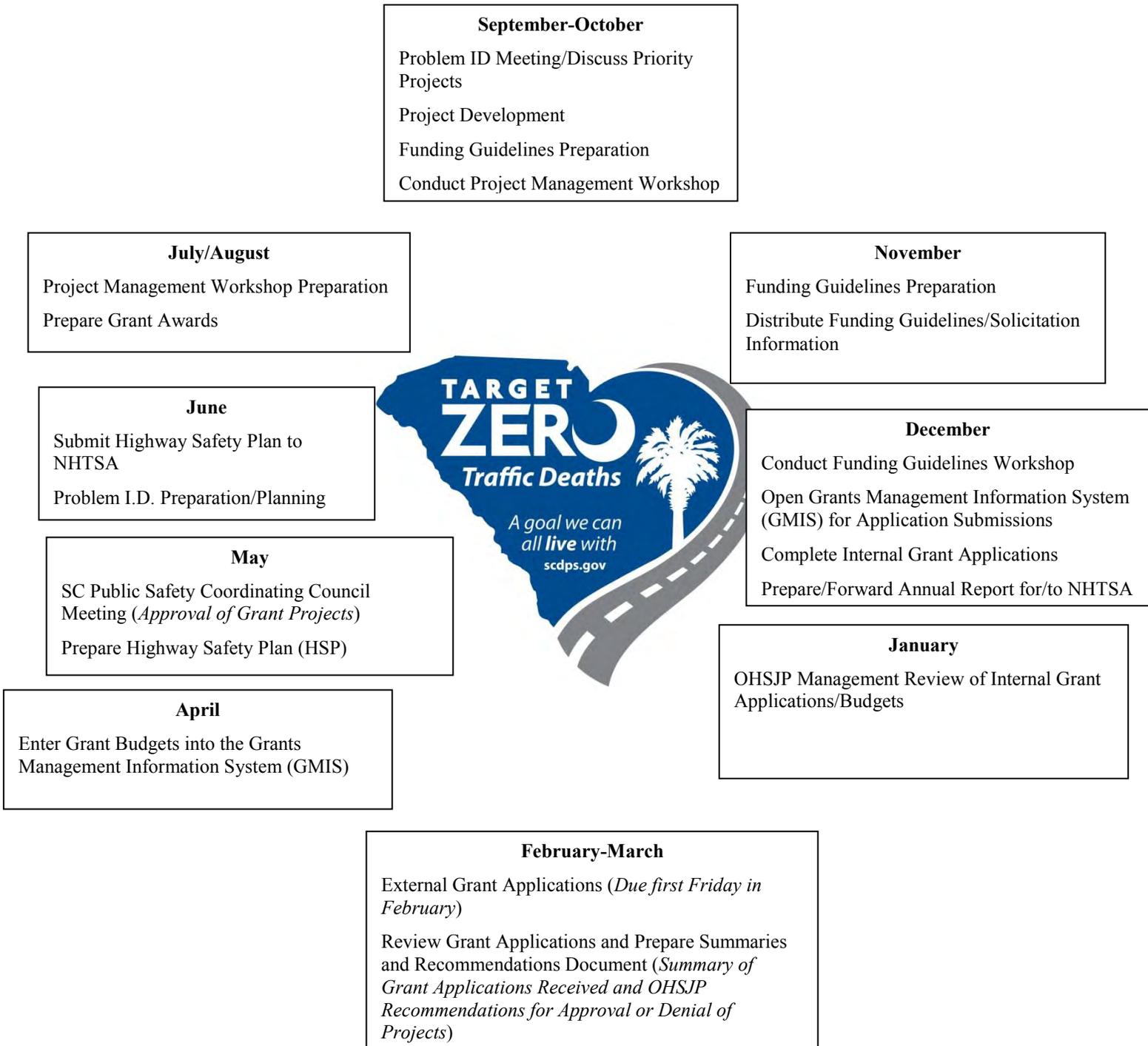
South Carolina Collision and Ticket Tracking System (SCCATTS)

The South Carolina Collision and Ticket Tracking System (SCCATTS) is a collaborative effort among several SCDPS divisions and various external agencies created to address the shortcomings of a system that predominantly generated and processed traffic collision reports and traffic citations manually. The goal of SCCATTS is to enhance highway safety through the timely collection/analysis of, and response to, pertinent data.

HIGHWAY SAFETY PLANNING CYCLE

The diagram below illustrates South Carolina’s process cycle for developing the annual HSP.

Highway Safety Planning Process and Development



FFY 2017 PROCESS TO IDENTIFY SOUTH CAROLINA'S HIGHWAY SAFETY PROBLEMS

Phase 1

The FFY 2017 Problem Identification process began with a Statewide Statistical Overview conducted by the Statistical Analysis Center housed within the Office of Highway Safety and Justice Programs (OHSJP) to give a picture of the highway safety problems in general in the State of South Carolina. The overview included an identification of problem or priority counties in the state regarding traffic safety issues and concerns and was presented to OHSJP Management staff and Program Coordinators. A general discussion of targeted problem areas and identification of priority areas for funding followed. The analysis utilized evidence-based traffic crash data over a five-year period showing all counties in the State of South Carolina in six statistical categories regarding fatal and severe-injury crashes (number DUI-related, percentage DUI-related, number speed-related, percentage speed-related, number alcohol- and/or speed-related, and percentage alcohol- and/or speed-related). Additional data was provided in terms of occupant protection statistics, such as statewide safety belt use, child passenger safety seat use, and unbelted occupant traffic fatalities. Information was also provided regarding traffic statistics for vulnerable roadway users (motorcyclists, moped riders, pedestrians, and bicyclists). Priority areas for highway safety initiatives for FFY 2017 were tentatively adopted as Impaired Driving Countermeasures; Occupant Protection; and Police Traffic Services/Speed Enforcement. Other priority areas for consideration involved education/outreach.

Phase 2

OHSJP management staff met on several occasions to determine funding priorities (programmatic and geographic) and develop a plan for project development for FFY 2017. During these meetings, OHSJP staff identified areas of the state where highway safety problems exist that are void of grant-funded projects or other efforts to reduce crashes and fatalities. The project development plan included, based on an estimate of federal funds being available in FFY 2017, soliciting quality grant applications from entities in those geographic areas where the greatest highway safety problems exist and for the type of projects that are likely to have the most impact.

It was the consensus of the OHSJP staff, based on the meetings outlined above and the review of evidence-based statewide statistical data and project development ideas and efforts, that certain types of projects were strategic to achieving the proposed performance measures by reducing the state's mileage death rate and the number of injury crashes. While project applications were considered from all nationally and state-identified program areas, the group recommended that projects considered strategic and evidence-based in reducing the number of traffic injuries and deaths on South Carolina's streets and highways be given priority consideration.

SOUTH CAROLINA PERFORMANCE MEASURES

Listed in **Table 15** on page 43 are South Carolina’s Highway Safety Performance Measures which are consistent with the performance measures developed by USDOT in collaboration with the Governor’s Highway Safety Association (GHSA). The Table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the HSP document. These performance targets will allow the OHSJP to track the state’s progress toward meeting each target from a specific baseline.

Justification for Performance Targets

A description of the traffic safety performance measures, corresponding goals with established performance targets, justification for the targets, and grant projects selected for South Carolina’s FFY 2017 Highway Safety Plan are individually referenced by program area throughout this document. Grant projects identified for funding in this plan will be implemented through local and statewide traffic safety enforcement programs that are proven to be effective in preventing traffic violations, crashes, injuries, and fatalities in areas of South Carolina most at risk for such incidents.

PROCESS FOR SETTING TARGETS IN THE HSP

When setting targets in the HSP for the core performance measures, SC Statistical Analysis Center statisticians performed an extensive analysis of the data related to each measure. South Carolina utilized a seven-data-point graphical analysis with a five-year rolling average for all but one of the performance measures. The exception was the seatbelt use rate performance measure, which utilizes a year-to-year analysis. For all the measures, after the data points were plotted and the graphs were created, a trend line was added that could be used to predict future values. The trend lines were based on linear and non-linear equations with R-squared (best fit measure) values, and 2015 state preliminary data. Additionally, statisticians explored the feasibility of the five-year predicted trend, determining whether or not the predicted values were achievable.

The statisticians then performed additional data analyses, often examining the data on an annual basis to determine the percent change from year to year. If, for example, the five-year moving average displayed a general downward trend for the total number of fatalities, but an examination of the fatality count by year revealed a significant increase in fatalities from 2012 to 2013 and 2013 to 2014, the target value from the trend line equation may have proven unfeasible. When this occurred, the statisticians, after consultation with other OHSJP staff, would adjust the target value based on additional data analyses and examination of Highway Safety projects, proposed countermeasures, and other factors unique to South Carolina which could impact the possibility of reaching a lofty target based solely on trend line data. Unique factors examined included vehicle miles traveled, population changes, economic impact, legislative roadblocks, cultural dynamics, and policy issues. South Carolina used a variety of models as part of its trend analyses. Graphical models such as linear, logarithmic, and

polynomial were used to determine a best fit, often depending on the normality of data for each performance measure. For example, a linear trend for the total number of fatalities may not have been the best fit due to the large and often unpredictable fluctuation in this figure from year to year.

Performance Targets (Annual Goals)

Annual Goals are individually listed and referenced by program area throughout the Highway Safety Plan.

Table 15. South Carolina Highway Safety Plan Performance Measures and Goals

NHTSA Core Measures		2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2017 Goal	Percent Change
C-1	Traffic Fatalities	1037	1006	949	906	863	832	818	813	-0.6%
C-2	Serious Injuries	4012	3860	3722	3556	3415	3366	3314	3091	-6.7%
C-3	Fatalities/VMT	2.07	2.01	1.90	1.83	1.76	1.70	1.67	1.66	-0.6%
	Rural	3.56	3.73	3.46	3.32	3.20	3.00	2.87	2.86	-0.3%
	Urban	0.51	0.34	0.40	0.39	0.40	0.48	0.58	0.57	-1.7%
C-4	Unrestrained Passenger Vehicle Occupants	498	458	411	371	335	301	280	275	-1.8%
C-5	Alcohol Impaired Driving Fatalities	417	419	402	380	357	345.0	326	320	-1.8%
C-6	Speed Related Fatalities	433	408	370	341	315	306	300	299	-0.3%
C-7	MC Fatalities	112	116	115	118	121	127	129	128	-0.8%
C-8	Unhelmeted MC Fatalities	84	86	85	89	90	93	96	95	-1.0%
C-9	Driver Age 20 or Younger Inv in Fatal Crashes	161	154	142	131	122	114	112	111	-0.9%
C-10	Pedestrian Fatalities	104	105	103	100	103	103	107	106	-0.9%

Additional State Measures

C-11	Bicyclist Fatalities	18	16	15	15	13	14	14	13	-7.1%
C-12	Moped Fatalities	8	11	13	17	22	25	27	26	-3.7%

A-1	Number Seatbelt Citations*	-----	-----	151,290	195,240	238,775	239,429	231,485	no goal required
A-2	Number Impaired Driving Arrests*	-----	-----	15,243	19,681	24,357	25,137	24,906	no goal required
A-3	Number Speeding Citations*	-----	-----	297,964	359,867	434,068	427,708	411,676	no goal required

* During grant-funded enforcement activities

Annual Tracking		2009	2010	2011	2012	2013	2014	2015	2017 Goal
B-1	Observed Seatbelt Use	81.5%	85.4%	86.0%	90.5%	91.7%	90.0%	91.6%	92.0%

PROCESS FOR DEVELOPING AND SELECTING EVIDENCE-BASED COUNTERMEASURES AND PROJECTS

Development of the Funding Guidelines

With the completion of the Problem Identification process, staff developed the *2017 Highway Safety Funding Guidelines*. This document set guidelines for the submission of grant applications for highway safety funding in accordance with the priorities established through the problem identification process and basic federal requirements of the Section 402 program. Under the new performance-based process, the guidelines stipulated that "Applicants who do not demonstrate a traffic safety problem/need will not be considered for funding." In order to place funding where the problems exist, the Guidelines further specified that "Priority consideration will be given to applicants proposing major alcohol countermeasures, occupant protection, speed enforcement, and education/outreach projects within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years." The guidelines (1) described the highway safety problems identified by OHSJP staff; (2) discussed the types of projects desired and for which priority would be given based on the problem identification process; (3) described allowable and unallowable activities/program costs; (4) discussed the areas eligible for funding; (5) provided the criteria by which applications would be reviewed and evaluated; (6) gave a checklist for completion of the grant application; (7) discussed the responsibilities of funded applicants; and (8) gave specific requirements for various types of applications submitted under the various program areas.

Solicitation Process

Once the guidelines were completed, a flyer containing the grant opportunity and the Funding Guidelines Workshop information was emailed on November 12, 2015, to all participants of the South Carolina Law Enforcement Network. On November 18, 2015, a full page postcard was mailed to approximately 700 recipients, including state and local law enforcement agencies, state agencies, school districts, Project Directors of current grant projects, coroners, and Safe Kids coalitions within the state informing them of the grant opportunity, inviting them to the Funding Guidelines Workshop, and referring them to the Office of Highway Safety and Justice Programs' website at www.scdps.gov/ohsjp/ for more information. The website contained the complete Funding Guidelines document, as well as a link to the online Highway Safety Grant application through the Grants Management Information System (GMIS), and instructions for the preparation of the grant application document. The application deadline was Friday, February 5, 2016, at 5:00 p.m.

Workshops for Potential Applicants

A Funding Guidelines workshop was held in Columbia on December 2, 2015, at the South Carolina Law Enforcement Officers Hall of Fame with more than 60 individuals in attendance. During the workshop, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an

explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application; and a presentation on how to write a winning grant proposal. During the Workshop, everyone also received a packet of all items covered in order to review as the material was being presented and to have a reference for their records. Additionally, the workshop included a complete overview of the online grant application and instructions on how to complete and submit the application. Meeting participants came from across the state and represented all sectors of the highway safety community (education, enforcement, etc.). Participants were informed that three completed grant application samples would be available on the SCDPS website to assist in the preparation of their applications.

Highway Safety Strategies and Projects

Each countermeasure strategy and project South Carolina plans to implement to reach the performance targets is described utilizing Section 402 and Section 405 funding streams during the FFY 2017 grant year. The systematic data collection and analysis used in the project selection process supports the successful implementation of an evidence-based traffic safety enforcement program in this state.

Strategies for Project Selection

The deadline for Highway Safety grant applications for FFY 2017 funding was Friday, February 5, 2016, at 5:00 p.m. Grant applications moved through a multi-stage review process. The first stage of the review process involved the Grants Administration Manager, the Planning and Evaluation Coordinator, Program Coordinators, and the Senior Accountant for the Office of Highway Safety and Justice Programs reviewing and discussing the applications submitted by the due date and time. A second stage of the review process involved additional meetings to discuss grant applications in detail. Applications for continued and new highway safety activities received from state agencies, political subdivisions, and private, non-profit organizations were reviewed at both stages in accordance with the review criteria listed below:

1. The degree to which the proposal addressed a nationally or state-identified problem area. Primary consideration was granted to those projects which addressed major impaired driving countermeasures, occupant protection, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years.
2. The extent to which the proposal met the published criteria within the specific emphasis area.

3. The degree to which the subgrantee identified, analyzed, and comprehended the local or state problems. Applicants who did not demonstrate a traffic safety problem/need were not recommended for funding.
4. The extent to which the proposal sought to provide a realistic and comprehensive approach toward problem solution, including documenting coordination with local and state agencies necessary for successful implementation.
5. The assignment of specific and measurable objectives with performance indicators capable of assessing project activity.
6. The extent to which the estimated cost justified the anticipated results.
7. The ability of the proposed efforts to generate additional identifiable highway safety activity in the program area; the ability of the applicant to become self-sufficient and to continue project efforts once federal funds are no longer available.
8. The ability of the applicant to successfully implement the project based on the experience of the agency in implementing similar projects and the capability of the agency to provide necessary administrative support to the project. For continuation projects, the quality of work and the responsiveness to grant requirements demonstrated in past funding years, current or past grant performance, results of past monitoring visits, and the timeliness and thoroughness of required reports were all given consideration.

The first segment of the staffing allowed OHSJP staff to review the application against established criteria and determine the written quality of the grant application. Individual proposals were discussed based on supplemental considerations, such as current or past grant performance; success in attaining self-sufficiency (if a past subgrantee); likelihood of project to significantly reduce crashes, injuries, and fatalities; multi-jurisdictional nature of the project; letters of support from interested parties; and other factors which could affect funding consideration. Once all reviewers had completed their individual reviews, a multi-day staffing review was established.

A formal process for discussion of every application was implemented. The presenting Program Coordinator first outlined the highway safety problem identified in the application and discussed the approach proposed to resolve the problem. At the close of the discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval.

The second stage of the grant review process was based on discussions among the Grants Administration Manager, Assistant Director, and Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began. Ranking priority for projects recommended for funding was given to (1) ongoing grant applications for the overall management and administration of the Highway Safety grant program; (2) continuation grant applications; (3) new grant applications located in priority counties or addressing one of the

Funding Guidelines priority areas; and (4) new grant applications which demonstrated a highway safety problem and were located outside priority counties.

Coordination of the Highway Safety Plan and the Strategic Highway Safety Plan

South Carolina completed the update of its Strategic Highway Safety Plan (SHSP) in March 2015. The updated plan, titled “*Target Zero*” (http://www.scdps.gov/docs/Target%20Zero_Final_w_Signatures_15APR15.pdf) was developed in consultation and coordination with federal, state, and local safety partners with the goal of eliminating traffic fatalities and reducing serious traffic-related injuries.

The Emphasis Areas for *Target Zero* were identified using a data-driven process and include performance measures such as the number and rate of fatalities and serious injuries. The major problem areas for SC remain similar to those identified in the 2007 SHSP with only slight changes in terminology. The nine Emphasis Areas are: Roadway Departure; Intersection and Other High-Risk Roadway Locations; Occupant Protection; Impaired Driving; Excessive Speed; Other High-Risk Drivers; Vulnerable Roadway Users; Commercial Motor Vehicles; and Safety Data Collection, Access, and Analysis. In an effort to coordinate the SHSP with the HSP, the Strategic Highway Safety Plan Manager has been actively involved in many of the SHSP steering committee meetings. Data analyses performed by the SHSP Manager for the purpose of identifying the Emphasis Areas for the updated SHSP were also utilized in the setting of performance measures and targets in the FFY 2017 HSP. The state views the coordination of the HSP with the SHSP as an effort to build a unified state approach to highway safety.

Performance Measures Common to the HSP, SHSP and State Highway Safety Improvement Program

The performance measures that are common to South Carolina’s HSP, SHSP and the state’s Highway Safety Improvement Program (HSIP) are the number of Traffic Fatalities, number of Severe Traffic Injuries, and the Traffic Fatality VMT Rate. The Federal Highway Administration (FHWA) and the South Carolina Department of Transportation (SCDOT) are responsible for the development of the HSIP. The SCDPS, SCDOT, FHWA, and other local, state and federal agencies and safety advocates collaborated on the creation of the Strategic Highway Safety Plan (SHSP). The state’s Highway Safety Plan, though developed by the OHSJP, reflects multiple partnerships among a variety of federal, state, and local agencies. The number of Traffic Fatalities, number of Severe Traffic Injuries, and the Traffic Fatality VMT Rate performance measures are mutually identified in the HSP and SHSP with evidence-based targets within emphasis areas that were developed through extensive data analysis. **At the current time in the State of South Carolina, the performance measures for the state’s HSIP have not yet been developed. Therefore, there is no document to check against to determine if targets are identical between the HSP and HSIP. However, it should be noted that the performance measures and goals contained within this HSP were mutually agreed upon by SCDPS’s Office of Highway Safety and Justice Programs (OHSJP) Director, Assistant Director, and Strategic Highway Safety Plan (SHSP) Manager, the SC Department of Transportation’s (SCDOT) State Safety Engineer, and the Federal Highway Administration’s (FHWA)**

Safety and Traffic Engineer for South Carolina, all of whom serve on the state’s Strategic Highway Safety Plan steering committee. The SCDOT State Safety Engineer and the FHWA-SC Safety and Traffic Engineer also are involved in the development of the Highway Safety Improvement Program for South Carolina. It is understood that the performance measures common to the state’s HSP, SHSP and HSIP are and will be defined identically and appropriately aligned.

Data Sources Consulted

Goodwin, A., Thomas, L., Kirley, B., Hall, W., O’Brien, N., & Hill, K. (2015, November). *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition*. (Report No. DOT HS 812 202). Washington, DC: National Highway Traffic Safety Administration.

South Carolina /SCDPS Crash Statistics
OHSJP Statistical Analysis Center

S.C. Strategic Highway Safety Plan (March 2015)
SCDPS and SC Department of Transportation
http://www.scdps.gov/docs/Target%20Zero_Final_w_Signatures_15APR15.pdf

Fatality Analysis Reporting System
National Highway Traffic Safety Administration

HIGHWAY SAFETY PERFORMANCE PLAN

The table of NHTSA Core Outcome Measures on page 43 includes the 2017 numerical goals and targets for South Carolina which were determined by the OHSJP Statistical Analysis Center. The 2010-2014 five-year baseline average and trend line data from five-year moving averages were used to develop quantifiable and measurable highway safety performance targets with current safety levels that are data-driven and based on highway safety problems identified by the OHSJP during the problem identification process for FFY 2017. As stated earlier, justification and a description of the traffic safety performance measures, corresponding goals, and grant projects selected for South Carolina's FFY 2017 Highway Safety Plan are individually referenced by program area throughout this document.

Summary List of Program Strategies

The OHSJP staff recommended that proposals for the following projects receive priority attention for FFY 2017 Highway Safety funding:

- * DUI and speeding enforcement projects focusing the traffic enforcement efforts of local and state jurisdictions, as well as multi-jurisdictional projects, on the apprehension of impaired drivers and those exceeding speed limits in the State of South Carolina. These types of projects provide support for the statewide *Sober or Slammer!* Campaign, which is South Carolina's version of the national *Drive Sober or Get Pulled Over*. Campaign. These types of projects have components which encourage the participation of the Law Enforcement Network in statewide sustained impaired driving enforcement initiatives. The South Carolina Highway Patrol will provide enhanced DUI enforcement activity as necessary to ensure that the statewide enforcement campaigns are successful. The OHSJP will provide funding for overtime hours worked by the Highway Patrol resulting from the enhanced DUI enforcement.
- * The continued funding of a special DUI prosecutor to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in a judicial circuit in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.
- * Projects to educate young drivers, ages 15-24, as to how alcohol impairs driving ability and the consequences of driving while impaired. Proposals will also be entertained for training projects for the state's judiciary and prosecutors, which provide education on how driving ability is impaired at various blood alcohol levels. Law enforcement projects should also include guidelines for conducting public safety checkpoints; the use of horizontal gaze nystagmus as a field sobriety test; the use of passive alcohol sensors for the presence of ambient alcohol during traffic stops; and DUI sentencing alternatives.
- * Extensive formalized training on traffic safety issues for law enforcement officers statewide, including Drug Recognition Expert (DRE) training.

- * Projects to establish or strengthen traffic enforcement units within local law enforcement agencies. Such projects must at a minimum include a comprehensive enforcement effort, including DUI enforcement, speed enforcement, and occupant protection enforcement. Such projects must also include Law Enforcement Network participation and participation in all components of statewide mobilization enforcement initiatives (occupant protection, impaired driving, speed enforcement, etc.).
- * Projects to continue the automation of the state's collision and uniform traffic citation report forms, and to provide appropriate software and equipment to local law enforcement agencies for participation in the state's SCCATTS initiative.
- * Statewide enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.*, the state's version of the national *Click-it-or-Ticket* Campaign) combining education, media, diversity outreach, and enforcement components to improve occupant restraint usage by South Carolina citizens and visitors and to attack the ever-growing impaired driving problem in the state.
- * A project to maintain a Traffic Safety Resource Prosecutor in the State of South Carolina to provide training on the prosecution of traffic safety violations, predominantly DUI, occurring in the State of South Carolina and to assist in the actual prosecution of traffic safety violations statewide.
- * Projects to educate parents on the proper use of child safety seats and to promote the proper use of safety belts among all age groups. Projects targeting the usage of safety belts by young drivers and male drivers, ages 15-34.
- * Projects addressing vulnerable roadway users, including pedestrian safety issues, moped riders, and bicyclists.
- * Projects addressing the safe operation of motorcycles, encouraging voluntary compliance with helmet laws, promoting rider education, and dealing with impaired riding issues. This would include a statewide motorcycle safety campaign to alert motorists of the presence of motorcyclists on the roadways and encourage both drivers and bikers to appropriately share the roadways.

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM

For FFY 2017, the OHSJP will implement a Law Enforcement Plan comprising strategies that will include efforts utilizing highway safety grant enforcement projects in priority counties in the state, law enforcement training projects, the maintenance of the SC Law Enforcement Network, the development and implementation of Target Zero Teams of SC Highway Patrol Troopers in critical areas of the state, and planned high-visibility enforcement strategies to support national mobilizations. The following sections outline these efforts in more detail.

Highway Safety Grant Enforcement Projects

For FFY 2017, the SC Public Safety Coordinating Council has approved twenty-four (24) traffic enforcement projects, the majority of which will be implemented, based on the availability of federal funding, in priority counties in the state.

Of the 24 enforcement projects, nineteen (19) are police traffic services projects, which will fund a total of thirty-one (31) traffic officers in municipalities located in the fourteen priority counties of Richland, Charleston (2 projects), Spartanburg (2 projects), Anderson, York (2 projects), Greenville (2 projects), Berkeley, Lexington, Florence, and Beaufort (2 projects), as well as a municipal enforcement project in Laurens County and individual projects in three county sheriffs' offices (Dorchester, Lancaster and Colleton counties). Refer to Table 34 beginning on page 175 for a county listing of speed-related fatalities. The fourteen previously-identified counties accounted for 53.4% of all speed-related fatalities in the state in 2014. The projects referenced above include six third-year projects, eight second-year efforts, and five first-year undertakings. These projects will focus on general traffic enforcement to include speeding, DUI, and occupant restraint violations; the conducting of educational presentations to inform local communities about traffic safety problems and issues; meeting with local judges to instruct them about the projects; media contacts to share success stories and enforcement strategies with the general public; and required participation in the SC Law Enforcement Network.

Of the 24 enforcement projects, five (5) are DUI enforcement projects, which will fund a total of seven (7) DUI enforcement traffic officers in the counties of Charleston (2 projects), Richland, Darlington, and Berkeley. Of the five projects, three will be implemented in county sheriffs' offices. Refer to Table 17 beginning on page 80 for a county listing of alcohol-impaired driving fatalities. The four previously-identified counties accounted for 18.4% of all alcohol-impaired driving fatalities in the state in 2014. The projects referenced above include two third-year projects, two second-year projects, and one first-year projects. The projects will focus exclusively on DUI enforcement and the enforcement of traffic behaviors that are associated with DUI violators; educating the public about the dangers of drinking and driving; media contacts regarding enforcement activity and results; and meeting with local judges to provide information about the projects. Project officers will be required to work schedules that are evidence-based, meaning the hours (between 3 PM and 6 AM) which FARS data demonstrates to be those during which the most DUI-related traffic fatalities occur in the state (1,563, or 88%, of the 1,629 DUI-related fatalities during the years of 2010-2014). Project officers will also work roadways that have the highest number of DUI-related crashes within their respective

jurisdictions. Please see section below on page 53 for additional information on the SC Law Enforcement Network and its impact on the highway safety problem in South Carolina.

LAW ENFORCEMENT TRAINING PROJECTS

The OHSJP will also fund two projects that provide training to law enforcement officers statewide through the SC Criminal Justice Academy. One of the two training projects implemented through the SC Criminal Justice Academy will be funded with Section 402 federal dollars and will focus on comprehensive, advanced training for traffic enforcement officers leading to a Traffic Safety Officer certification and/or a Traffic Safety Instructor Program certification. Training will not only assist officers in enhancing their knowledge and enforcement of traffic laws, but will also provide them with the skills needed to increase conviction rates of traffic law violators. The project will fund four Traffic Safety Instructors. Instructors will train officers from all over South Carolina in a variety of traffic enforcement and investigation areas, including the following:

DUI Detection and Standardized Field Sobriety Testing (32 hours, 15 classes);
DUI Detection and SFST Instructor (40 hours, 7 classes);
SFST Recertification (2 hours, online classes);
Speed Measurement Device Instructor, RADAR/LIDAR (40 hours, 3 classes);
Speed Measurement Device Instructor Recertification (4 hours, 2 classes);
Speed Measurement Device Operator, RADAR/LIDAR (24 hours, 6 classes);
Speed Measurement Device Recertification, RADAR and/or LIDAR (5 hours, online classes);
At-Scene Traffic Collision Investigation (80 hours, 4 classes);
Technical Traffic Collision Investigation (80 hours, 3 classes);
Traffic Collision Reconstruction (80 hours, 2 classes);
Motorcycle Collision Investigation (40 hours, 2 classes);
Pedestrian and Bicycle Collision Reconstruction (40 hours, 2 classes);
Commercial Vehicle Collision Investigation Level I (40 hours, 1 class);
Commercial Vehicle Collision Investigation Level II (40 hours, 1 class);
Safe And Legal Traffic Stops (SALTS) (4 hours, 15 classes);
Data Master DMT Operator Certification (8 hours, 40 classes);
Data Master DMT Operator Recertification (3 hours, online classes);
LIDAR Operator (16 hours, 1 class); and
RADAR Operator Recertification (3 hours, online classes).

The other training project which will be continued with the SC Criminal Justice Academy focuses on Impaired Driving Countermeasures Training for Law Enforcement and will be funded with MAP-21/Fast Act Section 405d federal dollars. This project funds one State Impaired Driving Coordinator, who will expend efforts in providing training to state traffic enforcement officers in the areas of Standardized Field Sobriety Tests Instructor (3 classes); Advanced Roadside Impaired Driving Enforcement (A-RIDE) (10 classes); and Drug Recognition Expert (DRE) (2 classes, 16 students each class). Since this project began several years ago, it has been

largely responsible for increasing the number of DRE-certified officers in the state to 140 and the number of DRE-certified instructors to 21. This valuable training is provided to South Carolina's traffic enforcement officers, both state and local, at no cost.

SC Law Enforcement Network

The OHSJP will continue to fund, with Section 402 federal dollars, a Law Enforcement Coordination internal grant which funds two law enforcement liaisons, supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the SC Law Enforcement Network (SCLLEN) system. Law enforcement liaisons will work to establish and maintain relationships between OHSJP and law enforcement agencies around the state and garner law enforcement support for participation in statewide enforcement mobilization campaigns. The grant project will also provide SCLLEN mini-grants to established networks around the state. The sixteen (16) established law enforcement networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in renting meeting room space, to purchase recognition awards, media, and the cost of helping to train traffic officers in their respective networks. The LEN system will allow statewide coverage and implementation of law enforcement activity including multi-jurisdictional enforcement activities.

The State of South Carolina has an effective, unique way of leveraging resources through its SCLLEN system. In FFY 2017, the OHSJP will award 16 grants of \$10,000 each (\$160,000 total) to an agency within each individual law enforcement network. Each of the 16 individual agencies serves as the Host Agency within its respective network. The purpose of the network, as mentioned above, is to disseminate information among participating law enforcement agencies (state, local, federal) regarding important traffic safety campaigns and other issues that may impact traffic enforcement within each network. The networks will serve as a key component of the 2017 Law Enforcement DUI Challenge (*Sober or Slammer!//Drive Sober or Get Pulled Over. Sustained DUI Enforcement* initiatives). Due to Guidance issued by the National Highway Traffic Safety Administration's legal counsel on May 18, 2016, regarding the purchase and use of equipment, the State of South Carolina is altering the method that the Law Enforcement DUI Challenge is conducted. The Law Enforcement DUI Challenge has been very successful over the last decade; DUI-related traffic fatalities reduced by almost 40%, from 464 in 2007 to 279 in 2015 and the State is hopeful that the positive reductions will continue in FFY 17 and future years. The OHSJP is modifying its strategy for the DUI enforcement campaign for FFY 2017 to focus predominantly on the SC Highway Patrol (SCHP) for the enforcement component of the campaign, while still making every effort to recruit and partner with local law enforcement agencies statewide. The SCHP is the premier traffic enforcement agency in the state and covers the entire geographic and population areas of South Carolina. The SCHP, during FFY 2017, will conduct special DUI enforcement emphases once a month on weekends from December 2016 to September 2017. The weekend enforcement efforts will be supported by radio and possibly television advertising announcing the enforcement beginning on Wednesday of each week preceding the scheduled enforcement weekends.

In addition, during the two DUI mobilization crackdowns, the SCHP and additional agencies participating in the Law Enforcement DUI Challenge will conduct an additional four nights of specialized DUI enforcement, including saturation patrols and public safety checkpoints. Section 402 and Section 405d funds will be used to fund overtime for SCHP enforcement officers to meet the monthly and campaign enforcement schedules. Please see Attachment 3 to view the SCDPS's Overtime Policy.

The SCHP will recruit and utilize the assistance of local law enforcement agencies during the weekend and crackdown efforts. Based on their contributions, participating agencies will receive either a recognition plaque or certificate for their efforts. This recognition is consistent with the NHTSA Guidance and recommendations received by the OHSJP from the NHTSA Region 4 Office. Educational efforts will again utilize media (television, radio, and alternative advertising) to support campaign efforts. Media messaging will need to be adjusted to reflect a likely significant decrease in law enforcement participation as a result of the OHSJP's need to conform to the NHTSA Guidance. Educational efforts will focus on the twenty-six priority counties (Aiken, Anderson, Beaufort, Berkeley, Charleston, Cherokee, Chesterfield, Colleton, Darlington, Dorchester, Florence, Greenville, Greenwood, Horry, Jasper, Kershaw, Lancaster, Laurens, Lexington, Oconee, Orangeburg, Pickens, Richland, Spartanburg, Sumter, and York) designated within the state's Highway Safety and Performance Plan and the Impaired Driving Countermeasures Plan.

Target Zero Teams

The SC Department of Public Safety (SCDPS), utilizing Section 164 transfer funds from the SC Department of Transportation (SCDOT), will continue to implement a three-year enforcement program. The program, called Target Zero Teams, began June 1, 2015 and will run through May 31, 2018. The project name is derived from the state's "Target Zero Traffic Deaths" umbrella slogan for all highway safety initiatives implemented by SCDPS.

The law enforcement project provides SCDPS with complete funding for six, four-officer teams of SC Highway Patrol Troopers, which devote full-time efforts to the selective, concentrated, and strict enforcement of the state's traffic laws along roadway corridors identified by SCDPS and SCDOT as being highest for the occurrence of fatal and injury collisions within four areas of the state, the Upstate, the Midlands, the Pee Dee, and the Lowcountry. Participating Troopers focus on traffic enforcement and spend little or no time engaging in crash investigation. Roadways were identified through statistical analysis following strategies employed successfully by other states around the country. SCDOT selected the 16, 10-mile corridors based on an analysis of fatal and injury crashes from 2009-2013. The 16 selected corridors accounted for 4.1% of the total traffic fatalities and 4.4% of the total injuries in the state during that time period. Please see Attachment 4 for additional information regarding the selected corridors, including a problem identification chart that highlights highway safety issues in the four Target Zero regions and the project budget.

The partnering agencies will continue to meet quarterly to review the lists of roadway corridors to be patrolled and to coordinate enforcement activities. The Target Zero Team Members will address the following highway safety problems through enforcement activities: impaired driving, speeding, and unbelted occupants. SCDPS will provide weekly schedules to SCDOT of enforcement coverage to allow for shifting and reassignment of enforcement resources and priorities based on statistical information and enforcement successes. The partnering agreement between SCDPS and SCDOT allows for the project to be renewed for an additional two years. Both the commander over the Target Zero Team and a SCDOT representative consistently review the data for the number of traffic collisions, citations, warnings, and arrests for the designated enforcement corridors. It has been SCDOT's policy to conduct formal evaluations on all of their safety improvement projects (which would include the Target Zero Teams) on a pre- and post- schedule of three years. The Target Zero Teams were not fully staffed until recently so it would be premature to make a formal evaluation at this time. The Target Zero Teams project, combining enforcement and statistical analysis, has the potential to significantly and positively impact traffic-related injuries and fatalities statewide. For additional information regarding the Target Zero Team and their enforcement areas, please see SC's Strategic Highway Safety Plan website <http://www.sctargetzeroplan.org/target-zero-enforcement-team>.

Planned High-Visibility Enforcement Strategies to Support National Mobilizations

For FFY 2017, the OHSJP will implement high-visibility enforcement strategies in support of national high-visibility law enforcement mobilizations (*Click it or Ticket* and *Drive Sober or Get Pulled Over Crackdowns*) coordinated by the Secretary of Transportation. The impaired driving campaign, designated *Sober or Slammer!* campaign will serve as the centerpiece for the state's Law Enforcement DUI Challenge and will include enforcement/education initiatives around the Christmas/New Year's holidays of 2016-2017, the Fourth of July holiday, and the Labor Day holiday of 2017.

OHSJP staff will work with the SCDPS Contractor to develop and implement a campaign which will target those age groups which are most affected by negative alcohol and drug-related crash statistics, particularly males in the 21-35-year age group, but will address impaired driving issues generally as well. The OHSJP will assume an overall coordination role in this project and also will utilize the skills of SCDPS spokespersons in dealing with the media and others in various promotional events. Campaign themes and storyboard concepts for TV PSAs and artwork for print ads and billboards will be developed at various times during the year relative to the specific holiday/special enforcement emphases. The Contractor will be tasked with developing and producing a specified number of radio and TV PSAs, billboards, and possibly newspaper print ads, all featuring the campaign messages. The Contractor will market test all developed products through the use of focus groups or some other appropriate technique. The Contractor will be responsible for working with media outlets, outdoor advertisers, and others to secure free advertising time and space, with emphasis on that which will most directly impact the target groups. The Contractor also will be responsible for monitoring the time and frequency of usage

of TV PSAs. The SCHP, during FFY 2017, will conduct special DUI enforcement emphases once a month on weekends from December 2016 to September 2017. The weekend enforcement efforts will be supported by radio and possibly television advertising announcing the enforcement beginning on Wednesday of each week preceding the scheduled enforcement weekends. In addition, during the two DUI mobilization crackdowns, the SCHP will conduct an additional four nights of specialized DUI enforcement, including saturation patrols and public safety checkpoints. Section 402 and Section 405d funds will be used to fund overtime for SCHP enforcement officers to meet the monthly and campaign enforcement schedules. The SCDPS's Overtime Policy is provided as Attachment 3. Local law enforcement agencies will be recruited and utilized during the weekend and crackdown efforts. Based on their contributions, participating agencies will receive either a recognition plaque or certificate for their efforts.

The state of South Carolina will again conduct a high-visibility statewide enforcement and education campaign during the Memorial Day 2017 holiday period from May 22 – June 4, 2017, known as *Buckle Up, South Carolina. It's the law and it's enforced. (BUSC)*, modeled after the national *Click-It-or-Ticket* mobilization to emphasize the importance of and to increase the use of occupant restraints. The campaign will include paid and earned media, increased enforcement activity by state and local law enforcement agencies, and diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations. The campaign will focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries, especially during these hours. The 2017 *BUSC* campaign media plan will follow similarly the media buy plan implemented for the 2016 *BUSC* campaign. The SCHP, the SC State Transport Police (STP), and the Law Enforcement Network (LEN) system in South Carolina, which is composed of local law enforcement agencies statewide, have indicated that they will again participate in 2017. This level of participation will again allow the OHSJP to cover 100% of the state's population. Additionally, all Police Traffic Services subgrantees have an objective to participate in the *BUSC* campaign and have an objective specifically related to increasing occupant protection violation citations. Diversity outreach is accomplished through focusing placement of paid media on stations and during time slots that attract African American, Hispanic, youth, and rural male audiences. These demographic groups have shown statistically to have lower safety belt use rates than non-minority, urban and female counterparts. Campaign on-air messages, both radio and television, will be translated/dubbed into Spanish and aired on Hispanic television and radio stations statewide. The paid media components of this effort will include airing television and radio spots to alert the general public of the enforcement mobilization and to send the message that law enforcement in the state is serious about enforcing the state's occupant protection laws. The campaign will utilize the state's enforcement slogan, *Buckle up, South Carolina. It's the law, and it's enforced. (BUSC)*. The OHSJP will also hold press events in key media markets to enhance the effort and to alert the general public regarding the enforcement and media components of the campaign. The mobilization crackdown will be coordinated through the SC LEN. Saturation patrols, nighttime seatbelt enforcement, and direct enforcement strategies will be employed to focus on occupant protection violations. South Carolina also plans to conduct pre- and post-campaign observational surveys in order to effectively evaluate the success of the program and determine the state's safety belt usage rate and pre- and post-campaign telephone surveys to gauge public awareness of the campaign and its enforcement and education messages.

**PRIORITY FUNDING AREAS
FOR FFY 2017**

PLANNING AND ADMINISTRATION

Overview

The state of South Carolina has seen significant fatality reductions in a variety of traffic safety categories over the time period 2010-2014. According to the preliminary 2014 FARS data, the state has experienced a significant decrease in alcohol-impaired driving fatalities (-74 from 2010 to 2014; -44 in 2011; +39 in 2012; -8 in 2013; -61 in 2014). South Carolina has experienced a 21.0% decline in impaired driving fatalities from 2010 to 2014 compared to a 1.67% decline nationally (see **Table 3** on page 13; **Table 6** on page 18; as well as **Figure 4** on page 18 and **Figure 5** on page 19 for trends). The state was asked by NHTSA to make a number of changes to the data related to the determination of driver alcohol-impairment, and the final FARS data for 2014 will likely reflect an increase from the preliminary report figure of 279 deaths. This area has clearly been impacted by the state's sophisticated and well-coordinated Law Enforcement Network system, which enlists approximately 200 state and local law enforcement agencies statewide in singular and multi-jurisdictional enforcement efforts and campaigns focusing on speed, occupant protection, and DUI violators and integrated enforcement efforts year-round.

The second largest decline was in unrestrained occupant fatalities from 2010 to 2014 (-55 in 2011; +55 in 2012; -71 in 2013; +33 in 2014). This represents a reduction of 12.1% in South Carolina compared to an 11.4% reduction nationally (see **Table 3** on page 13; **Table 5** on page 16; **Figure 2** on page 16; and **Figure 3** on page 17). This likely reflects increased enforcement of the state's primary safety belt law and increasing safety belt usage rates statewide (90% in 2014 and 91.6% in 2015).

Though the state has experienced the positive gains outlined above, there is still much work to be done to improve highway safety in the state and to continue to drive down traffic collisions, injuries, and deaths on the state's roadways. The state has implemented a variety of enforcement, education, EMS, and engineering efforts to address the highway safety problems that remain. The SC Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified a number of strategies in an effort to improve highway safety in the state, including targeted conventional enforcement of traffic laws (p. 70: 2.1); increasing speed and DUI enforcement in areas identified with a high occurrence of speed- and DUI-related crashes (p. 46: 1.1, 1.2; p. 82: 1.4); conducting enhanced speed enforcement in work zones (p. 75: 1.2); continuing of blitz enforcement campaigns and waves (p. 83: 5.3); conducting education and awareness campaigns targeting the general public (p. 46: 3.1, 3.2); educating parents about the liability of social hosting (p. 82: 4.2); funding Drug Recognition Expert programs for law enforcement (p. 82: 3.1); aggressive enforcement of the primary safety belt law (p. 33: 2.1-2.3); conducting public safety checkpoints and saturation patrols in high-crash/risk areas for DUI (p. 82: 1.4); and many others. These initiatives demonstrate that not only has the state, and the OHSJP in particular, taken seriously the SHSP document, but the state has used its limited federal and state resources wisely and in partnership among federal, state, and local agencies to improve traffic safety in the state.

The NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015* stresses the importance of key emphasis areas relative to impaired driving, speed enforcement, occupant protection issues, and motorcycle and pedestrian safety. The document also outlines significant strategies and appropriate countermeasures for these traffic safety issues and problems. Many of these countermeasures have been implemented over time in the State of South Carolina, including highly effective countermeasures, such as administrative license revocation or suspension for DUI offenders (ch. 1, 1.1, p. 1-12); publicizing sobriety checkpoints (ch. 1, 2.1, pp. 1-21 to 1-23); ignition interlocks (ch. 1, 4.2, pp. 1-38 to 1-40); speed limit enforcement (ch. 3, 2.3, pp. 3-29 to 3-31); statewide primary safety belt enforcement (ch. 2, 1.1, pp. 2-9 to 2-10), short-term high-visibility belt law enforcement following the national *Click it or Ticket* model (ch. 2, 2.1, pp. 2-13 to 2-14); and communications strategies to lower belt use groups (ch. 2, 3.2, pp. 2-19 to 2-21). The state has also implemented countermeasures deemed likely to be effective, such as high BAC sanctions (ch. 1, 1.3, p. 1-15); mass media campaigns (ch. 1, 5.2, pp. 1-49 to 1-50); communications and outreach supporting enforcement (ch. 3, 4.1, p. 3-38); and sustained enforcement (ch. 2, 2.3, p. 2-17). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (ch. 2, 2.2 pp. 2-15 to 2-16). In addition, the state has implemented countermeasures that have not been clearly demonstrated as effective overall, but may have impact in specific areas, such as the development of inspection stations for child safety seats (ch. 2, 7.2, p. 2-31).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of highway safety issues and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2017 Highway Safety Plan.

Traffic Fatalities

Pages 11-31 of this Plan contain an exhaustive analysis of South Carolina traffic fatality data. Please refer to these pages for statistical charts and narrative data regarding the significance of traffic fatality problems being experienced by the state.

Traffic Injuries

Figure S-1 below contains South Carolina state statistical data which indicates there were 248,792 persons injured in collisions from 2010 through 2014. The crash data compiled by the OHSJP Statistical Analysis Center indicates that the number of annual motor vehicle injuries sustained during collisions increased from 48,707 in 2010 to 53,019 in 2014. The 2014 data relative to the actual number of injuries sustained in traffic crashes represents an 8.9% increase when compared to the number of people injured in traffic collisions in 2010. When compared to the average of the four-year period 2010-2013 (48,943 injuries), the 2014 figure represents an 8.3% increase. Of the 248,792 people injured during a vehicle crash from 2010 to 2014, 16,577 people (**Figure S-3**, p.62), or 6.7%, sustained severe injuries as a result of a crash.

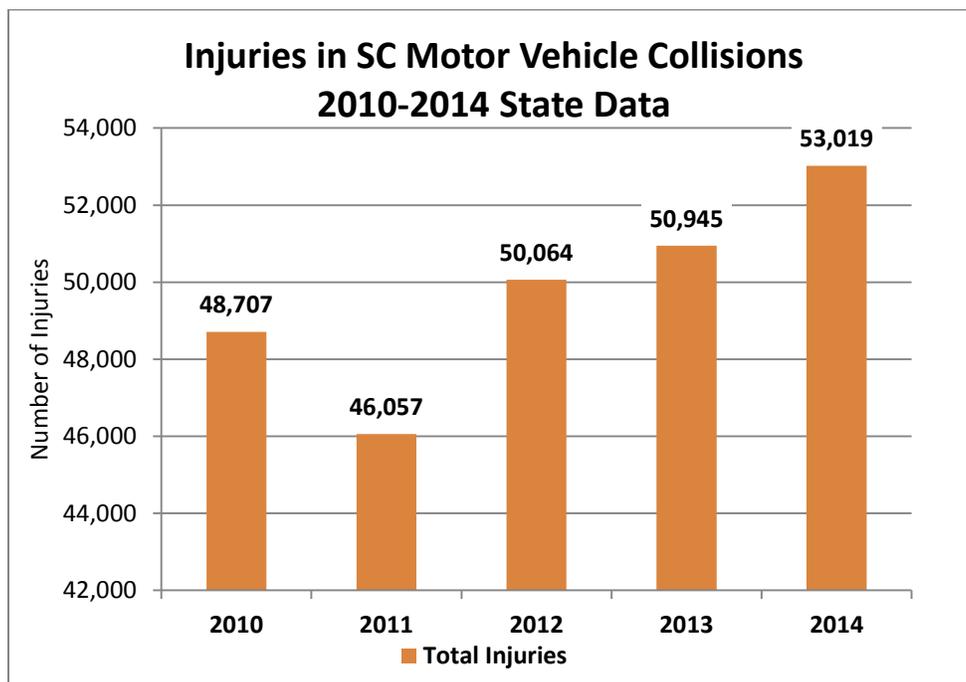


Figure S-1

Figure S-2 below contains data regarding severe traffic injuries occurring in the state during the years 2010-2014. Of the 248,792 traffic-related injuries occurring during this time period, 16,577, or 6.7%, were severe injuries. There were 3,187 traffic-related severe injuries in 2014, a 7.9% reduction as compared to 2010. The 2014 figure of 3,187 severe traffic-related injuries was also a 4.8% reduction as compared to the average of the years 2010-2013 (3,347.5).

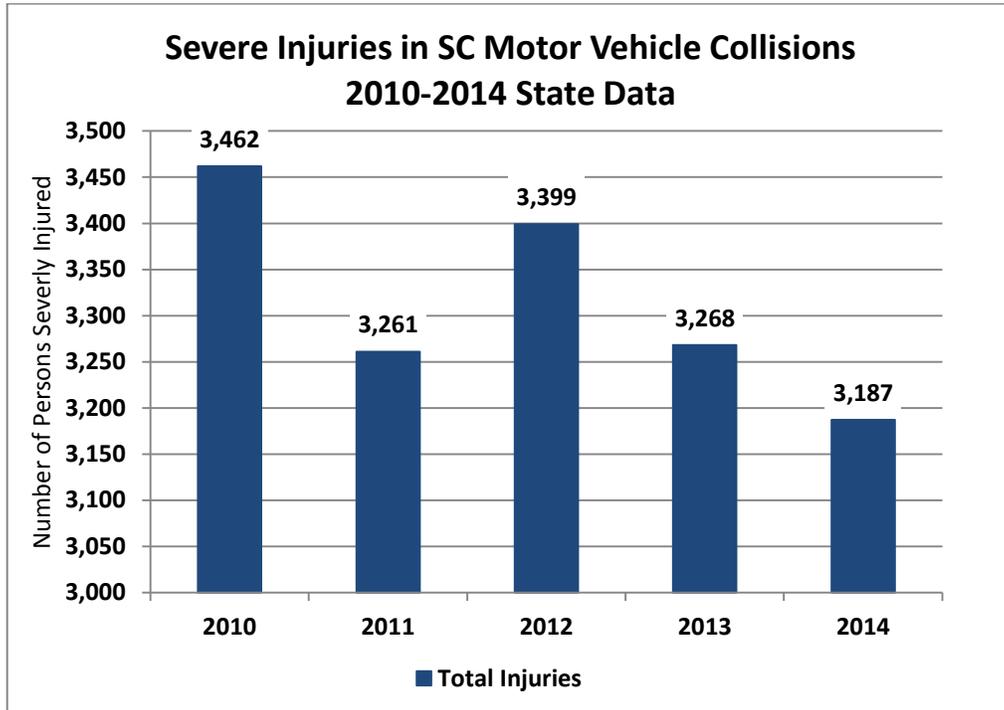


Figure S-2

Traffic Collisions

From 2010 to 2014, state statistical data listed in **Figure S-3** below shows that there were 550,199 vehicle collisions in South Carolina, which equates to a crash being reported every 4.78 minutes during a given calendar year. Of the 550,199 vehicle collisions reported from 2010 to 2014, 17,119 (**Figure S-4** on page 63-64), or 3.1%, were fatal or severe-injury crashes. From 2010 to 2014, the state has experienced a 10.7% increase in the number of reported vehicle crashes. When compared to the four-year average of traffic crashes occurring from 2010 to 2013 (107,759), the 2014 figure represents a 10.6% increase. The leading counties for fatal and severe-injury crashes from 2010 to 2014 were, in decreasing order, Horry, Charleston, Greenville, Richland, Spartanburg, Berkeley, Lexington, Anderson, York, Florence, Aiken, Dorchester, Beaufort, Orangeburg, Pickens, Sumter, Laurens, Lancaster, Colleton, Greenwood, Georgetown, Jasper, and Darlington.

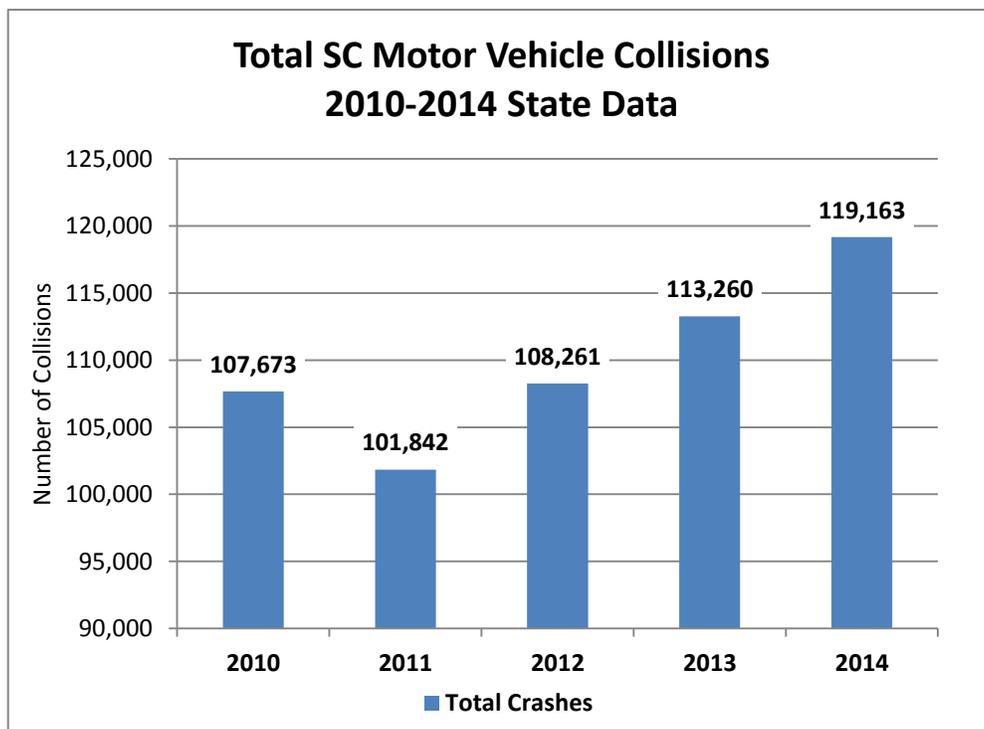


Figure S-3

All Fatal and Severe Injury Collisions
South Carolina 2010-2014

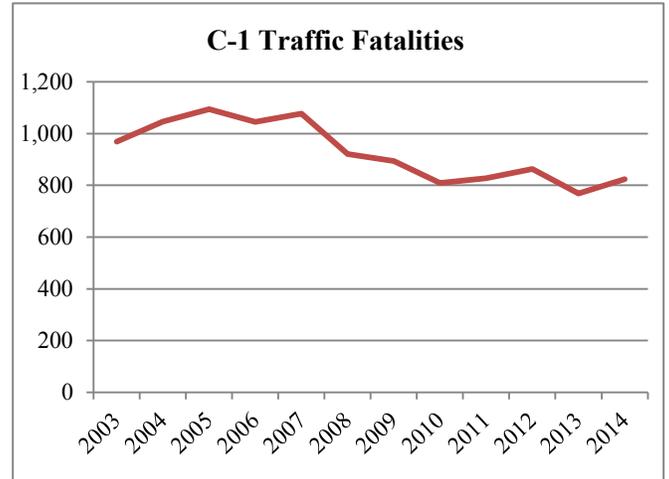
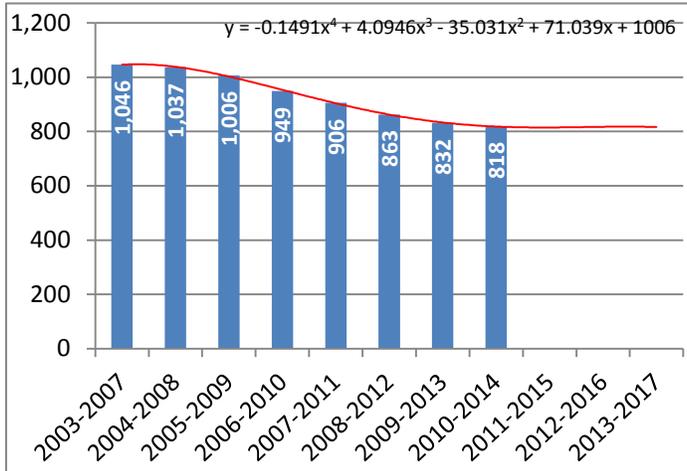
County	2010	2011	2012	2013	2014	Total 2010-2014
Horry	269	304	322	307	330	1532
Charleston	303	290	301	314	304	1512
Greenville	275	254	305	309	276	1419
Richland	199	182	200	205	180	966
Spartanburg	160	173	195	185	178	891
Berkeley	118	132	194	187	153	784
Lexington	136	171	151	142	137	737
Anderson	136	147	164	149	139	735
York	139	130	124	124	127	644
Florence	116	96	103	93	78	486
Aiken	120	97	73	82	91	463
Dorchester	99	98	113	78	70	458
Beaufort	93	83	102	67	95	440
Orangeburg	92	82	82	97	75	428
Pickens	101	71	88	68	69	397
Sumter	79	84	66	63	58	350
Laurens	61	77	67	63	58	326
Lancaster	60	68	57	56	83	324
Colleton	60	66	68	57	44	295
Greenwood	66	75	59	47	39	286
Georgetown	50	35	67	71	46	269
Jasper	59	58	50	46	46	259
Darlington	41	52	46	52	59	250
Oconee	48	50	58	27	48	231
Kershaw	54	40	42	50	28	214
Cherokee	29	46	40	39	56	210
Williamsburg	43	28	37	41	42	191
Chesterfield	45	27	34	36	35	177
Newberry	38	31	39	36	26	170
Chester	38	31	27	30	33	159
Clarendon	27	23	29	24	21	124
Dillon	33	18	29	16	28	124
Fairfield	18	26	28	22	26	120
Barnwell	16	31	21	18	32	118
Hampton	27	21	23	24	20	115
Marion	24	17	24	22	27	114

Abbeville	31	23	12	26	13	105
Marlboro	20	24	17	15	26	102
Edgefield	21	36	22	14	8	101
Saluda	18	22	22	15	13	90
Calhoun	14	17	20	19	18	88
Union	19	21	12	17	18	87
Bamberg	26	11	14	20	11	82
Lee	15	15	16	12	16	74
Allendale	4	4	6	11	11	36
McCormick	9	10	5	6	6	36
Total	3,449	3,397	3,574	3,402	3,297	17,119

Figure S-4

Goals:

1. To decrease traffic fatalities by 0.6%, from the 2010-2014 baseline average of 818 to 813 by December 31, 2017.

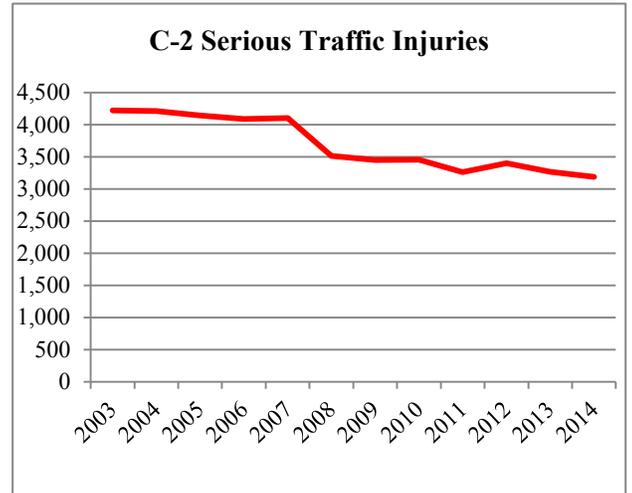
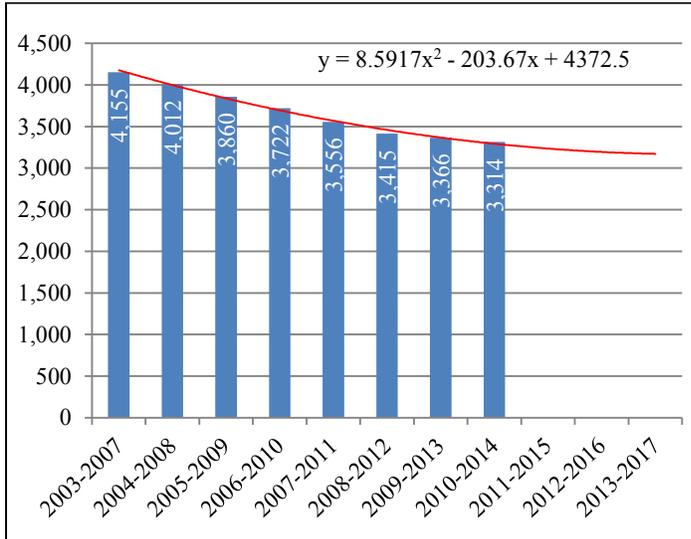


Polynomial Projection = $-0.1491(11^4) + 4.094(11^3) - 35.031(11^2) + 71.039(11) + 1006 = 815.6$

2010-2014 Average = 818
 2011-2015 Average = 852
 2010 = 809
 2011 = 828
 2012 = 863
 2013 = 768
 2014 = 824 (7.3% increase from 2013)
 2015 = 977 (18.6% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-1 above, the five-year moving average with a polynomial projection trend analysis projects South Carolina will experience a five-year average number of 815.6 traffic fatalities by December 31, 2017. This equates to an estimated 857 annual traffic fatalities for 2017, which is a 4% increase from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 977 traffic fatalities in 2015, an increase of 18.6% from the 824 in 2014. Projections based on preliminary 2016 state data from January to April, indicates a slight decrease (about 2%) in the number of traffic fatalities when compared to the same time period in 2015. After much discussion among OHSJP staff, and after consulting with NHTSA, OHSJP will set a goal of 813 traffic fatalities in 2017, a 16.8% reduction in the number of traffic fatalities by December 31, 2017 from the 2015 calendar year and a 0.6% reduction from 2010-2014 baseline average of 818 deaths.

2. To decrease serious traffic injuries by 6.7%, from the 2010-2014 baseline average of 3,314 to 3,091 by December 31, 2017.



Polynomial Projection = $8.5917(11^2) - 203.67(11) + 4372.5 = 3,171.7$

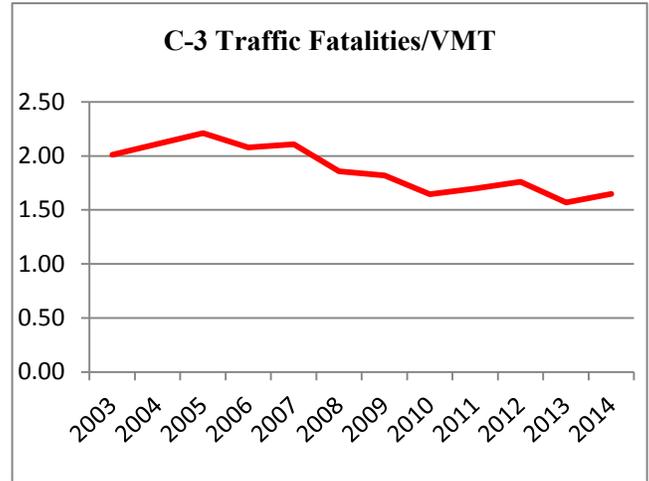
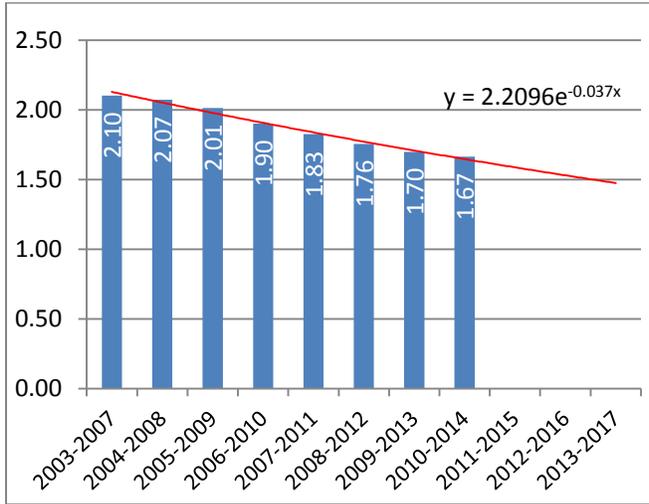
2010-2014 Average = 3314.2
 2011-2015 Average = 3233.2
 2010 = 3456
 2011 = 3261
 2012 = 3399
 2013 = 3266
 2014 = 3189 (2.4% decrease from 2013)
 2015 = 3051 (4.3% decrease from 2014, 2015 not finalized)

As shown in Figure C-2 above, the five-year moving average with polynomial projection trend analysis projects that South Carolina will experience a five-year average number of 3,172 serious traffic injuries by December 31, 2017. This equates to an estimated 3,283 annual serious traffic injuries for 2017, which is a 2.9% increase from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 3,051 serious traffic injuries in 2015, a

decrease of 4.3% from the 3,189 in 2014. Projections based on preliminary 2016 state data from January to April, indicates a decrease in serious traffic injuries when compared to the same time period in 2014 and 2015.

NHTSA has informed the states that the definition of serious injuries will change in late 2016. It is expected that this change will lead to an increase in the number of reported injuries. Despite the state's recent decline in the number of serious injuries, knowledge of the change in defining serious injury leads the OHSJP to set a goal of 3,091 serious traffic injuries in 2017, a 1.3% increase in serious traffic injuries by December 31, 2017 from the 2015 calendar year and a 6.7% decrease from the 2010-2014 baseline average of 3,314 serious injuries.

3. To decrease traffic fatalities/VMT by 0.6%, from the 2010-2014 baseline average of 1.67 to 1.66 by December 31, 2017.



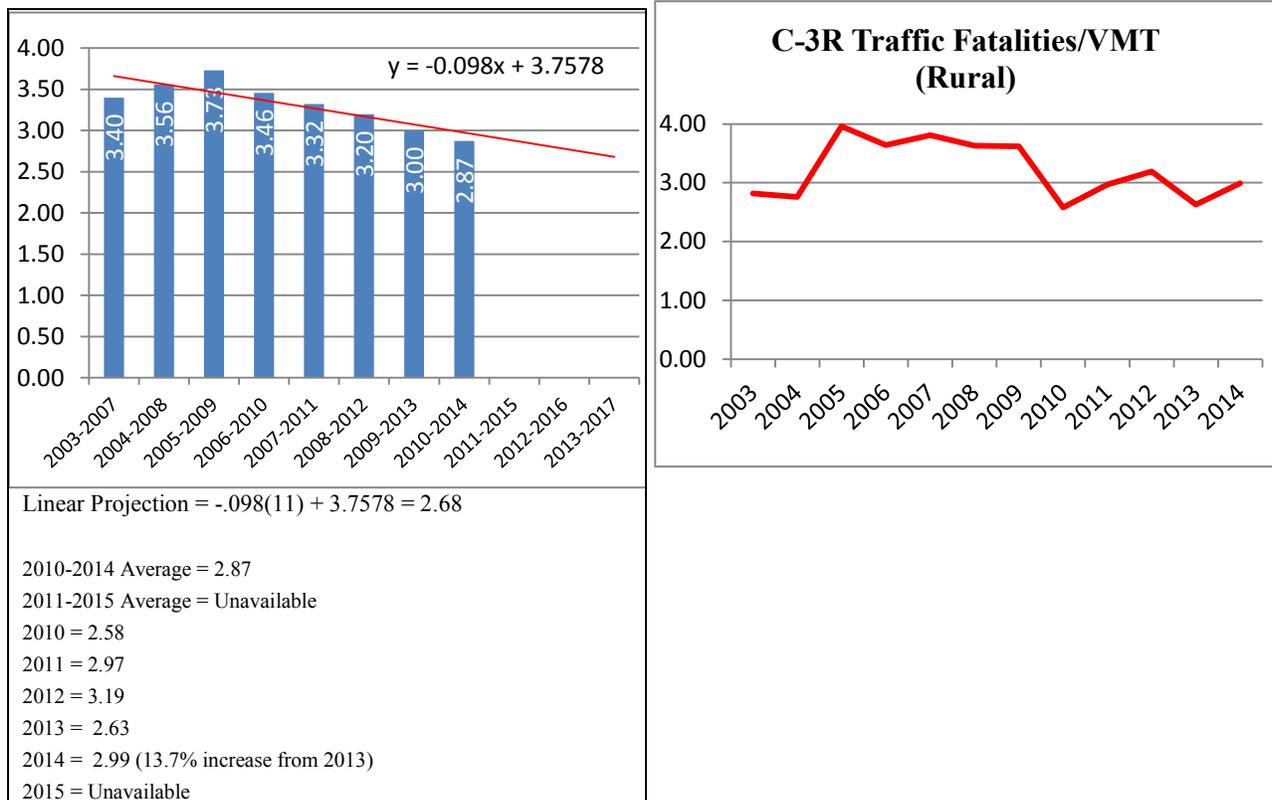
Exponential Projection = $2.1937e^{-.034(11)} = 1.47$

2010-2014 Average = 1.67
 2011-2015 Average = 1.71
 2010 = 1.65
 2011 = 1.70
 2012 = 1.76
 2013 = 1.57
 2014 = 1.65 (5.1% increase from 2013)
 2015 = 1.89 (14.5% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-3 above, the five-year moving average with exponential projection trend analysis projects that South Carolina will experience a five-year average number of 1.47 traffic fatalities/VMT by December 31, 2017. This equates to an estimated 1.48 annual traffic fatalities/VMT for 2017, which is a 10.3% reduction from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 1.89 traffic fatalities/VMT in 2015, an increase of 14.5% from the 1.65 in 2014. While preliminary VMT is unavailable for 2016, the preliminary number of fatalities for the first four months of 2016 are only slightly (about 2%) better than 2015. After much discussion among OHSJP staff, and after consulting with NHTSA, OHSJP will set a goal of 1.66 traffic fatalities/VMT in 2017, a 12.2% reduction in traffic fatalities/VMT by December 31, 2017 from the 2015 calendar year and a 0.6% reduction from the 2010-2014 baseline average of 1.67.

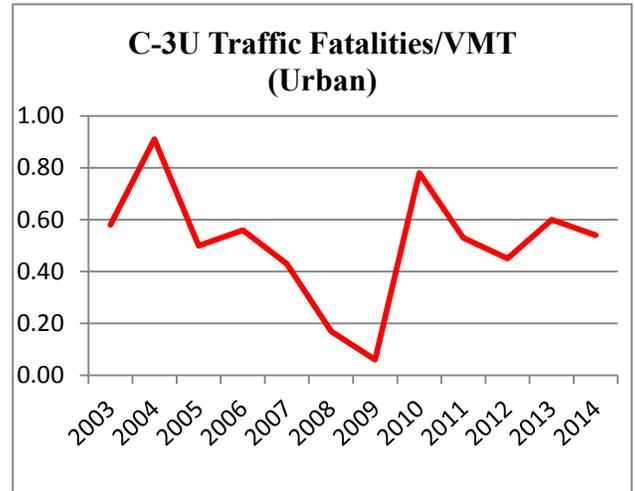
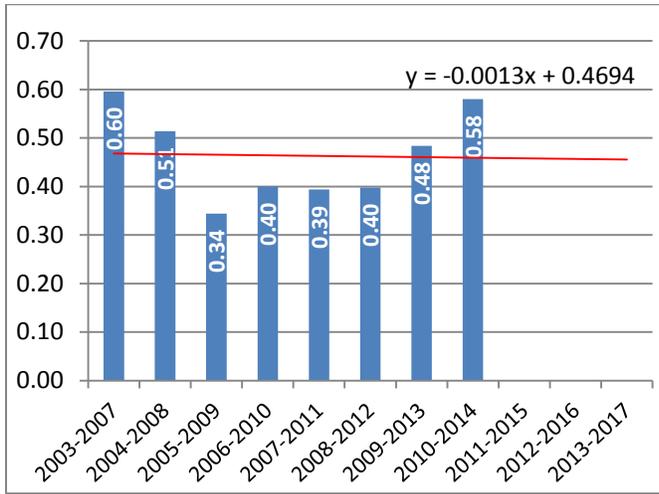
The vehicle miles traveled (VMT) in SC had a significant increase in 2015 compared with previous years. The VMT is not expected to experience another significant rise in the next few years. The US Energy Information Administration is projecting a lower average cost of regular gas in 2016 with prices starting to increase in 2017.

3-R. To decrease traffic fatalities/VMT (Rural) 0.3% from the 2010-2014 baseline average of 2.87 to 2.86 by December 31, 2017.



As shown in Figure C-3R (Rural) above, the five-year moving average with a linear trend analysis projects that South Carolina will experience a five-year average number of 2.68 traffic fatalities/VMT (Rural) by December 31, 2017. This equates to an estimated 2.70 annual traffic fatalities/VMT (Rural) for 2017. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 977 traffic fatalities in 2015, an increase of 18.6% from 824 in 2014. The state preliminary projection for 2016, based on the first four months of data, indicates a slight decrease (about 2%) in traffic fatalities in comparison with 2015. Based on the information available, OHSJP will set its target at 2.86 annual traffic fatalities/VMT (Rural) by December 31, 2017, a 0.3% decrease from the 2010-2014 baseline average.

3-U. To decrease traffic fatalities/VMT (Urban) 1.7% from the 2010-2014 baseline average of 0.58 to 0.57 by December 31, 2017.



Linear Projection = $-0.0013(11) + 0.4694 = 0.455$

2010-2014 Average = 0.58
 2011-2015 Average = Unavailable
 2010 = 0.78
 2011 = 0.53
 2012 = 0.45
 2013 = 0.60
 2014 = 0.54 (10% decrease from 2013)
 2015 = Unavailable

As shown in Figure C-3U (Urban) above, the five-year moving average with a linear trend analysis projects that South Carolina will experience a five-year average number of 0.46 traffic fatalities/VMT (Urban) by December 31, 2017. This equates to an estimated 0.44 annual traffic fatalities/VMT (Urban) in 2017. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 977 traffic fatalities in 2015, an increase of 18.6% from 824 in 2014. The state preliminary projection for 2016, based on the first four months of data, indicates a slight decrease (about 2%) in traffic fatalities in comparison with 2015. Based on available information, OHJSP will set its target at 0.57 annual traffic fatalities/VMT (Urban) by December 31, 2017, a 1.7% reduction from the 2010-2014 baseline average of 0.58.

Objectives:

1. To decrease traffic fatalities and serious injuries by implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes by December 31, 2017.

2. To maintain an effective staff to administer the Highway Safety Program in South Carolina throughout the FY 2017 grant year.
3. To prepare and submit to NHTSA the FY 2018 Highway Safety Plan for South Carolina by July 1, 2017.
4. To evaluate the effectiveness of programs and their impact upon the performance goals by preparing and submitting to NHTSA the FY 2017 Annual Report for South Carolina by December 31, 2017.

Performance Indicators:

Goals:

1. A comparison of the 2010-2014 calendar base year average for traffic fatalities will be made to the most current available FARS data.
2. A comparison of the 2010-2014 calendar base year average for traffic-related serious injuries will be made to the most current available state data.
3. A comparison of the 2010-2014 calendar base year average for fatalities/VMT will be made to the most current available FARS data.
4. A comparison of the 2010-2014 calendar base year average for fatalities/VMT (Rural) will be made to the most current available FARS data.
5. A comparison of the 2010-2014 calendar base year average for fatalities/VMT (Urban) will be made to the most current available FARS data.

Objectives:

1. A comparison of the number of traffic fatalities and serious injuries from the previous year will be made to the most current available statewide and FARS databases.
2. Maintain the level of staff to effectively manage all OHSJP initiatives.
3. Submit the FY 2018 Highway Safety Plan to NHTSA by the assigned deadline.
4. Conduct program evaluations and produce annual reports on program effectiveness by the assigned deadlines.

Strategies:

1. Highway Safety staff will monitor traffic crash and other appropriate data on an on-going basis in order to make course corrections as necessary.
2. Project personnel will be trained in project management and financial management of grants in order to obtain maximum performance.
3. Highway Safety staff will conduct a Problem Identification meeting to identify highway safety problems in the state.
4. Highway Safety staff will conduct project development to encourage potential subgrantees in identified problem areas to submit grant applications and provide technical assistance.

5. Highway Safety staff will conduct a Funding Guidelines Workshop to provide information to potential subgrantees on the processes and requirements involved with the submission of highway safety grant applications and encourage the development of projects that will positively impact highway safety in the state.
6. Highway Safety staff will review all applications submitted by the established deadline and participate in the staffing process for FFY 2018 grant projects.
7. Highway Safety staff will monitor 100% of all projects funded in order to provide adequate technical assistance and to ensure compliance with grant guidelines.
8. Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS. The theme will follow a highway safety initiative entitled, *Target Zero, A Goal We Can All Live With*. The statewide campaign will involve the SC Highway Patrol, and other law enforcement agencies statewide will be encouraged to participate. Thus, the campaign will touch all citizens of the state in each of the state's forty-six (46) counties.
9. Highway Safety staff will develop/implement technical training programs as needed to support local project initiatives.
10. The OHSJP will continue to provide grant funding for the Law Enforcement Networks (LEN) to assist them in their ongoing enforcement efforts and in recruiting additional enforcement agencies to enlist in the system. The OHSJP will continue to provide training to LENs through LEN Coordinator meetings, regularly scheduled LEN meetings, and Traffic Safety Officer Certification courses.
11. Highway Safety staff will continue to provide Law Enforcement Liaison services to both state and local law enforcement agencies.
12. The OHSJP will conduct periodic surveys to track driver attitudes and awareness concerning impaired driving, safety belt use and speed issues utilizing, in part, recommended questions developed by NHTSA and GHSA.
13. The OHSJP and the SC Department of Transportation (SCDOT) will continue their strong partnership to enhance traffic safety initiatives through a variety of activities:
 - a. dissemination of information to the public regarding highway safety and engineering issues through the use of variable message signs, radio stations, social web sites and presentations. The SCDOT variable message signs are used during each enforcement campaign to keep the various safety messages front and center for the target audience. In addition, the SCDOT will continue utilizing variable message signs to communicate the state's ongoing traffic fatality total combined with traffic safety

- messaging to increase the public's awareness of the significance of the traffic fatality problem in South Carolina.
- b. maintain a Strategic Highway Safety Plan (SHSP) Manager position housed in the OHSJP and funded by the SCDOT to maintain the state's SHSP (updated in March 2015) and to coordinate the implementation of various projects designed to impact goals in the SHSP.
 - c. continue implementation of the SCCATTS project to create a fully electronic traffic records system.
 - d. continue the implementation of the Safety Improvement Team (SIT), funded by SCDOT, to focus on high-crash corridors.
 - e. continue to utilize the "Target Zero" slogan and logo in all FFY 2017 media campaigns including television advertising, billboard advertising, and alternative advertising to include social media to promote the "Target Zero" traffic fatalities concept throughout the State of South Carolina.
 - f. utilize Section 164 transfer funds to continue six, four-member Target Zero Enforcement Teams in four key areas of the state (Upstate, Midlands, Lowcountry, and Pee Dee) to aggressively enforce traffic laws (speeding, DUI, and occupant protection, etc.) on roadway corridors identified as high-risk for fatal and severe-injury traffic crashes over the most recent five-year period.

PROJECT FUNDED:

Highway Safety Planning and Administration

Problem Identification: In South Carolina, preliminary state data from our Statistical Analysis Center indicates that there were 977 traffic fatalities in 2015. This figure represents an 18.6% increase from the 824 traffic fatalities currently being reported for 2014. Based on the estimated number of fatalities and an estimated 2% increase in vehicle miles of travel for 2015, the mileage death rate is expected to increase to 1.89 in 2015. Overall, from 2010 to 2014, fatalities increased by 1.9% in South Carolina, compared to slightly smaller decreases of 0.98% nationwide. Also, during the same timeframe of 2010 to 2014, state statistical data shows that there were 550,199 vehicle crashes in South Carolina. In those 550,199 vehicle crashes reported from 2010 to 2014, 248,792 persons were injured. Of those 248,982 persons injured, 16,577 persons, or 6.7%, sustained severe injuries. When comparing the 107,673 vehicle crashes in 2010 to the 119,163 vehicle crashes in 2014, the state has experienced a 10.7% increase in the number of reported vehicle crashes during this five-year period.

Project Description: The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety and Justice Programs (OHSJP) of the SC Department of Public Safety (SCDPS). The mission of the OHSJP is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Program Administration area of the OHSJP will coordinate highway safety programming focused on public outreach and education, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, and cooperation with state and local governments. Programming resources will be directed to nationally and state-identified priority areas outlined in this document. The Program Administration area will ensure monitoring of traffic data to coordinate appropriate statewide highway safety messages to all citizens and visitors of the state. Highway safety staff members will conduct a Problem Identification meeting annually to identify highway safety problems. A Funding Guidelines Workshop will be conducted to provide information to potential subgrantees and to encourage the development of data-driven, evidence-based projects that will positively impact highway safety. Pre-work Conferences and a Project Management Course will be conducted during FFY 2017 with all Project Directors of newly awarded highway safety projects.

Program Administration will continue a sustained DUI enforcement initiative by implementing the 2017 Law Enforcement DUI Challenge known as *Sober or Slammer!* campaign (corresponding to the national *Drive Sober or Get Pulled Over* campaign) on a statewide level utilizing strategies that have proven results. The campaign will run from December 1, 2016 through September 1, 2017. According to the *Countermeasures That Work, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015* (Chapter 1, section 2.2), publicized saturation patrol programs and sobriety checkpoints are effective in reducing alcohol-related fatal crashes and deterring drunk driving. The SCLLEN will encourage participants to join the campaign and utilize these enforcement strategies in their DUI enforcement efforts statewide alongside the SCHP.

Program Administration will also continue the state's occupant protection enforcement mobilization in the time period leading up to and after the Memorial Day holiday in May 2017. The statewide campaign, known as *Buckle up, South Carolina. It's the law and it's enforced.*, will mirror the national *Click-it-or-Ticket* campaign. The 2017 campaign will once again focus on nighttime safety belt enforcement at the state and local level. This strategy will not only impact the time of day when seat belt usage rates decline, but will also result in additional DUI arrests. All major mobilizations will include outreach components that focus on the diverse population of our state.

The OHSJP will provide funding to highway safety staff and advocates to attend significant conferences and training events related to highway safety issues. Highway safety staff, other SCDPS staff, and partner agencies/groups will continue to educate and inform the citizens of the state and its visitors about the state's primary enforcement safety belt law. Highway safety staff will continue to support and assist in the further development of the Law Enforcement Network (LEN) system in the state. Sixteen (16) LENs have been formed corresponding to the sixteen judicial circuits in South Carolina. The OHSJP will continue to maintain a strong partnership

with the SC Department of Transportation (SCDOT) to enhance traffic safety initiatives through a variety of activities.

The OHSJP’s Planning and Administration highway safety project staff will direct the planning, development, coordination, monitoring, evaluating, and auditing of projects under the Section 402 Program. Highway safety staff are also responsible for coordinating and evaluating the highway safety efforts among the various agencies throughout the state. The goal of the Planning and Administration Program Area is to generate a 5% reduction in the number of traffic fatalities and a 5% reduction in serious injuries during the grant period.

Countermeasures That Work: In the Resources section (page 5-5) of the *Countermeasures That Work, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015*, the guide states that it does not include countermeasures for which SHSOs have little or no authority or responsibility, or that cannot be supported under typical highway safety grant programs. For example, the “guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, State and community task forces, or comprehensive multi-prolonged community traffic safety strategies.”

Strategic Highway Safety Plan: South Carolina’s Strategic Highway Safety Plan (SHSP) was updated in 2015 and given the title of “Target Zero” to reflect the state’s adoption of the national Target Zero initiative of zero traffic fatalities. The SCDPS adopted this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state.

The SHSP update was conducted through a partnership approach that identifies ways to eliminate traffic fatalities and reduce serious injuries on South Carolina highways. Emphasis Areas were identified based on a detailed analysis of fatal and severe-injury crashes from 2009 to 2012. The most recent SHSP includes a brief review of each Emphasis Area, followed by a list of definitive strategies designed to reduce or mitigate the severity of vehicle crashes. Each emphasis area in the SHSP cites the significance of the problem for the state and recommends engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to address the problem.

Summary Table

Agency	County	Project Number	Budget	Number of Personnel
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	PA-2017-HS-01-17	\$138,006	1.7

Budget Table

Project Number	Subgrantee	Project Title	Budget	Budget Source
PA-2017- HS-01-17	South Carolina Department of Public Safety: Office of Highway Safety & Justice Programs	Highway Safety Planning & Administration	\$138,006 \$138,006	State Funds NHTSA 402
NHTSA 402 Total			\$138,006	
Total All Funds			\$276,012	

ALCOHOL COUNTERMEASURES PROGRAM AREA

Overview

The State of South Carolina has been committed to reducing the occurrence of alcohol-impaired driving and the resulting traffic crashes, injuries, and fatalities. The state has experienced significant reductions in alcohol-impaired driving traffic fatalities in recent years. The most recent preliminary FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 279 people died on South Carolina roadways in 2014 as a result of alcohol-impaired driving collisions (see **Table 6** on page 18). This raw number translates into a VMT alcohol-impaired driving fatality rate (traffic fatalities per 100 million vehicle miles traveled) for the state of 0.56, higher than the national rate of 0.33. The state expects the currently reported number of alcohol-impaired driving fatalities of 279 deaths in 2014 to increase. This expectation is based on recoding efforts undertaken by the state's FARS Analyst at the request of NHTSA/FARS in early 2016. While the updated figure is unavailable at this time, it is expected to be in the range of 330-340 deaths.

The SC Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified impaired driving as one of its Emphasis Areas (pp. 79-83), citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem based on data-driven and evidence-based practices (pp. 82-83).

The NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015 (CTW, 2015)* stresses the importance of this emphasis area and outlines significant strategies to reduce impaired driving (pp.1-4 to 1-6) and appropriate countermeasures to bring about alcohol- and drug-impaired driving reductions (pp. 1-7 to 1-74). The four basic strategies identified to reduce impaired driving are Deterrence, to include laws, enforcement, prosecution and adjudication, and offender treatment, monitoring, and control; Prevention; Communications and Outreach; and Alcohol Treatment (pp. 1-4 to 1-5).

Of the four impaired driving countermeasures strategies identified, the State of South Carolina will continue to effectively implement *Deterrence* of high quality in the areas of Enforcement, with the SC Highway Patrol (SCHP) and law enforcement agencies across the state utilizing high-visibility saturation patrols (pp.1-21 to 1-27), Prosecution, and Adjudication, with continued funding for DUI Courts and a Court Monitoring Program (pp.1-29 to 1-34).

In FFY 2016, the OHSJP implemented the Mothers Against Drunk Driving (MADD) SC Court Monitoring Program to provide data on how DUI cases are disposed of and to report how the remaining cases are processed in the respective judicial circuits. It is believed that court monitoring programs help increase DUI arrests, decrease plea agreements, and increase guilty pleas (CTW, 2015, pp. 1-33). In terms of legislation, South Carolina enacted an amended DUI law in February 2009. Though South Carolina's DUI law was strengthened, it remains problematic for a number of reasons and likely does not function in the state at the deterrence

level outlined by the document. However, the state did make strides in harshening penalties for impaired driving and for breath test refusals associated with DUI arrests.

In April 2014, South Carolina amended the ignition interlock portion of the state's DUI statutes in Act 158, which went into effect on October 1, 2014. Ignition interlock devices are now required for first-time DUI offenders who are convicted of having had blood alcohol concentrations (BACs) of 0.15% or higher. The law is known as "Emma's Law" and is named after six-year-old Emma Longstreet, who was the state's first traffic fatality of 2012. Young Miss Longstreet was killed by a drunk driver on Sunday morning, January 1, 2012, as she and her family were traveling to church. The ignition interlock device program is a voluntary alternative to hard suspensions for first-time DUI offenders who are convicted of having refused to submit to a breath test. First-time DUI offenders who are convicted of having had blood alcohol concentrations (BACs) of 0.14% or lower have ignition interlock devices as an alternative to presently existing special driving privileges. Hard suspensions for subsequent DUI offenders were removed, and those persons are immediately subjected to ignition interlock requirements.

For persons mandated to obtain ignition interlock devices, the requirement no longer has a time limit. That is, under the old law a person may choose to stay suspended for three years, after which the ignition interlock requirement goes away. Under the new law, the suspension is indefinite and will only end when ignition interlock requirements have been fulfilled.

The legislation continued to allow a person who does not own a vehicle to operate an employer's vehicle without an ignition interlock device installed.

These statutory provisions placed the State of South Carolina out of compliance with USDOT Section 164 requirements for FFY 2015. However, it should be noted that during the 2015 legislative session of the SC General Assembly, Emma's Law was amended, effective June 1, 2015, to deal with the problem areas that caused the state to fall out of compliance with Section 164. The amended legislation gained compliance by creating amendments to the employer vehicle sections and subsections (Section 1)(B)(2) and (L)(1)(2).

The State of South Carolina began a Pilot DUI Court in two judicial circuits during FFY 2014, which combine adjudication strategies with *Alcohol Treatment*. In FFY 2015 and FFY 2016, the OHSJP provided grant funding for the continuation of the DUI Courts in South Carolina, which provide for the monitoring and treatment of offenders convicted of DUI. The overall goal of the DUI Court program is to see a reduction in recidivism and a change in behavior for those who complete the program (CTW, 2015, pp. 1-29 to 1-30, and 1-37).

Another strategy that South Carolina will continue to utilize to reduce impaired driving is *Communications and Outreach*. Each year a statewide high-visibility enforcement and education initiative is utilized. The initiative is referred to as the Law Enforcement DUI Challenge (*Sober or Slammer!* campaign. It's modeled after and conducted with the national *Drive Sober or Get Pulled Over*. campaign). The initiative combines enforcement, education, media, and diversity outreach components to attempt to reduce impaired driving crashes, injuries, and fatalities in the state. Participation of state and local law enforcement agencies throughout every judicial circuit

in the state is encouraged. Communication and outreach strategies have proven to be highly effective for South Carolina as demonstrated by the decline in the number of alcohol-impaired driving fatalities in the state (CTW, 2015, pp. 1-46, and 1-49 to 1-50).

The data sections below outline specific problems that the State of South Carolina is facing in terms of alcohol-impaired driving. The information also demonstrates the foundation on which the state has built a response to the problem for the FFY 2017 Highway Safety Plan.

Traffic Fatalities

According to **Table 6**, on page 18, compiled from the NHTSA's *Analysis of Fatal Crash Data South Carolina: 2009-2013* and updated by the SC Department of Public Safety's Office of Highway Safety and Justice Programs (OHSJP) using 2014 preliminary FARS data, in 2010, there were 353 alcohol-impaired driving fatalities in South Carolina. This number fluctuated each year until reaching its lowest point of the 2010-2014 five-year cycle (279) in 2014. The 279 alcohol-impaired driving fatalities in 2014 represent a considerable change (-17.33%) from the 2010-2013 average, and a remarkable change (-21.0% decrease) from the 2010 total (353). The *VMT-based* projected alcohol-impaired traffic fatality rate for 2014 (0.56) represented a -17.6% decrease from the prior four-year average and a -22.2% decrease when compared to the 2010 rate (0.72). South Carolina's alcohol-impaired *population-based* fatality rate followed a similar pattern as the number of fatalities, with the 2014 rate (5.77 deaths per 100,000 population) representing a -19.30% decrease when compared to the 2010-2013 average (7.15) and a -24.18% decrease when compared to the rate in 2010 (7.61).

The impaired driving fatality percentage of total deaths is a key index of the problem of alcohol-impaired driving fatalities. In South Carolina, this proportion decreased by 22.39% in 2014 (33.86%) when compared to the average of the previous four years (41.23%) and by 17.9% in 2014 when compared to the 2010 proportion (43.63%). This suggests that different factors may have been affecting alcohol-impaired driving deaths and all other traffic-related deaths, which showed a lesser decline (see **Table 1** on page 11). **Table 6** on page 18 indicates that South Carolina's proportion of impaired-driving deaths declined significantly in 2014 when compared to both the prior four-year average and the 2010 proportion.

Table 16 on the next page provides nationwide data. Over the entire five-year period of 2010-2014, the average alcohol-impaired driving fatality *VMT rate* in South Carolina (0.66 deaths per 100 million VMT, see **Table 6** on page 18) was much higher than the rate for the nation (0.34).

Table 16 on the next page indicates that nationwide, in 2014 compared to an average of the four prior years, alcohol-impaired deaths declined by -1.43%, while VMT-based and population-based fatality rates dropped by -2.94% and -3.30%, respectively. These national declines are significantly smaller than those seen for the state in regard to VMT-based and population-based fatality rates.

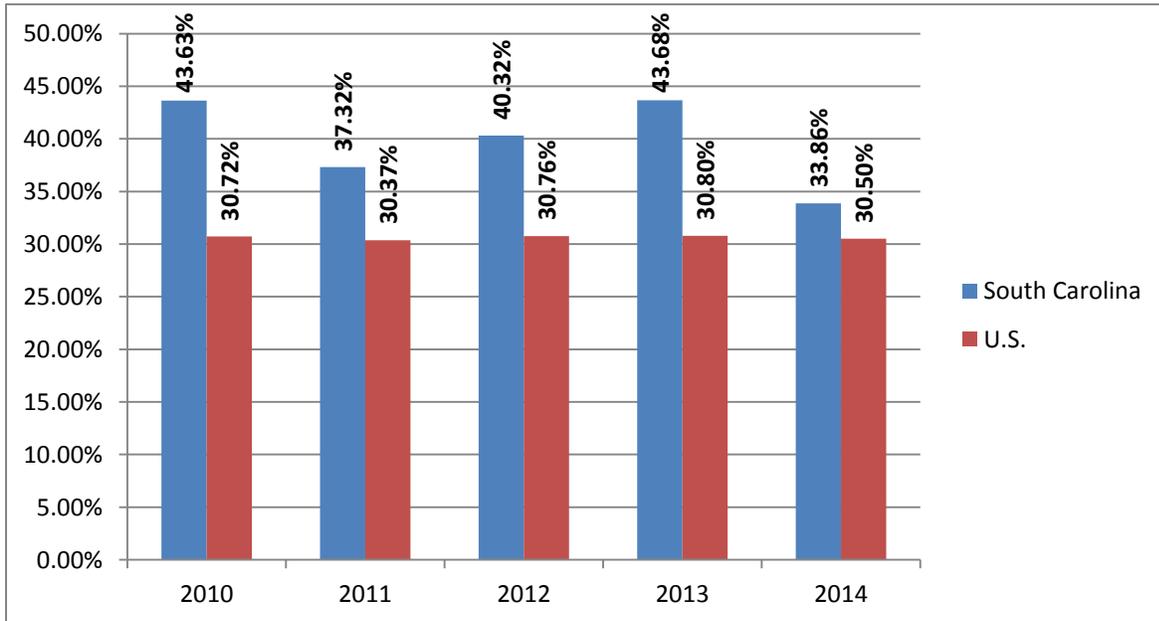
Table 16. Nationwide Alcohol-Impaired Driving Fatalities

	2010	2011	2012	2013	2014	% Change: 2010 vs. 2014	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	10,136	9,865	10,336	10,110	9,967	-1.67%	-1.43%
VMT Rate*	0.34	0.33	0.35	0.34	0.33	-2.94%	-2.94%
Pop. Rate**	3.28	3.17	3.29	3.19	3.13	-4.70%	-3.30%
Pct. of Total	30.72%	30.37%	30.76%	30.80%	30.50%	-0.70%	-0.52%

* Rate per 100 million miles of travel; ** Rate per 100,000 population

As shown in **Figure 19** below, the percentage of fatalities in South Carolina that involved alcohol-impaired driving (*alcohol-impairment-related fatalities include those in which any crash participant was impaired (BAC \geq 0.08), while alcohol-impaired driving fatalities refer only to those resulting from impaired (BAC \geq 0.08) drivers/motorcycle operators*) was consistently above that of the nation during each year in the period 2010-2014. In 2014, 33.86% of all fatalities in South Carolina were alcohol-impaired driving fatalities, while the percentage was 30.50% nationwide.

Figure 19: Alcohol-Impaired Driving Fatalities as Percent of Total Fatalities



Alcohol-impaired driving data for South Carolina shown in **Figure 4** (page 18), and **Figure 5** (page 19) are based on NHTSA FARS data and display graphically the downward trends in South Carolina in terms of two key indices of alcohol-impaired data – alcohol-impaired driving fatalities and population-based alcohol-impaired driving fatality rate. Though the state has much work to do to improve the problem of alcohol-impaired driving, the trends displayed in these figures are encouraging.

Alcohol-Impaired Driving Fatalities: Counties

Table 17 below and on page 81 shows the alcohol-impaired driving fatalities by county for South Carolina. According to data compiled from the OHSJP Statistical Analysis Center and FARS, in South Carolina, from 2010 to 2014, the five counties with the most alcohol-impaired driving fatalities were Greenville (115); Richland (113); Lexington (110); Charleston (108); and Horry (107). Of these five counties, the following four showed decreases in the number of 2014 deaths when compared to the respective prior four-year average: Charleston (-9.1%), Richland (-29.2%), Greenville (-30.6%), and Lexington (-41.7%), while Horry experienced a slight increase (3.5%).

Throughout the five-year period 2010-2014, the counties with the highest percentages of alcohol-impaired driving fatalities as compared to the total traffic fatalities were McCormick (54.5%); Kershaw (53.7%); Williamsburg (53.7%); and Lexington (51.6%) (see **Table 17** below and on page 81).

Table 17. Alcohol-Impaired Driving Fatalities by County

Alcohol-Impaired Driving (A-I) Fatalities*						Total A-I Fatalities	Total Fatalities	% A-I	% Change: 2014 vs. prior 4-yr Avg.
County	2010	2011	2012	2013	2014				
Abbeville	2	1	3	4	2	12	26	46.1%	-20.0%
Aiken	15	12	8	14	9	58	128	45.3%	-26.5%
Allendale	2	0	1	2	0	5	14	35.7%	-100.0%
Anderson	15	13	13	13	17	71	206	34.5%	25.9%
Bamberg	1	1	1	1	1	5	18	27.8%	0%
Barnwell	1	6	1	0	1	9	29	31.0%	-50.0%
Beaufort	13	4	8	7	8	40	96	41.7%	0%
Berkeley	10	15	14	13	12	64	164	39.0%	-7.7%
Calhoun	3	2	1	2	4	12	47	25.5%	100.0%
Charleston	25	20	24	19	20	108	240	45.0%	-9.1%
Cherokee	3	4	2	3	5	17	56	30.4%	66.7%
Chester	9	3	1	6	2	21	43	48.8%	-57.9%
Chesterfield	7	2	5	4	1	19	45	42.2%	-77.8%
Clarendon	5	3	3	5	2	18	60	30.0%	-50.0%
Colleton	7	8	8	3	6	32	86	37.2%	-7.8%

Alcohol-Impaired Driving (A-I) Fatalities*						Total A-I Fatalities	Total Fatalities	% A-I	% Change: 2014 vs. prior 4-yr Avg.
County	2010	2011	2012	2013	2014				
Darlington	5	8	7	10	2	32	75	42.7%	-73.3%
Dillon	5	4	4	2	4	19	60	31.7%	6.7%
Dorchester	5	6	8	8	5	32	80	40.0%	-25.9%
Edgefield	2	6	2	0	2	12	24	50.0%	-20.0%
Fairfield	4	4	4	5	5	22	46	47.8%	17.6%
Florence	14	6	8	10	8	46	136	33.8%	-15.8%
Georgetown	3	2	7	6	3	21	53	39.6%	-33.3%
Greenville	17	21	25	35	17	115	305	37.7%	-30.6%
Greenwood	3	6	5	2	3	19	39	48.7%	-25.0%
Hampton	1	2	4	2	1	10	20	50.0%	-55.6%
Horry	24	18	21	22	22	107	266	40.2%	3.5%
Jasper	3	7	5	3	1	19	79	24.1%	-77.8%
Kershaw	7	5	7	13	4	36	67	53.7%	-50.0%
Lancaster	1	8	5	2	4	20	65	30.8%	0%
Laurens	6	4	7	6	6	29	86	33.7%	4.3%
Lee	1	1	1	3	1	7	23	30.4%	-33.3%
Lexington	20	27	28	21	14	110	213	51.6%	-41.7%
Marion	6	0	4	3	2	15	44	34.1%	-38.5%
Marlboro	2	6	1	1	2	12	32	37.5%	-20.0%
McCormick	1	0	2	0	3	6	11	54.5%	300.0%
Newberry	2	1	6	3	2	14	39	35.9%	-33.3%
Oconee	6	4	8	1	3	22	64	34.4%	-36.8%
Orangeburg	21	10	7	18	9	65	154	42.2%	-35.7%
Pickens	8	6	5	5	7	31	74	41.9%	16.7%
Richland	24	17	28	27	17	113	238	47.5%	-29.2%
Saluda	3	1	5	1	2	12	26	46.2%	-20.0%
Spartanburg	16	13	25	11	16	81	210	38.6%	-1.5%
Sumter	9	9	5	10	13	46	103	44.7%	57.6%
Union	2	1	1	0	1	5	16	31.3%	0%
Williamsburg	3	2	5	7	2	29	54	53.7%	-52.9%
York	12	12	11	11	6	52	132	39.4%	-47.8%
Totals	354	311	354	344	277	1,640	4,092	40.1%	-18.7%

Different county pictures emerge when looking at population-based alcohol-impaired fatality rates in South Carolina. The population-based fatality rates by county are shown in **Table 18** below and page 83, with highlighting indicating counties with the highest rates in 2014 (McCormick [30.47]; Calhoun [26.89]; Fairfield [21.76]; Colleton [15.89]; Dillon [12.85]; and Sumter [12.05]). These counties, with the exception of Sumter County, are much smaller in population than the average SC county, and it should be noted that the counties' population-based fatality rates can vary drastically from year to year as the chart below shows. Thus, counties with the highest rates in 2014 may have had a much smaller rate in prior years. As a result, using this data to frame and inform strategies should be considered with caution.

Table 18. Alcohol-Impaired Driving Fatalities by County: Rate per 100,000 Population

County	2010	2011	2012	2013	2014
Abbeville	7.89	3.97	11.95	12	8.01
Aiken	9.34	7.47	4.91	7.92	5.46
Allendale	19.32	0	10.01	10.16	0.00
Anderson	8.01	6.9	6.87	6.82	8.82
Bamberg	6.27	6.26	6.34	0	6.59
Barnwell	4.42	26.84	4.5	0	4.55
Beaufort	7.98	2.43	4.76	4.07	4.55
Berkeley	5.59	8.17	7.38	6.7	6.05
Calhoun	19.83	13.21	6.71	13.28	26.89
Charleston	7.11	5.59	6.57	5.1	5.25
Cherokee	5.42	7.2	3.59	3.58	8.92
Chester	27.19	9.11	3.07	21.49	6.18
Chesterfield	15	4.3	10.85	6.49	2.17
Clarendon	14.31	8.64	8.73	11.64	5.86
Colleton	17.99	20.72	20.97	10.59	15.89
Darlington	7.29	11.71	10.27	13.25	2.95
Dillon	15.57	12.6	12.72	6.4	12.85
Dorchester	3.64	4.26	5.61	5.5	3.37
Edgefield	7.42	22.5	7.59	0	7.53
Fairfield	16.74	16.97	17.12	25.96	21.76
Florence	10.21	4.35	5.8	7.23	5.75

Georgetown	4.99	3.33	11.63	11.58	4.94
Greenville	3.75	4.55	5.35	7.17	3.52
Greenwood	4.3	8.59	7.17	4.3	4.32
Hampton	4.75	9.61	19.3	9.8	4.90
Horry	8.87	6.51	7.44	7.94	7.36
Jasper	12.03	27.78	19.36	7.51	3.68
Kershaw	11.32	8.03	11.23	20.79	6.33
Lancaster	1.3	10.27	6.32	2.49	4.81
Laurens	9.02	6.01	10.57	9.06	9.02
Lee	5.21	5.27	5.36	16.35	5.45
Lexington	7.59	10.11	10.35	7.67	5.04
Marion	18.18	0	12.32	6.24	6.26
Marlboro	6.93	21.05	3.55	3.57	7.16
McCormick	9.78	0	20.11	0	30.47
Newberry	5.32	2.65	15.97	8	5.29
Oconee	8.07	5.38	10.72	1.33	3.99
Orangeburg	22.74	10.88	7.65	20.89	9.99
Pickens	6.71	5.02	4.18	4.17	5.82
Richland	6.22	4.37	7.11	6.51	4.23
Saluda	15.06	5.03	25.13	4.98	9.99
Spartanburg	5.62	4.53	7.97	3.78	5.45
Sumter	8.37	8.38	4.63	7.4	12.05
Union	6.93	3.49	3.54	0	3.59
Williamsburg	8.73	5.87	14.87	21.17	6.12
York	5.29	5.21	4.69	3.76	2.45
County Average	9.64	8.37	9.41	8.14	7.43

Traffic Injuries

According to state data, from 2010 to 2014, a total of 248,792 people were injured in motor-vehicle collisions in South Carolina. Of the 248,792 injuries, 20,222, or only 8.1%, were alcohol-impaired driving-related. **Figure S-5** below displays graphically how total injuries compare to impaired driving-related injuries in the state from 2010 to 2014.

Figure S-5

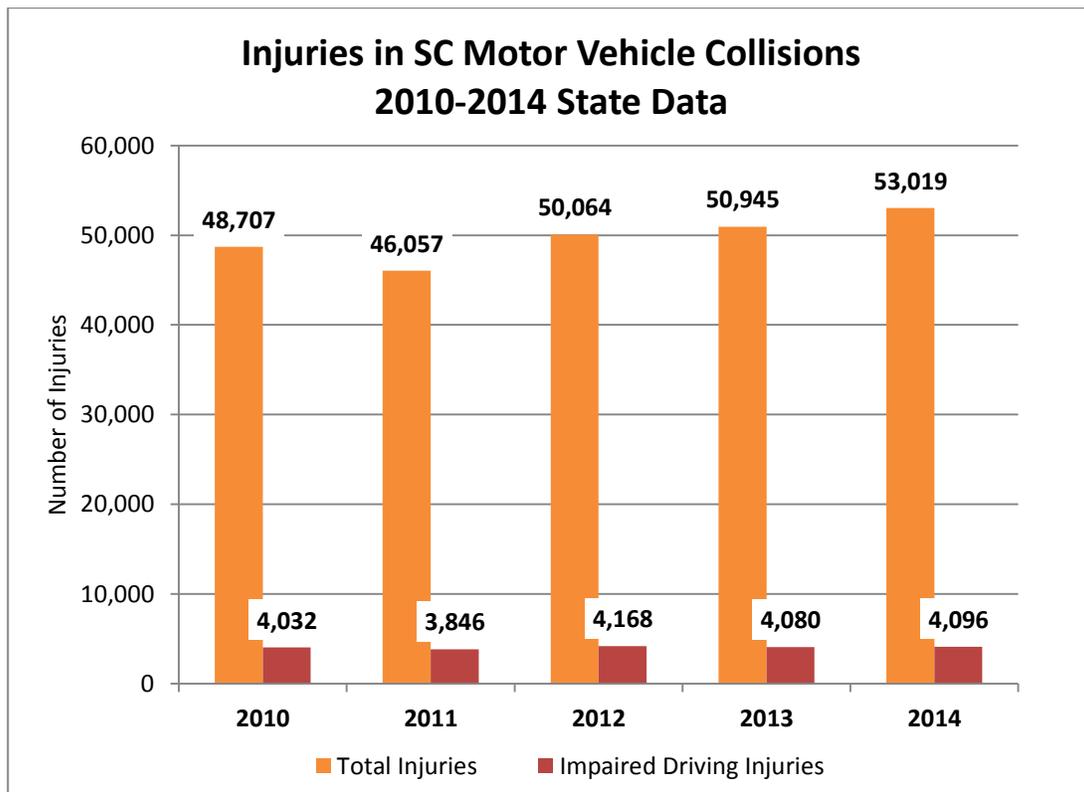
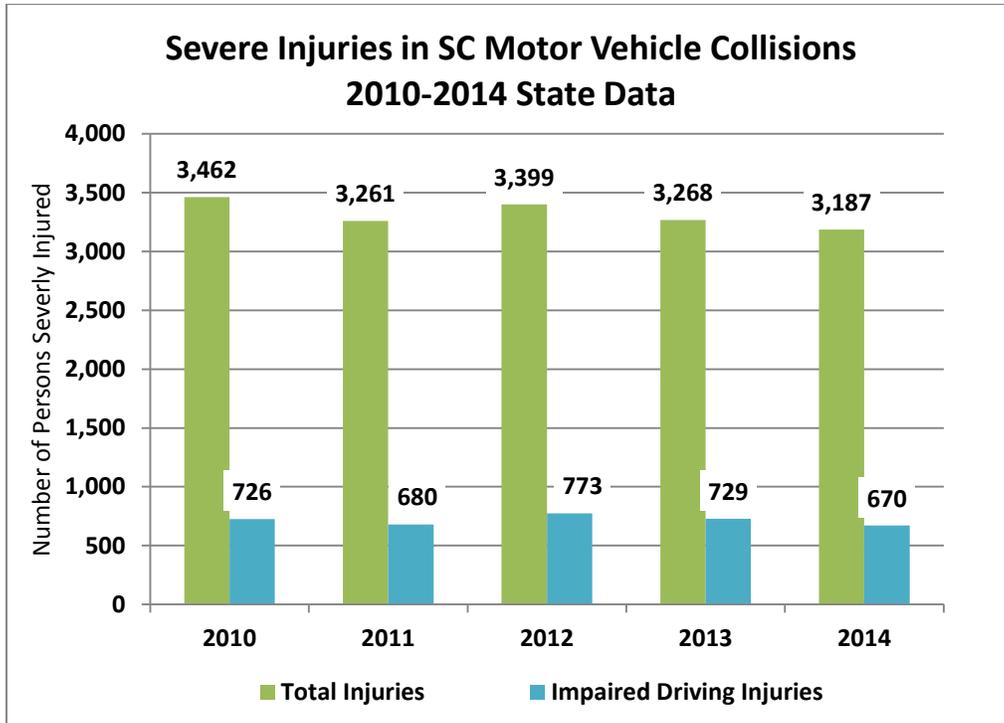


Figure S-6 below compares total severe traffic-related injuries in SC from 2010 to 2014 to those severe injuries that were the result of alcohol-impaired collisions. From 2010 to 2014, SC experienced a total of 16,577 severe traffic-related injuries. Of these 16,577 severe-injuries, 3,578, or 21.6%, were impaired-driving-related. The state experienced a decrease (7.7%) in 2014 in impaired-driving-related severe injuries (670), as compared to the number of impaired-driving-related severe injuries in 2010 (726). The state also experienced a decrease (7.8%) in 2014 as compared to the average of the four-year period 2010-2013 (727 severe injuries).

Figure S-6

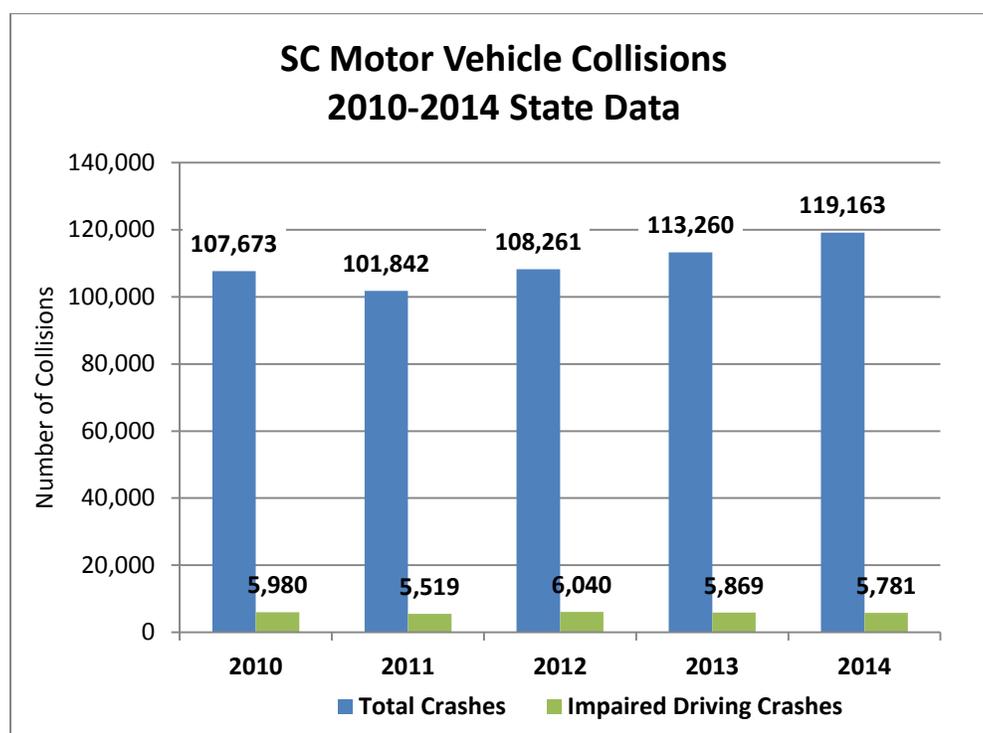


Traffic Crashes

Alcohol-Impaired Driving Collisions

According to state data, over the five-year period 2010-2014, South Carolina experienced 29,189 impaired-driving collisions. During the same period, there was a 3.3% decrease in the number of impaired-driving collisions, from 5,980 in 2010 to 5,781 in 2014. (Figure S-7 below). The 2014 figure of 5,781 impaired-driving-related crashes was 1.2% lower than the average number of impaired-driving-related crashes for the years 2010-2013 (5,852.0).

Figure S-7



Drivers Involved in Impaired-Driving-Related Collisions

Drivers in the 20-24 year old age group made up the largest age group represented among all at-fault drivers (28,760) involved in impaired-driving crashes from 2010-2014, totaling 5,150 drivers. Of the 5,150 drivers, 236, or 4.6%, were involved in a fatal impaired-driving collision. The second highest age group of at-fault impaired drivers was aged 25-29 (4,611 drivers), 220, or 4.8%, of whom were involved in a fatal impaired-driving-related crash. This age group was followed by drivers aged 30-34, totaling 3,795 at-fault drivers involved in impaired-driving crashes, 172, or 4.5%, of whom were involved in a fatal impaired-driving-related collision (see **Tables S-1** on the next page and **S-2** on page 88). During the period 2010-2014, 81.8% of the at-fault drivers involved in impaired-driving

crashes were male, 17.9% were female, and 0.3% were gender unknown (**Table S-3** on pp. 88). In regards to ethnicity, Caucasians were the leading group of at-fault drivers involved in impaired-driving collisions, composing 65.1% of the total drivers (**Table S-4** on page 89). African Americans were the next highest group, with 29.6%, followed by Hispanic drivers, who accounted for 4.3% of the total at-fault drivers involved in impaired-driving crashes (0.7% and 0.3% represent other and unknown ethnicities).

Table S-1. At-Fault Impaired Driving Crashes by Age Group, State Data 2010-2014

Age Group	2010	2011	2012	2013	2014	Total
Under 15	7	1	0	2	0	10
15-19	380	299	319	278	265	1541
20-24	1092	943	1077	1059	979	5150
25-29	941	862	959	933	916	4611
30-34	710	764	791	753	777	3795
35-39	606	497	576	605	561	2845
40-44	564	501	570	550	560	2745
45-49	539	508	550	486	469	2552
50-54	409	406	484	438	456	2193
55-59	246	261	265	324	331	1427
60-64	155	171	182	172	184	864
65-69	82	76	101	102	98	459
70+	66	55	53	80	88	342
Unknown	53	56	41	37	39	226
Total	5850	5400	5968	5819	5723	28760

Table S-2. At-Fault Impaired Driving Fatal Crashes by Age Group, State Data 2010-2014

Age Group	2010	2011	2012	2013	2014	Total
15-19	37	16	18	16	21	108
20-24	50	50	47	46	43	236
25-29	47	46	40	38	49	220
30-34	39	36	31	32	34	172
35-39	40	24	21	23	28	136
40-44	29	17	18	34	24	122
45-49	28	21	31	25	13	118
50-54	19	20	23	19	17	98
55-59	13	10	17	15	13	68
60-64	9	8	4	3	11	35
65-69	10	3	3	6	4	26
70+	2	4	6	3	6	21
Unknown	1	1	2	1	0	5
Total	324	256	261	261	263	1365

Table S-3. At-Fault Impaired Driving Fatal Crashes by Gender, State Data 2010-2014

Gender	2010	2011	2012	2013	2014	Total
Male	268	207	214	220	208	1117
Female	56	48	45	40	55	244
Unknown	0	1	2	1	0	4
Total	324	256	261	261	263	1365

Table S-4. At-Fault Impaired Driving Fatal Crashes by Ethnicity, State Data 2010-2014

Ethnicity	2010	2011	2012	2013	2014	Total
Caucasian	216	166	176	165	166	889
African American	88	72	73	87	84	404
Hispanic	17	15	8	7	12	59
Other	3	2	2	1	1	9
Unknown	0	1	2	1	0	4
Total	324	256	261	261	263	1365

Alcohol-Impaired Fatal Crashes: Blood Alcohol Content (BAC) Levels

As shown in **Table 19** below, from 2010 through 2014, the percentage of fatalities in South Carolina in which the highest BAC in the crash was 0.08 or above (43.8%) was much higher than the percentage for the US as a whole (23.2%).

Table 19. Fatalities by the Highest BAC in the Crash*

BAC	South Carolina					Total 2010 - 2014	
	2010	2011	2012	2013	2014	SC	U.S.
	(N=809)	(N=828)	(N=863)	(N=767)	(N=824)	(N=4,092)	(N=164,829)
0	45%	50%	49%	45%	60%	49.8%	72.6%
0.01 - 0.07	7%	9%	6%	6%	6%	6.8%	4.2%
0.08+	49%	42%	45%	49%	34%	43.8%	23.2%

*Data based on all crash participants.

Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

Alcohol-Impaired Fatal Crashes: Month, Day, and Time

As shown in **Table 20** on the following page, the three months with the greatest number of alcohol-impairment-related fatal crashes in South Carolina during the 2010-2014 period were May (137 crashes, 9.94% of total), October (129 crashes, 9.36% of the total), and September (128 crashes, or 9.29% of the total). Nationwide, the three months with the greatest percentage of such crashes were July (9.68%), August (9.67%), and then May (9.26%).

During the timeframe 2010-2014, alcohol-impairment-related fatal crashes were much more common on the weekends or Saturdays than on other days of the week for South Carolina and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred on Saturdays (354 crashes, 25.69% of total), followed by Sundays (317, 23.00%), and then Fridays (198, 14.37%). The same pattern was observed for the nation. Nationally, 24.54% of alcohol-impairment-related fatal crashes occurred on Saturdays, 22.11% on Sundays, and 14.91% on Fridays.

During the five years 2010-2014, alcohol-impairment-related fatal crashes were much more common after 6 p.m. and before 3 a.m. for South Carolina and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred between midnight and 3 a.m. (320 crashes, 23.22% of total), followed by 9 p.m. to midnight (299, 21.70%), and then 6 p.m. to 9 p.m. (224, 16.26%). Nationwide the pattern was similar, as 25.85% of alcohol-impairment-related fatal crashes occurred between midnight and 3 a.m., 20.12% between 9 p.m. and midnight, and 16.31% between 6 p.m. and 9 p.m. It should be noted that, when adding the 3 a.m. to 6 a.m. (168, 12.19%) and 3 p.m. to 6 p.m. (159, 11.54%) timeframes to the equation, 84.91% of South Carolina's alcohol-impairment-related fatal crashes occurred between the hours of 3 p.m. and 6 a.m.

Table 20. Alcohol-Impairment-Related* Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2010-2014

	South Carolina (N=1,378)		U.S. (N=40,072)
	N	%	%
MONTH			
January	99	7.18%	7.13%
February	90	6.53%	6.28%
March	121	8.78%	7.78%
April	126	9.14%	8.12%
May	137	9.94%	9.26%
June	106	7.69%	9.19%
July	125	9.07%	9.68%
August	109	7.91%	9.67%
September	128	9.29%	8.78%
October	129	9.36%	8.73%
November	97	7.04%	8.11%
December	111	8.06%	7.26%
DAY OF WEEK			
Sunday	317	23.00%	22.11%
Monday	143	10.38%	9.38%
Tuesday	117	8.49%	8.85%
Wednesday	129	9.36%	9.45%
Thursday	120	8.71%	10.77%
Friday	198	14.37%	14.91%
Saturday	354	25.69%	24.54%
TIME OF DAY			
Midnight-3am	320	23.22%	25.85%
3am-6am	168	12.19%	12.83%
6am-9am	72	5.22%	4.89%
9am-Noon	50	3.63%	2.84%
Noon-3pm	85	6.17%	5.16%
3pm-6pm	159	11.54%	10.65%
6pm-9pm	224	16.26%	16.31%
9pm-Midnight	299	21.70%	20.12%
Unknown	1	0.07%	1.35%

*Based on fatal crashes in which any crash participant had a BAC of 0.08 or above. Total fatal crashes may differ slightly depending on grouping (month, day, time) due to imputation method.

Alcohol-Impaired Fatalities: Road Type

As shown in **Table 21** below, during 2010-2014, arterial roads were associated with the largest proportion of alcohol-impaired driving fatalities in South Carolina (43.31%), followed by collector roads (35.38%). The smallest proportion of such fatalities occurred on South Carolina's local roads (5.20%). The US followed a slightly different pattern, with the greatest proportion of alcohol-impaired driving fatalities occurring on arterial roads (36.27%), while the smallest proportions occurred on interstates/expressways (13.72%), when comparing the known road type.

Table 21. Alcohol-Impaired Driving Fatalities by Road Type

Road Type	South Carolina					Total 2010 - 2014	
	2010	2011	2012	2013	2014	SC	U.S.
	(N=353)	(N=310)	(N=349)	(N=334)	(N=268)	(N=1,614)	(N=42,714)
Interstate/Expressway	18	38	28	24	28	8.43%	13.72%
Arterial	188	111	161	136	103	43.31%	36.27%
Collector	130	111	123	124	83	35.38%	23.37%
Local	0	20	17	23	24	5.20%	25.48%
Unknown	17	30	20	27	30	7.68%	1.17%
Total	353	310	348	340	268	100.00%	100.00%

Highlighting is to help the reader identify cells with higher numbers/percentages.

Alcohol-Impaired Fatal and Severe Injury Collisions

The Office of Highway Safety and Justice Programs' (OHSJP) Statistical Analysis Center also reviewed the counties with the highest reported frequencies of fatal and severe-injury DUI-related collisions in South Carolina from 2010 to 2014. Combining DUI-related "fatal and severe-injury" data is another way that the OHSJP analyzed the impaired-driving problem in the state. During the five-year time frame 2010-2014, the counties identified as experiencing the most DUI-related fatal and severe-injury collisions were Greenville (422), Horry (311), Richland (264), Lexington (249), Spartanburg (216), Anderson (211), Charleston (184), Berkeley (171), York (155), Aiken (136), Florence (127), Laurens (122), Orangeburg (115), Pickens (114), and Sumter (94). (See **Table S-5** on pages 93-94.) The five priority counties (Greenville, Richland, Lexington, Horry, and Charleston) identified by NHTSA in **Table 17** on pp. 80-81 are all among the highlighted counties in the fatal- and severe-injury DUI collision **Table S-5** on the next page and page 94.

**Table S-5:
All Fatal and Severe Injury Alcohol and/or Drug Collisions
South Carolina (2010-2014)**

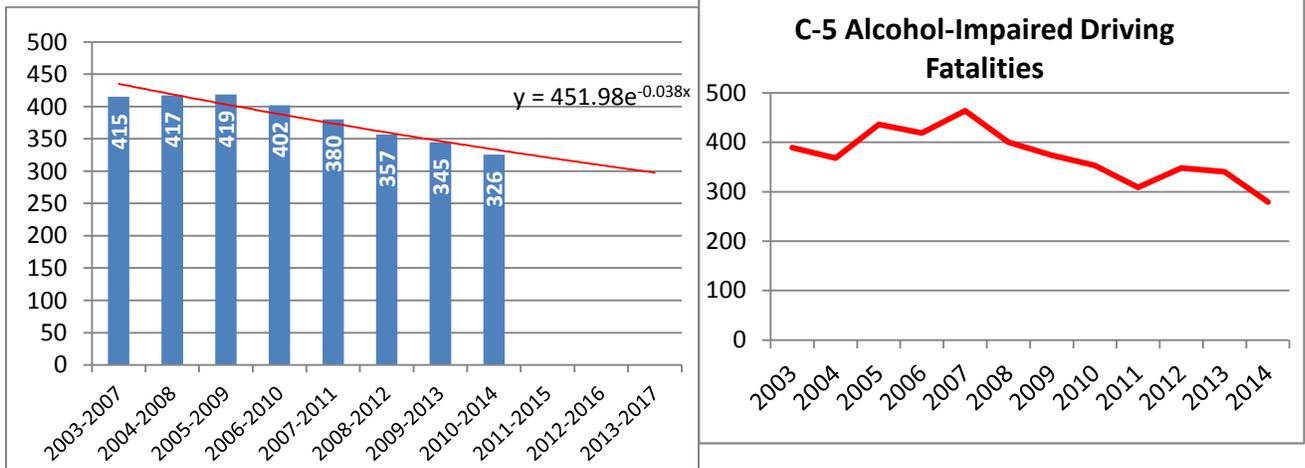
County	2010	2011	2012	2013	2014	2010-2014	% DUI 2010-2014
Greenville	71	72	94	96	89	422	29.7%
Horry	56	54	88	60	53	311	20.3%
Richland	53	50	50	65	46	264	27.3%
Lexington	46	58	58	38	49	249	33.8%
Spartanburg	56	43	39	41	37	216	24.2%
Anderson	38	38	50	50	35	211	28.7%
Berkeley	47	33	32	33	39	184	12.2%
Charleston	27	32	35	46	31	171	21.8%
York	30	28	40	32	25	155	24.1%
Aiken	34	30	23	23	26	136	29.4%
Florence	28	20	29	27	23	127	26.1%
Orangeburg	26	22	23	25	26	122	37.4%
Pickens	30	22	15	31	17	115	26.9%
Laurens	32	27	15	19	21	114	28.7%
Sumter	24	19	15	18	18	94	26.9%
Lancaster	20	15	24	16	18	93	28.7%
Kershaw	19	14	18	16	19	86	19.5%
Dorchester	12	17	22	18	14	83	18.1%
Beaufort	16	15	20	14	13	78	31.2%
Darlington	16	22	15	10	14	77	26.9%
Greenwood	19	12	21	8	14	74	32.0%
Oconee	20	7	19	20	5	71	33.2%
Colleton	12	7	13	15	16	63	23.4%
Chesterfield	19	9	13	13	5	59	33.3%
Georgetown	15	6	13	12	10	56	32.9%
Williamsburg	9	13	14	8	12	56	26.7%
Cherokee	13	11	14	9	5	52	17.6%
Newberry	15	9	8	7	8	47	29.6%
Chester	12	4	12	14	5	47	24.6%
Clarendon	6	10	4	5	9	34	28.3%
Jasper	9	3	6	10	4	32	30.5%
Abbeville	5	8	6	8	5	32	12.4%
Fairfield	4	15	7	1	4	31	30.7%
Edgefield	5	2	10	7	4	28	22.6%
Marion	5	3	6	8	3	25	27.8%
Barnwell	5	4	5	5	5	24	19.4%
Lee	6	1	4	5	6	22	29.7%
Saluda	4	3	6	5	4	22	19.3%

Dillon	3	9	2	4	4	22	18.6%
Union	7	3	4	2	4	20	23.0%
Calhoun	5	6	4	3	2	20	19.6%
Marlboro	7	4	1	2	4	18	22.0%
Bamberg	4	2	2	5	5	18	20.5%
Hampton	3	4	5	1	5	18	15.7%
McCormick	2	3	1	2	3	11	30.6%
Allendale	2	2	1	2	0	7	19.4%
Total	897	791	906	859	764	4,217	

Performance Measures

Goal:

1. To decrease the alcohol-impaired driving fatalities by 1.8% from the 2010-2014 baseline average of 326 to 320 by December 31, 2017.



Exponential Projection = $451.98e^{-0.038(11)} = 297.4$

2010-2014 Average = 325.8

2011-2015 Average = 315.2

2010 = 353

2011 = 309

2012 = 348

2013 = 340

2014 = 279 (17.9% decrease from 2013, 2014 not FARS finalized)

2015 = 300 (7.5% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-5 above, the five-year moving average with exponential trend analysis projects that South Carolina will experience a five-year average number of 297 alcohol-impaired driving fatalities by December 31, 2017. This equates to an estimated 290 annual alcohol-impaired driving fatalities for 2017, which is a 3.9% increase from 2014. The state expects the currently reported number of alcohol-impaired driving fatalities of 279 deaths in 2014 to increase. This expectation is based on recoding efforts undertaken by the state's FARS Analyst at the request of NHTSA/FARS in early 2016. While the updated figure is unavailable at this time, it is expected to be in the range of 330-340 deaths. Preliminary state data, compiled by the OHSJP Statistical Analysis Center, indicates that there were 300 alcohol-impaired driving fatalities in 2015, a decrease of 11.8% from the 340 in 2013. Based on this preliminary state data, which shows a decrease in 2015, OHSJP will set a goal of 320 alcohol-impaired driving fatalities by December 31, 2017, a 6.7% increase from the 2015 calendar year and a 1.8% reduction from the 2010-2014 baseline average of 326 deaths.

NHTSA uses an imputation method to account for drivers involved in fatal crashes who have missing blood-alcohol content (BAC) results. During an internal review by the state, it was found that the imputed data elements in a large number of cases that were being coded as “unknown alcohol involvement by officer determination” should possibly have been coded as “no alcohol involvement by officer determination.” These cases were imputed as alcohol-involved at a higher rate by the imputation methodology. The state is working to modify its traffic collision report form to provide more accurate data on officer determination of alcohol impairment when paired with missing test results. These cases should be imputed as alcohol-involved much less frequently than those cases with “unknown” or missing test results.

South Carolina faces unique factors, such as the state’s current DUI law, though stronger than previous years, still has major flaws; the expansion of alcoholic beverage sales to Sunday; and annual per capita beer consumption significantly higher than the state’s population rank among the fifty states.

Activity Measure A-2

Activity Measure A-2 deals with the number of impaired-driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to DUI arrests, but the DUI arrests have started to drop in the past few years. According to NHTSA, there is no target required for this activity measure for the FFY 2017 Highway Safety Plan. Thus, the Figure below is presented as demonstration of enforcement activity over the last five data points relative to this type of citation.

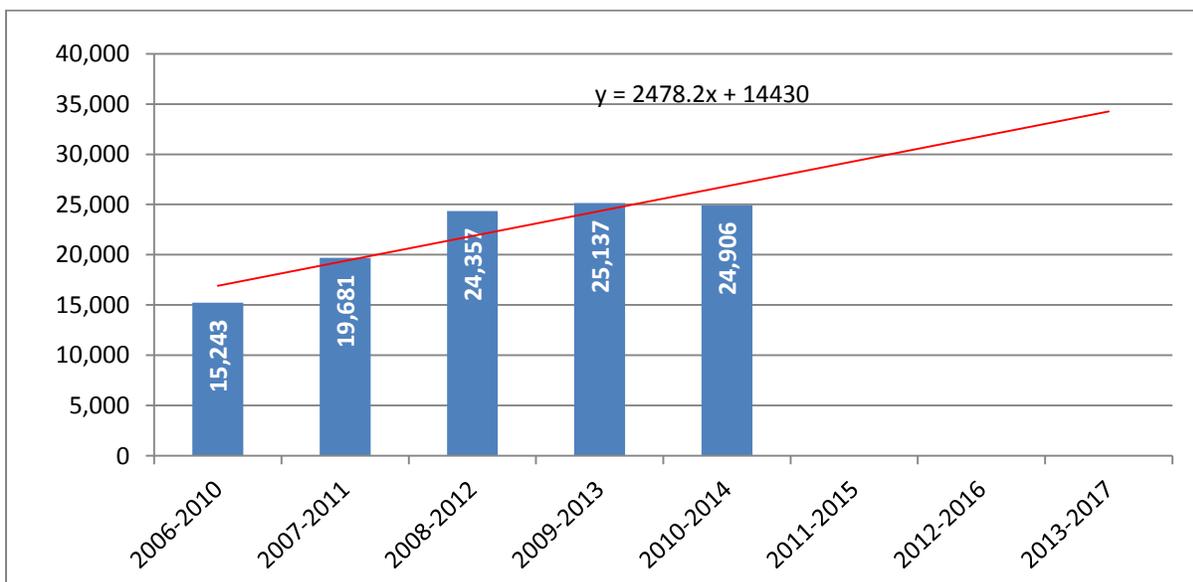


Figure A-2. South Carolina Number of Impaired Driving Arrests, 5-Year Moving Average with Trend Analysis, 2006-2014.

Objectives:

1. To provide at least six statewide trainings to law enforcement officers, prosecutors, and magistrates to increase effective prosecution of highway safety offenses, particularly DUI, by September 30, 2017.
2. To continue the Law Enforcement DUI Challenge as part of the DUI enforcement campaign for FFY 2017 based on high-visibility enforcement and education focus predominantly on the SC Highway Patrol (SCHP). The SCHP will conduct special DUI enforcement emphases once a month on weekends from December 2016 to September 2017 with an additional four nights of DUI enforcement (saturation patrols and public safety checkpoints) during two DUI mobilization crackdowns during the year (Christmas/New Year's and Labor Day). The SCHP will recruit and utilize the assistance of local law enforcement agencies during the weekend and crackdown efforts. Law Enforcement Liaisons, with the OHSJP, will also solicit assistance from local law enforcement agencies through the SC Law Enforcement Network.
3. To conduct at least two public information and education and enforcement campaigns to emphasize impaired driving enforcement initiatives during FFY 2017.
4. To conduct a statewide Impaired Driving Assessment will be conducted in November 2016.
5. To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2017 and conduct a minimum of two meetings to continue the implementation of NHTSA's recommendations resulting from the South Carolina Impaired Driving Assessment of 2013. The assessment report will continue to be used as a blueprint to guide the SCIDPC toward continued improvement of impaired driving countermeasure programs in South Carolina. The 2016 assessment will also be used by the SCIDPC for improving DUI countermeasures statewide.
6. To conduct a minimum of 288 public safety checkpoints by September 30, 2017.
7. To conduct a minimum of 258 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI and the importance of traffic safety.
8. To have each grant-funded officer attend at least two DUI-related trainings during the grant year.

9. To issue at least 288 press releases to the local media and/or social media outlets detailing the activities of the DUI Units and the police traffic services grant projects.
10. To conduct at least one (1) Drug Recognition Expert (DRE) course during the grant cycle.
11. To conduct at least eight (8) Advanced Roadside Impaired Driving Enforcement (A-RIDE) trainings by the end of FFY 2017.
12. To coordinate at least two Standardized Field Sobriety Testing (SFST) Instructor trainings by September 30, 2017.
13. To reduce DUI recidivism and improve the administration of treatment to DUI offenders through the continued DUI Courts in South Carolina by the end of the FFY 2017 grant cycle.
14. To provide assistance to the South Carolina Highway Patrol (SCHP) in prosecuting DUI cases through a project to continue funding a specialized DUI prosecutor in Berkeley County, in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.
15. In partnership with the SC Department of Transportation, the SCDPS will continue six Target Zero Enforcement Teams, with four-Troopers in each, in key areas of the state during FFY 2017 to conduct aggressive traffic enforcement focusing on 16 corridors identified as having a high occurrence of fatal and severe-injury traffic crashes. Enforcement activities will include DUI enforcement.

Performance Indicators:

Goal:

A comparison of FARS and statewide alcohol-impaired fatality and injury data will be used to measure goals and objectives.

Objectives:

1. The number of trainings conducted for law enforcement officers, prosecutors, and magistrates will be documented and kept in the grant file.
2. The law enforcement participation in the DUI enforcement campaign for FFY 2017 will be documented and maintained by the OHSJP.

3. Earned and paid media reports on all impaired driving campaign efforts will be maintained by the OHSJP.
4. The OHSJP will maintain the completed 2016 Impaired Driving Assessment to utilize as a blueprint to guide the SCIDPC.
5. SCIDPC meeting agendas and sign-in sheets will be maintained by the OHSJP.
6. The number of public safety checkpoints will be documented and maintained in the appropriate grant file.
7. The number of educational presentations will be documented and maintained in the appropriate grant file.
8. The number of DUI enforcement trainings attended by the grant-funded officers will be documented and maintained in the appropriate grant file.
9. The number of press releases will be tracked and maintained in the proper grant file.
10. A list of DRE course participants will be documented and placed in the grant file.
11. The number of A-RIDE trainings and a list of training participants will be logged and maintained in the grant file.
12. The number of SFST instructor training courses and a list of course attendees will be documented and maintained in the grant file.
13. The OHSJP will maintain in the grant file a status of each DUI Court and the number of participants that are enrolled in the DUI Court program.
14. The SCDPS Contractor will provide information to the OHSJP regarding the success of the High School Ticket campaign.
15. The SCDPS Office of Highway Safety and Justice Programs will monitor enforcement activities of the Target Zero Enforcement Teams, including DUI arrest activity.

Strategies

1. 1. The SCDPS will continue to implement a statewide Law Enforcement DUI Challenge (*Sober or Slammer!* comparable to the national *Drive Sober or Get Pulled Over* campaign)

but will alter the Law Enforcement DUI Challenge significantly when compared to prior years. The OHSJP will conduct a high-visibility enforcement and education campaign in an effort to reduce DUI traffic crashes, injuries, and fatalities in FFY 2017. Due to Guidance issued by the National Highway Traffic Safety Administration's legal counsel on May 18, 2016, regarding the purchase and use of equipment, the State of South Carolina is modifying the way that the Law Enforcement DUI Challenge is conducted. The DUI Challenge has been very successful over the last decade; DUI-related traffic fatalities reduced by almost 40%, from 464 in 2007 to 279 in 2015, and participation was provided from the vast majority of law enforcement agencies in the State in statewide campaign blitz and crackdown efforts.

Without the ability to continue to offer DUI enforcement equipment to participating agencies as recognition for participation in the Challenge, the OHSJP must alter its strategy for the DUI enforcement campaign for FFY 2017 to focus predominantly on the SC Highway Patrol (SCHP) for the enforcement component of the campaign, while still making every effort to recruit and partner with local law enforcement agencies statewide. The SCHP is the premier traffic enforcement agency in the state and covers the entire geographic and population areas of South Carolina. The SCHP, during FFY 2017, will conduct special DUI enforcement emphases once a month on weekends from December 2016 to September 2017. The weekend enforcement efforts will be supported by radio and possibly television advertising announcing the enforcement beginning on Wednesday of each week preceding the scheduled enforcement weekends.

In addition, during the two DUI mobilization crackdowns, the SCHP will conduct an additional four nights of specialized DUI enforcement, including saturation patrols and public safety checkpoints. Section 402 and Section 405d funds will be used to fund overtime for SCHP enforcement officers to meet the monthly and campaign enforcement schedules. Attachment 3 outlines the SCDPS's Overtime Policy.

The SCHP will recruit and utilize the assistance of local law enforcement agencies during the weekend and crackdown efforts. Based on their contributions, participating agencies will receive either a recognition plaque or certificate for their efforts. This recognition is consistent with the NHTSA Guidance and recommendations received by the OHSJP from the NHTSA Region 4 Office. Law Enforcement Liaisons will encourage agencies within the Law Enforcement Network system in the state to participate in these enforcement events.

Educational efforts will again utilize media (television, radio, and alternative advertising) to support campaign efforts. Media messaging will need to be adjusted to reflect a likely significant decrease in law enforcement participation as a result of the OHSJP's need to conform to the NHTSA Guidance. Educational efforts will focus on the twenty priority counties (Greenville, Richland, Lexington, Charleston, Horry, Spartanburg, Anderson,

Orangeburg, Berkeley, Aiken, York, Florence, Sumter, Beaufort, Kershaw, Colleton, Darlington, Dorchester, Pickens, and Laurens) designated within the state's Highway Safety and Performance Plan and the Impaired Driving Countermeasures Plan.

2. DUI enforcement projects will be funded in the following counties: Charleston (2 projects), Berkeley, Richland, and Darlington. The projects will establish, continue, or add to existing Traffic Units in county sheriffs' offices and municipal law enforcement agencies to increase DUI enforcement in areas that are high-risk for DUI-related crashes. During the FFY 2017 grant cycle, each DUI enforcement grant will participate in at least 12 public safety checkpoints; have an appropriate, corresponding increase in the number of DUI arrests; conduct a minimum of 6 educational presentations on the dangers of DUI; and issue at least 12 press releases to the local and/or social media detailing the activities of the grant projects. The DUI-enforcement grants will fund a total of 7 grant-funded DUI enforcement officers.
3. DUI training courses such as SFST, DRE, A-RIDE, and DUI Detection and Interrogation will continue to be provided for state troopers and local law enforcement officials.
4. The state's Traffic Safety Resource Prosecutor will coordinate at least four training programs for prosecutors, law enforcement officers, and other traffic safety professionals with an emphasis on the effective prosecution of impaired driving cases.
5. The OHSJP will maintain the statewide SC Impaired Driving Prevention Council (SCIDPC) made up of professionals from various arenas of highway safety, including law enforcement, prosecution, adjudication, advocacy and treatment/rehabilitation in an effort to combat the increasing impaired driving problems and issues in the state. The SCIDPC will continue its work toward strengthening DUI laws in the State of South Carolina and will also continue review of the 2013 Impaired Driving Assessment Final Report to develop action plans outlining areas which the state should continue to target for improvement. The recommendations of the 2013 Impaired Driving Assessment will be used as a blueprint to strengthen the Impaired Driving Countermeasures Program for South Carolina. As South Carolina continues to move forward in developing and implementing strategies that aim to reduce impaired driving, another Impaired Driving Assessment will be conducted in November 2016. The recommendations from this assessment will also be used as a guide for the SCIDPC to improve DUI countermeasures statewide.
6. The South Carolina Law Enforcement Division (SLED) will provide technical support to local law enforcement regarding BAC testing procedures and use of the equipment and to prosecutors through courtroom testimony.

7. The OHSJP will provide funding to continue the DUI Court in the Twelfth Judicial Circuit, composed of Florence and Marion Counties, and in the Fifth Judicial Circuit, which consists of Kershaw and Richland Counties. The DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and to reduce DUI recidivism.
8. The public will be educated about the dangers of drinking and driving through the statewide distribution of educational materials, health and safety fairs, and statewide impaired driving campaigns.
9. The OHSJP will hold a DUI Recognition Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during Calendar Year (CY) 2016.
10. BAC reports from Coroners and SLED will continue to be entered into a database to track BAC testing results.
11. OHSJP staff will continue to be involved with the SC Department of Alcohol and Other Drug Abuse Service's (SCDAODAS) Underage Drinking Action Group (UDAG). UDAG is dedicated to the reduction of underage drinking in the state and comprises a multi-disciplinary team of stakeholders. Participants hail from the following agencies/groups: the SC Department of Public Safety, SCDAODAS, the SC Department of Social Services, the SC Department of Transportation, Mothers Against Drunk Driving, the University of South Carolina, Clemson University, Pacific Institute for Research and Evaluation, SC Department of Education, the College of Charleston, the SC Law Enforcement Division (SLED), and the SC Petroleum Marketers.
12. The OHSJP will continue to utilize the SC Department of Transportation's variable message signs during statewide highway safety campaigns to bring public awareness to motorists commuting throughout the State of South Carolina.
13. The OHSJP will continue to support the SCDAODAS's underage drinking campaign, "*Parents Who Host, Lose the Most.*" The campaign is implemented at state and local levels during celebratory times such as homecoming, holidays, prom, and graduation when underage drinking parties are prevalent. "*Parents Who Host, Lose the Most*" encourages parents and the community to send a unified message that teen alcohol consumption is unhealthy, unsafe, and unacceptable.
14. The OHSJP will continue to support the National Safety Council's "Alive at 25" initiative. "Alive at 25" is designed to prevent teens from being killed in automobile crashes. The program is taught by off-duty Deputy Sheriffs and Municipal Police Officers and focuses on

the behaviors and decision-making paradigms that young drivers and passengers display behind the wheel of a motor vehicle. As of the end of March 2016, 119,436 students have completed the program, while only 79 of these or 0.07%, have since been involved in a fatal collision.

15. The OHSJP will update the statewide Impaired Driving Countermeasures Plan and present it to the SCIDPC for approval.
16. The OHSJP will work with Law Enforcement Liaison staff to disseminate information to Law Enforcement Networks which contain the counties identified as having the highest population-based alcohol-impaired fatality rates in 2014 (Calhoun, Colleton, Dillon, Fairfield, McCormick, and Sumter) in an effort to determine education and enforcement strategies which may be implemented through the Networks to assist in resolving the problem issues.
17. The OHSJP will continue to fund a special DUI prosecutor to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in the 9th judicial circuit in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.
18. The OHSJP will conduct the statewide *Sober or Slammer!* DUI enforcement campaign, to include greater emphasis in the months of May, September, and October, since these months show the highest number of DUI fatal collisions in the 2010-2014 time frame. The campaign will include enforcement and media efforts.
19. The SC Department of Public Safety will continue, with SCDOT funding, six, four-officer Target Zero Enforcement Teams within the SC Highway Patrol that will concentrate on enforcement of traffic laws, including DUI enforcement, in three key areas of the state and focusing on highway corridors that are high-risk for fatal and injury traffic crashes.
20. As funding permits, the OHSJP will expand DUI projects with local police departments and sheriff's departments/offices in target counties and focus project development on a second tier of target counties for DUI projects.

Projects to be Implemented

Administration

Problem Identification: Impaired driving continues to be the number one contributing factor in fatal crashes in South Carolina. From 2010 to 2014, the National Highway Traffic Safety Administration (NHTSA) reported that in South Carolina 1,629 persons died in collisions involving an alcohol-impaired driver with a BAC of 0.08 or more. According to preliminary state data, from 2010-2014 driving under the influence of alcohol or drugs was a contributing factor in at least 29,189 total collisions, resulting in at least 3,578 severe injuries. Additionally, over the five-year period 2010-2014, the average *VMT rate* in South Carolina (0.66 deaths per 100 million VMT) was much higher than the rate across the US (0.34 deaths).

Project Description: The project will maintain the employment of an Impaired Driving Countermeasures Program Coordinator (IDCPC); a percentage of an Administrative Assistant position; a percentage of two Senior Accountant positions; a percentage of one Program Coordinator II position; and a percentage of one Administrative Manager position to administer impaired-driving highway safety grants during the course of the grant year. The IDCPC will assist the Public Affairs Manager (PAM) of the OHSJP to develop and implement a statewide public information and education campaign for the FFY 2017 grant period. The IDCPC will also be responsible for the ongoing administration of impaired driving projects funded through the Highway Safety program, including providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, and on-site monitoring, as well as responding to requests for grant revisions. The IDCPC will complete pertinent sections of state and federal documents to include quarterly progress reports; the Annual Report; the Highway Safety Plan; the Summaries and Recommendations; and the Impaired Driving Countermeasures grant application.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Impaired Driving Countermeasures Program Management	M4PEM-2017-HS-25-17 M4HVE-2017-HS-25-17 M1HVE-2017-HS-25-17	\$1,468,532	1.92

DUI Enforcement

Problem Identification: Though South Carolina has experienced significant reductions in alcohol-impaired driving traffic fatalities in recent years, the most recent FARS data provided by

the National Highway Traffic Safety Administration (NHTSA) indicates that 279 people died on South Carolina roadways in 2014 as a result of alcohol-impaired driving collisions. This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the state of 0.56, one of the highest in the nation. Additionally, during 2014, there were a total of 1,366 drivers involved in fatal crashes. Of the 1,366 drivers, 279 of these drivers or operators had a BAC of .08 or greater, which accounted for 33.9% of all drivers involved in fatal crashes (NHTSA Traffic Safety Facts 12100-122215-v4, Alcohol-Impaired Driving, December 2015, p.7). The state expects the currently reported number of alcohol-impaired driving fatalities of 279 deaths in 2014 to increase. This expectation is based on recoding efforts undertaken by the state's FARS Analyst at the request of NHTSA/FARS in early 2016. While the updated figure is unavailable at this time, it is expected to be in the range of 330-340 deaths.

Priority counties established for the State of South Carolina for FFY 2017 in terms of alcohol-impaired driving projects are based on a combination of FARS data, state data, and efforts to maintain parity by identifying a representative county within Law Enforcement Networks (4th, 6th and 14th Judicial Circuits) not represented in the top tier of counties based on FARS and state data. Counties identified as DUI priority include Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Orangeburg, Pickens, Laurens, Sumter, Colleton, Kershaw, Dorchester, Beaufort, and Darlington. Although DUI enforcement grants are represented in only four of the counties (Charleston, Berkeley, Richland, and Darlington) of the twenty DUI priority counties, PTS grants are located in an additional nine counties (Greenville, Lexington, Spartanburg, Anderson, York, Florence, Colleton, Dorchester, and Beaufort). Every PTS grant has a DUI enforcement component; as a result, thirteen of the twenty DUI priority counties identified would have a grant with DUI enforcement monitored by the OHSJP.

Project Description: The DUI enforcement grant-funded officers will dedicate 100% of their time to conducting DUI enforcement efforts with a goal of preventing impaired-driving-related crashes. The grant-funded officers assigned to each DUI enforcement project will increase the number of DUI arrests by working night and weekend shifts between the hours of 3:00 p.m. and 6:00 a.m. conducting regular and saturation patrols and public safety checkpoints, which have proven to be effective countermeasures in reducing impaired driving. The grant-funded officers will be placed in problem areas known to have a high frequency of DUI-related collisions. Special interest will be placed on large-scale events, as well as prom night, sporting events, holiday break periods, and graduation week. The grant-funded officers will also participate actively in their respective Law Enforcement Networks and in all aspects of the *Sober or Slammer!* campaign, which will require additional nights of stepped-up DUI enforcement to include saturation patrols and public safety checkpoints. The DUI officers will utilize the state's BAT-mobiles in DUI enforcement efforts when available. The grant-funded officers will be trained in SFST and DUI Trial Preparation by the end of the FFY 2017 grant cycle and will provide educational presentations to the community on the dangers of driving under the influence. Information regarding the activities of the DUI grant projects will be released to the local media and/or social media at least monthly. The subgrantees will submit required reports detailing the progress of the grant project to the OHSJP by established deadlines.

Agency	County	Project Title	Project Number	Budget	Personnel Funded	Public Safety Checkpoints	Educational Presentations
Charleston County Sheriff's Office	Charleston	Charleston County Sheriff's Office DUI Enforcement Team	M4HVE-2017-HS-29-17	\$79,432	1	12	6
Berkeley County Sheriff's Office	Berkeley	Traffic/DUI Enforcement	M4HVE-2017-HS-28-17	\$61,259	1	12	6
Richland County Sheriff's Department	Richland	Impaired Driving Team Expansion	M4HVE-2017-HS-24-17	\$133,857	2	12	6
City of Darlington Police Department	Darlington	DUI Enforcement	M4HVE-2017-HS-37-17	\$61,002	1	12	6
Town of Mount Pleasant	Charleston	DUI Enforcement and Education Program	M4HVE-2017-HS-30-17	\$177,327	2	12	6

References: *South Carolina's Strategic Highway Safety Plan, 2015*; pp. 79-83 *Countermeasures That Work: Eighth Edition, 2015*; Chapter 1: Sections 2.1, 2.2, and 2.3

DUI Court

Problem Identification: The percentage of total fatalities in South Carolina that involved alcohol-impaired driving (*alcohol-impairment-related fatalities include those in which any crash participant was impaired [BAC ≥ 0.08], while alcohol-impaired driving fatalities refer only to those resulting from impaired [BAC ≥ 0.08] drivers/motorcycle operators*) was consistently above that of the nation during each year in the period 2010-2014. In 2014, 33.86% of all fatalities in South Carolina were alcohol-impaired driving fatalities, while the percentage was 30.50% nationwide.

The Fifth and Twelfth Judicial Circuits submitted grant applications to the OHSJP for the continuation of DUI Courts. These Judicial Circuits contain a county or counties that have been recognized or identified as focus counties for DUI countermeasures strategy efforts for FFY 2017 based on FARS and state data. The Fifth Circuit contains Richland and Kershaw Counties, both of which are focus counties for FFY 2017 DUI countermeasures. The Twelfth Circuit contains Florence and Marion Counties, and Florence is a focus county for FFY 2017 DUI countermeasures. Therefore, the Fifth and Twelfth Circuits will continue the DUI Court Programs in South Carolina.

Project Description: In an effort to reduce impaired driving fatalities and DUI recidivism, the OHSJP will fund two DUI Court Programs. The DUI Courts are structured on a “post-adjudication track,” which involves the defendant pleading guilty, and the judge allowing the defendant to complete the program while the sentence is held in “abeyance.” This allows the defendant an opportunity to complete a treatment program. An offender is eligible to participate in the DUI court if he/she meets the following criteria: the defendant is a resident of one of the counties located within the Judicial Circuit; the defendant is charged with a DUI 2nd or

subsequent offense, and, in some cases, Felony DUI; the defendant is willing to comply with the DUI Court Program rules; the defendant is found, through use of a screening tool, to be a person who is addicted to alcohol; the defendant is able to physically participate in treatment activities (within guidelines of the Americans with Disabilities Act); and the defendant’s criminal record check discloses no prior violent felony convictions. If the defendant graduates from the DUI Court after completing twelve to eighteen months of treatment, the judge will sentence accordingly and the defendant may not serve any jail time. The DUI Court program will seek to integrate alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake. The court will also ensure the delivery of other services, such as mental health and vocational/employment services, education services, housing assistance services, and family counseling services to sustain and enhance primary therapeutic interventions and reduce recidivism.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
Office of Solicitor, Twelfth Judicial Circuit	Florence and Marion Counties	DUI Court	M4CS-2017-JC-40-17	\$134,446	1
Fifth Circuit Solicitor's Office	Kershaw and Richland Counties	DUI Court	M4CS-2017-JC-39-17	\$84,940	1

*References: South Carolina’s Strategic Highway Safety Plan, 2015; pp. 79-83
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 3.1, 3.2, 3.3, and 3.4*

DUI Prosecution/Adjudication Projects

Problem Identification: The State of South Carolina has historically ranked as one of the top states in the nation for the number of impaired-driving-related fatalities. According to the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA), 279 people died on South Carolina roadways in 2014 as a result of an alcohol-impaired driving collision. This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the state of 0.56, one of the highest in the nation. Over the five-year period, 2010-2014, the average alcohol-impaired driving *VMT rate* in South Carolina (0.66 traffic deaths per 100 million VMT) was much higher than the rate for the nation (0.34). Over the entire five-year period, the alcohol-impaired driving *population-based* fatality rate in South Carolina (6.87 deaths per 100,000 residents) was much higher than the rate for the nation (3.21).

The state is also challenged with a DUI law in need of strengthening, as it currently does not function in the state at the deterrence level required to prevent impaired driving or reduce impaired driving recidivism. Additionally, law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. This practice removes law enforcement officers from roadway responsibilities in actively conducting traffic enforcement and has caused a great number of DUI cases to be dismissed or pled to lesser charges.

Project Descriptions: The South Carolina Highway Patrol’s (SCHP) Berkeley County DUI Prosecution grant project will increase the DUI conviction rate in Berkeley County. The SCHP has limited resources and can benefit from Troopers spending more time in enforcement activity as opposed to preparing cases for court. The grant project will also work to reduce the backlog of DUI cases made by the SCHP in Berkeley County. The efforts of the SCHP Berkeley County DUI Prosecution grant project will ultimately reduce the number of DUI-related collisions, injuries, and fatalities occurring in Berkeley County.

The Mothers Against Drunk Driving (MADD) Court Monitoring Program will continue to monitor the prosecution of DUI-related cases in two circuits in the State. The program will continue to work to ensure accountability of the judicial process, and essentially increase the DUI conviction rate for the 16 Judicial Circuits in the State.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
South Carolina Department of Public Safety: Highway Patrol	Berkeley County	SCDPS-SCHP Berkeley County DUI Prosecutor Program	M4HVE-2017-HS-20-17	\$109,166	1
Mothers Against Drunk Driving South Carolina	5 th and 13 th Circuits	MADD SC Court Monitoring Program	M4HVE-2017-HS-23-17	\$73,239	1

References: South Carolina’s Strategic Highway Safety Plan, 2015; pp. 79-83 Countermeasures That Work: Eighth Edition, 2015; Chapter 1: Sections 3.1, 3.2, 3.3, and 4.1

Training Projects

Problem Identification: The State of South Carolina has historically ranked as one of the top states in the nation for the number of impaired-driving-related fatalities. The state has also been challenged with a DUI law that favors the DUI offender. Additionally, law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. DUI countermeasures training programs are needed to improve the quality of the DUI cases made and to increase the DUI conviction rate for the State of South Carolina.

In the State of South Carolina, the SC Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility. The SCCJA provides basic training for all law enforcement, detention, and telecommunications officers. The SCCJA will continue the Impaired Driving Countermeasures Training for Law Enforcement project.

The South Carolina Commission on Prosecution Coordination (SCCPC) is tasked with improving South Carolina's Criminal Justice System by enhancing the professionalism and effectiveness of South Carolina’s Solicitors and their staff through activities such as coordination of prosecution services, education, information, association, interaction, and achieving objectives that benefit and improve the Office of the Solicitor. The SCCPC will be responsible for the administration of the Traffic Safety Resource Prosecutor program.

Project Description: The purpose of the DUI Training Projects is to provide the necessary tools for the detection, apprehension, and successful prosecution of impaired drivers. The training programs will provide knowledge and training on the DUI law and proper roadside procedures for prosecutors, judges, and law enforcement officers that will assist in making quality DUI cases, resulting in an increased number of DUI convictions statewide. The more stakeholders educated in the administration of Impaired Driving Countermeasures, the larger the number of impaired drivers that will be taken off the roadways; higher conviction rates for impaired drivers will be achieved; and the number of impaired driving crashes, injuries, and fatalities will be decreased.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded	Number of Trainings
South Carolina Criminal Justice Academy	Statewide	ID Countermeasures Training for Law Enforcement	M4HVE-2017-HS-26-17	\$188,591	1	20
South Carolina Commission on Prosecution Coordination	Statewide	Traffic Safety Resource Prosecutor	M4HVE-2017-HS-27-17	\$122,485	1	4

References: South Carolina's Strategic Highway Safety Plan, 2015; pp. 79-83 Countermeasures That Work: Eighth Edition, 2015; Chapter 1: Sections 2.1; 2.2; 2.3; 7.1; 7.2; and 7.3

Impaired Driving Countermeasures Project Budget Summary

Project Number	Subgrantee	Project Title	Budget	Budget Source
M4HVE-2017-HS-25-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$168,532	Section 405d Impaired Driving High Map-21
M4PEM-2017-HS-25-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$1,070,000	Section 405d Impaired Driving High/Paid and Earned Media MAP-21
M1HVE-2017-HS-25-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$230,000	Section 405b Occupant Protection High Map-21

M4HVE-2017- HS-37-17	City of Darlington Police Department	DUI Enforcement	\$61,002	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-29-17	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$79,432	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-28-17	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$61,259	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-24-17	Richland County Sheriff's Department	Impaired Driving Team Expansion	\$133,857	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-23-17	Mothers Against Drunk Driving South Carolina	MADD SC Court Monitoring Program	\$73,239	Section 405d Impaired Driving High MAP-21
M4CS-2017-JC- 39-17	Fifth Circuit Solicitor's Office	DUI Court	\$84,940	Section 405d Impaired Driving High MAP-21
M4CS-2017-JC- 40-17	Office of Solicitor, Twelfth Judicial Circuit	DUI Court	\$134,446	Section 405d Impaired Driving Map-21 High
M4HVE-2017- HS-20-17	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor Program	\$109,166	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-26-17	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$188,591	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-30-17	Town of Mount Pleasant	DUI Enforcement and Education	\$177,327	Section 405d Impaired Driving High MAP-21
M4HVE-2017- HS-27-17	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$122,485	Section 405d Impaired Driving High MAP-21
Total All Funds			\$2,694,276	
Section 405d Impaired Driving High/Paid and Earned Media MAP-21			\$2,464,276	
Section 405b OP High Map-21			\$230,000	

COMMUNITY TRAFFIC SAFETY PROGRAM AREA

OVERVIEW

The Public Information, Outreach and Training (PIOT) section is a vital component of the South Carolina Highway Safety grant program which addresses various highway safety emphasis areas identified in the state. South Carolina needs a comprehensive grant project that focuses on the dissemination of traffic safety information to the general public and the law enforcement community. Marketing campaigns, training for highway safety professionals and sharing information at public events are key strategies to help meet performance measures and goals related to issues with occupant protection, police traffic services, DUI, and vulnerable roadway users.

The OHSJP, through the PIOT, will continue to use a full-service marketing firm to assist with such efforts as media buying, creative production, and evaluation of campaigns. However, the OHSJP, with the help of the agency's Communications Office and SC Highway Patrol Community Relations Officers, will oversee earned media efforts, such as issuing news releases, conducting press events, and coordinating media interviews.

The marketing firm will continue to assist with campaigns such as *Sober or Slammer!* and *Buckle Up, SC. It's the law and it's enforced*. Other public information initiatives include Child Passenger Safety, Motorcycle Safety, Vulnerable Roadway Users (*Look*) and the *Be a SANTA (Sober All Night Totally Awesome) Designated Driver* winter holiday campaign.

The OHSJP will utilize the Target Zero concept as an umbrella campaign under which all of its traffic safety campaigns will coalesce. Several states have initiated Target Zero campaigns that incorporate a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. The concept was unveiled in South Carolina in October 2012 at a news event conducted by the Governor's Office, which recognized accomplishments of SCDPS in the arena of traffic safety.

A South Carolina Target Zero logo was developed in 2013 to help promote the concept to the public. The OHSJP wanted a logo unique to South Carolina and looked toward the state flag. With its iconic crescent moon and palmetto tree, the South Carolina flag is a popular marketing tool used by many businesses in their logos and featured on many consumer goods, such as clothing, jewelry, cookware, sporting supplies, and home décor. The Target Zero logo uses an update of a previously used logo that features a stylized image of the state's outline and the flag's emblems. All paid media efforts – broadcast and print – feature Target Zero with the accompanying tagline, “A Target Zero message from SCDPS.”

In the coming year, the OHSJP must increase efforts to reach out to underserved audiences and hard-to-reach populations. The OHSJP already incorporates Hispanic-owned media (mainly TV and radio) into its media buys. However, efforts must be made to ensure that Spanish-speaking residents are getting in-depth information on printed collateral regarding traffic laws and safe

driving. Additionally, the OHSJP must increase efforts to reach young men, ages 18-34 in areas where they live, work, and play. The OHSJP also will look into more ways to get its message in front of sports fans, such as taking advantage of the major NASCAR race in South Carolina at the Darlington Raceway and the abundant collegiate sports fan base in the state. The OHSJP also is doing more to incorporate the Target Zero campaign by way of social media by using SCDPS's Facebook and Twitter pages and YouTube channel, as well as exploring social media advertising opportunities.

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, the OHSJP will continue to offer a media mix for enforcement-based and non-enforcement-based campaigns to meet stated goals. The OHSJP will employ key strategies to promote its mission and core message of public safety.

STRATEGIES

Several strategies identified in NHTSA's *Countermeasures That Work* are utilized in PIOT campaigns and activities with much success.

1. The OHSJP will provide funding to highway safety staff and advocates to attend significant conferences and training events related to highway safety issues. As appropriate, when information on national or state-initiated training programs becomes available, the OHSJP will forward the information to highway safety project directors, Law Enforcement Network Coordinators and Assistant Coordinators, and/or other highway safety stakeholders with direct interest in the training. If it is determined that funds are available to support requests to attend these programs, information will be included in the package outlining procedures for requesting assistance.
2. Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS. The theme will be *Target Zero*, with the tagline, "The road to Target Zero starts with you." As seen here, the billboard campaign will display or pose the question to observers, "How many traffic deaths are acceptable in your family?" thus encouraging observers not only to think zero traffic fatalities for their family members, but for all who travel on South Carolina's roadways.



Artwork for Ride Smart



In addition, the OHSJP will expand upon an existing created billboard campaign, “Look,” geared toward vulnerable roadway users. The previous umbrella theme, “Highways or Dieways? The Choice Is Yours.” will continue to be utilized as a supporting message when deemed necessary.

3. OHSJP will work with local project personnel and law enforcement officials to implement the *Buckle Up, SC. It's the law and it's enforced.* program throughout South Carolina during the Memorial Day holiday period in an effort to improve safety belt usage rates within the state. As referenced in the Occupant Protection Program Area section of the HSP, the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015 (CTW) document stresses the importance of the Occupant Protection emphasis area and outlines significant strategies and appropriate countermeasures.

4. Highway Safety staff, other SCDPS staff, and partner agencies/groups will continue to educate and inform the citizenry of the state and its visitors about the state’s primary enforcement safety belt law. Educational strategies will be incorporated to reach out to all citizens and visitors of the state, in particular those minority populations (African-American and Hispanic) and others (rural white males) which have traditionally shown a lower rate of safety belt and child passenger safety restraint usage than white, urban and female counterparts.

5. The OHSJP will conduct a high-visibility enforcement and education campaign in an effort to reduce DUI traffic crashes, injuries, and fatalities in FFY 2017. The campaign is



Artwork for DUI awareness campaign

known as *Sober or Slammer!* and represents the state’s version of the national *Drive Sober or Get Pulled Over* initiative. As referenced in the Impaired Driving Program Area section of the HSP, the NHTSA-produced CTW document stresses the importance of the Impaired Driving emphasis area and outlines significant strategies and appropriate countermeasures utilizing high-visibility enforcement. However, due to Guidance issued by the

National Highway Traffic Safety Administration’s legal counsel on May 18, 2016, regarding the purchase and use of equipment, the State of South Carolina is no longer

able to conduct the Law Enforcement DUI Challenge in the same manner done previously.

Without the ability to offer DUI enforcement equipment to participating agencies as recognition for participation in the Challenge, the OHSJP must alter its strategy for the DUI enforcement campaign for FFY 2017 to focus predominantly on the SC Highway Patrol (SCHP) for the enforcement component of the campaign, while still making every effort to recruit and partner with local law enforcement agencies statewide. The SCHP is the premier traffic enforcement agency in the state and covers the entire geographic and population areas of South Carolina. The SCHP, during FFY 2017, will conduct special DUI enforcement emphases once a month on weekends from December 2016 to September 2017. The weekend enforcement efforts will be supported by radio and possibly television advertising announcing the enforcement beginning on Wednesday of each week preceding the scheduled enforcement weekends. In addition, during the two DUI mobilization crackdowns, the SCHP will conduct an additional four nights of specialized DUI enforcement, including saturation patrols and public safety checkpoints. Section 402 funds will be used to fund overtime for SCHP enforcement officers to meet the monthly and campaign enforcement schedules. The SCDPS's Overtime Policy is provided as Attachment 3.



The SCDPS will continue to implement a statewide Law Enforcement DUI Challenge (*Sober or Slammer!* and the SCHP will recruit and utilize the assistance of local law enforcement agencies during the weekend and crackdown efforts. Additionally, Law Enforcement Liaisons will encourage agencies within the Law Enforcement Network system in the state to participate in these enforcement events. Based on their contributions, participating agencies will receive either a recognition plaque or certificate for their efforts. This recognition is consistent with the NHTSA Guidance and recommendations received by the OHSJP from the NHTSA Region 4 Office. Educational efforts will again utilize media (television, radio, and alternative advertising) to support campaign efforts. Media messaging will need to be adjusted to reflect a likely significant decrease in law enforcement participation as a result of the OHSJP's need to conform to the NHTSA Guidance. Educational efforts will focus on the twenty priority counties designated within the state's Highway Safety and Performance Plan and the Impaired Driving Countermeasures Plan.

6. All major mobilization emphases of the OHSJP will include messages to reach the diverse population of the state. The OHSJP will incorporate into its diversity outreach strategy a variety of media aimed at reaching teens, African Americans, Hispanics, and rural residents across South Carolina. The goal of the outreach is to encourage safety on the roadways in these populations by urging the use of appropriate occupant restraints and attempting to reduce specific risk-taking behaviors such as drinking and driving.

7. The OHSJP will conduct a Memorial Service for Highway Fatality Victims of 2016 during the spring of 2017. The service will be held at a church or other appropriate venue in or near Columbia. Invitations will be sent to families of highway fatality victims killed in 2016. Law enforcement officers and other first responders will also be invited to attend.
8. The OHSJP will conduct a School Zone Safety Week emphasis during the late summer of 2017. The emphasis will involve highway safety stakeholders statewide in an effort to call the attention of the motoring public to the importance of safety in school zones. Law enforcement agencies and schools are provided information to conduct activities for School Zone Safety Week, which is to be observed during the first full week of the school calendar. The goal is to educate young children about safe walking techniques, to inform parents and caregivers about their role in ensuring that children get to school safely, and to encourage local law enforcement agencies to patrol in and around schools.
9. SCDPS, in partnership with SCDOT, will conduct a *Target Zero*-themed statewide highway safety conference in the summer of State Fiscal Year (SFY) 2017 bringing together state and federal stakeholders from all highway safety disciplines.
10. Highway Safety staff will continue a statewide Motorcycle Safety Campaign (part of Vulnerable Roadway Users campaign) in 2017 that will focus on increasing the awareness of motorists in passenger vehicles regarding the presence of motorcyclists on the highways. The *Look* campaign, with its focus on vulnerable roadway users, will be used to alert motorists of the presence of motorcyclists and urge everyone to “share the road” (see graphic at top of page 114). The campaign may include as secondary messaging the need for motorcyclists to wear protective gear while riding, including helmets (often referred to as *Ride Smart*). The campaign, though statewide, will focus on counties having the majority of motorcyclist fatalities and motorcyclist traffic injuries during the preceding year. This campaign will target the months of the year and locations that are most likely to see a significant number of motorcyclists on the roads.
11. The OHSJP will provide state funding for the SC Highway Patrol (SCHP) to establish a Highway Safety booth/display to be used at various statewide events such as the State Fair. The main purpose will be recruitment; however, fair patrons will have access to information on major traffic safety issues in South Carolina, especially drunk driving, safety belt usage, speeding, and distracted driving.
12. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state. This will include advertising on printed tickets for sporting and other special events, public address announcements during these sporting events, and program advertising at these sporting events. About 5 million tickets are expected to be printed and used by most high schools across South Carolina. The tickets to be distributed during the 2016-2017 school year complement the ongoing social media campaigns of the department, featuring emojis, as seen below. During the Christmas/New Year’s 2016-2017 *Sober or Slammer!* campaign, a new DUI enforcement spot will be produced and aired featuring the emojis.



The 2016-2017 High School Ticket campaign will use artwork similar to the artwork used in the spring 2016 billboard campaign (above).

13. Speed-related collisions continue to be a problem in South Carolina. Furthermore, public perception on the issue of speeding is information that is already captured in OHSJP's attitudinal surveys. The Target Zero Enforcement Teams, which were implemented during FFY 2016 with Section 164 funding from the SC Department of Transportation, will continue in FFY 2017 and feature six, four-person teams of SC Highway Patrol Troopers, who focus their enforcement activity in four major areas of the state (Upstate, Midlands, Lowcountry, and the Pee Dee). Troopers work roadways that are high-risk for traffic fatalities and severe injuries. The major enforcement focuses are speeding, DUI, and occupant protection violations.
14. The OHSJP will continue to seek opportunities to form partnerships with other highway safety stakeholder groups, including Operation Lifesaver, National Safety Council, MADD and others.
15. The texting/driving PI&E media campaign that was developed and implemented during FFY 2015 utilizing paid media to highlight the new ban on texting and driving in South Carolina will continue during FFY 2017. Additionally, the OHSJP created two signs for the parking lot at Spring Valley High School in FFY 2016. One sign displayed an anti-texting and driving message and the other sign displayed an occupant protection message (as seen on the right). The OHSJP hopes to expand this program to other schools in FFY 2017.
 
16. The OHSJP will add questions to its Attitudinal Survey to gauge public awareness of the Target Zero Enforcement Teams and Target Zero media messaging.

ATTITUDINAL SURVEYS

SCDCPS uses several mechanisms to determine the effectiveness of its major PIOT campaigns, including telephone surveys of South Carolina drivers conducted before and after the campaigns. While recognizing that a reduction in collisions or an increase in safety belt usage can be attributed to a variety of factors, including enforcement and societal trends, attitudinal surveys show that campaigns are necessary components of overall traffic safety efforts. Surveys help identify shifts in awareness, positions, and behaviors that can be attributed to the campaigns. As

an example, the post-survey for the 2015-2016 Christmas/New Year's *Sober or Slammer!* campaign showed that nearly eight out of ten respondents were aware of one or more elements of SCDPS's DUI enforcement campaign. Among those who saw or heard elements of the campaign, most were aware of the main points of the message: stopping DUI and the consequences of drinking and driving. Additionally, the survey showed that television (84%) continues to be the dominant source of campaign exposure among respondents, followed by billboards (48%), and radio (36%). This information influences decisions on how best to spend campaign media funds. The OHSJP will consider incorporating awareness of SCDPS's social media efforts in future surveys.

The 2015-2016 Christmas/New Year's holiday *Sober or Slammer!* DUI enforcement period was supported by a paid media campaign featuring an existing TV spot produced for the Labor Day 2015 enforcement period – the “Who Will Be Taken?” video showing drivers who could be the next victims of a drunk driving crash. This spot was supplemented by the “Be a S.A.N.T.A. (Sober All Night Totally Awsome) Designated Driver” video, which was placed statewide but focused on Lowcountry audiences.

Following are the results from the attitudinal survey conducted in January 2016 for the winter DUI campaign that incorporates NHTSA's recommended set of core survey questions. A total of 400 residents constituted the group of survey respondents. (Please note: SC opted to use 30 days as the time frame for its questions based on NHTSA's allowing of states to choose either a 30-day or 60-day range.)

Question 1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? When asked about specific behaviors relative to driving after drinking, 40% say they did not consume an alcoholic beverage within the past 6 months, and an additional 51% say they did not drive within two hours of drinking.

Question 2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? Awareness of and support for the DUI enforcement campaign continues to be strong. Study respondents were asked if they have seen or heard anything about alcohol-impaired driving enforcement by police in general, not linked to specific campaigns by name. Overall, 54% of respondents say they have. This is up significantly compared to the “pre” campaign period when 38% identified awareness.

Question 3: What do you think the chances are of someone getting arrested if they drive after drinking? Findings identify some division regarding the perceived likelihood of someone being caught/arrested if they drive after drinking. According to the respondents, 26% believed a person who drives after drinking is likely to be arrested always or most of the time, while 35% thought that it is somewhat likely. Still, nearly three out of four respondents (75%) agree that law enforcement is making a big effort to crack down on drinking and driving in South Carolina.

The 2016 *Buckle Up, SC.* campaign featured two existing TV commercials to support stepped-up enforcement efforts by the SC Highway Patrol and local law enforcement agencies. The first spot features a father, driving with his son, being issued a seat belt citation. It then demonstrates the

father making the choice to buckle up, as well as a split screen view of him not buckling up. The consequences of his “split decisions” are displayed as they are involved in a collision shortly thereafter. The second spot focused on night-time enforcement and featured two actual SC Highway Patrol troopers demonstrating a nighttime traffic stop for a safety belt violation. In the public service announcement, two unbelted motorists drive through a well-lighted area. This allows one trooper to have a clear view and call in the violation to another trooper who makes the traffic stop.

SURVEY RESULTS

The following are survey results from an attitudinal survey conducted between May 2 and May 8, 2016 among 400 South Carolina residents prior to the safety belt enforcement mobilization of 2016. (Please note: SC opted to use 30 days as the time frame for its questions based on NHTSA’s allowing of states to choose either a 30-day or 60-day range.)

Question 1: How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up?

According to the 2015 pre-campaign survey, a large majority of drivers in South Carolina wear their safety belts all the time (89.2%). This compares to 90.5% in the 2014 pre-campaign survey. There were reported differences in shoulder belt usage by type of primary vehicle. According to the 2016 pre-survey, among those whose primary vehicle was a sport utility vehicle, 82.5 percent reported wearing their shoulder belt all the time, compared to 77.4% of those whose primary vehicle was a pickup truck and 78.1% whose primary vehicle was a van or mini-van. The widespread use of seat belts among South Carolinians is also evident in the responses to the question on the last time respondents did not wear their seat belt when driving. In the pre-campaign survey, the percentage who said that the last time they did not wear a safety belt was a year or more ago was 82.6%. Furthermore, 95.2% of respondents were aware of the state law that requires motorists to wear safety belts in the 2016 pre-campaign survey.

Question 2: What do you think the chances are of getting a ticket if you don’t wear your safety belt?

In the pre-campaign 2016 survey, the percentages of those answering the question about the likelihood of getting a ticket if you don’t wear your safety belt were as follows: very likely, 42.3%; somewhat likely, 27.5%; somewhat unlikely, 12.9%; and very unlikely, 15.7%.

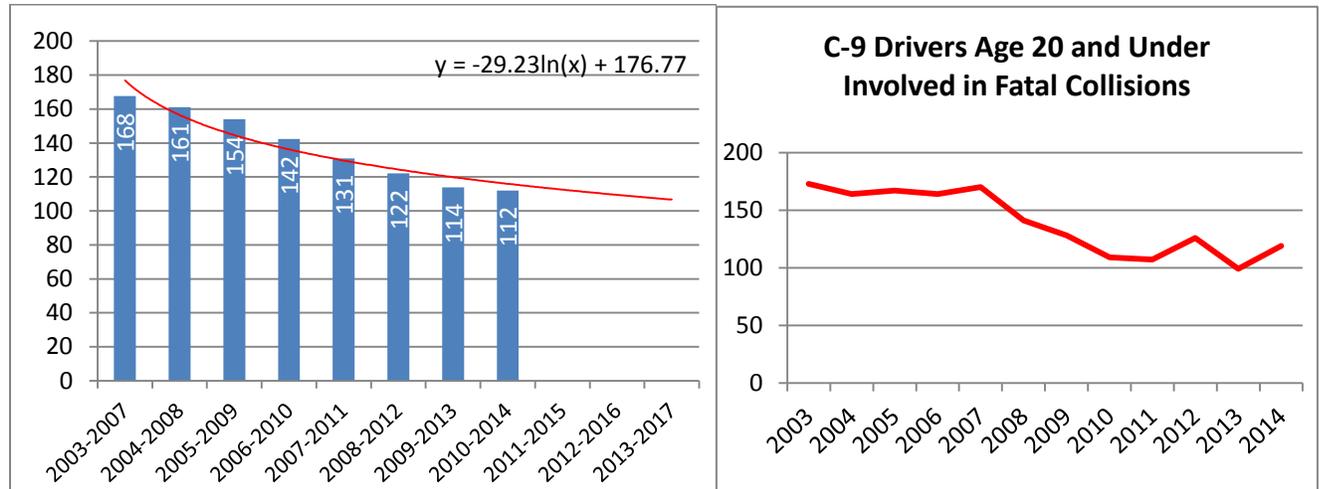
Question 3: In the past 30 days, have you read, seen or heard something about seat belt law enforcement by police?

In the pre-campaign survey of 2016, 20.9% of respondents said that they had read, seen or heard about safety belt law enforcement. The response rate should increase significantly in the post-campaign 2016 survey.

Performance Measure

Goal:

1. To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2010-2014 baseline average of 112 to 111 by December 31, 2017.



Logarithmic Projection = $-29.23\ln(11) + 176.77 = 106.7$

2010-2014 Average = 112

2011-2015 Average = 115.2

2010 = 109

2011 = 107

2012 = 126

2013 = 99

2014 = 119 (20.2% increase from 2013)

2015 = 125 (5% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-9 on the previous page, the five-year moving average with logarithmic trend analysis projects that South Carolina will experience a five-year-average number of 107 drivers age 20 and under involved in fatal collisions by December 31, 2017. This equates to an estimated 112 drivers age 20 and under involved in fatal collisions for 2017, which is a 5.9% decrease from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 125 drivers age 20 and under involved in fatal collisions in 2015, an increase of 5% from 119 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates a slight decrease in traffic fatalities in comparison with 2015. Based on the model and preliminary state data showing a potential decrease in 2016, OHSJP will set a goal of 111 drivers age 20 and under involved in fatal collisions in 2017, an 11.2% decrease from the

2015 calendar year and a 0.9% decrease from the 2010-2014 baseline average of 112 drivers. Attachment 5 provides the Paid Media Campaigns and Proposed Budgets.

PROJECT TO BE IMPLEMENTED:

Problem Identification: South Carolina remains one of the top five states in the nation in the severity of its motor vehicle crashes, as evidenced by statistical data. The state must provide funding for projects that will attempt to change the negative traffic statistics that are adversely affecting South Carolina’s citizens and visitors to the state. South Carolina's average mileage death rate (MDR) of 1.67 for 2010-2014 is one of the highest in the nation; about 65% higher than the national MDR of 1.11 (2010-2014 average). The top contributing factors for total traffic crashes in 2014 include (1) driving too fast for conditions, (2) driver under influence, (3) failure to yield right of way, (4) improper lane change/usage, (5) following too closely, and (6) driver distracted/inattention. A reduction in the state’s mileage death rate must be effected, and the economic loss associated with vehicle crashes must also reflect a downward trend. In order to make a difference in these negative traffic statistics in the state, the Office of Highway Safety and Justice Programs must fund creative projects that can have a wide effect on all of the various problem areas contributing to highway injuries and fatalities.

Final traffic statistics for South Carolina indicate that during 2014, 119,173 traffic collisions were reported. This represents a 5.2% increase from 2013, when 113,260 collisions were reported. Collisions in 2014 resulted in 824 fatalities and 53,029 non-fatal injuries. The number of traffic deaths was 7.3% higher in CY 2013 than in 2014, when 768 people were fatally injured in South Carolina traffic collisions. The estimated economic loss to the state from traffic crashes was nearly \$3.05 billion. This total cannot possibly reflect the human toll exacted in pain and suffering.

Project Description: The project will retain the services of a grant-funded Public Affairs Manager, to work in conjunction with Program Coordinators and assist a paid Contractor in the development of statewide enforcement and educational campaigns. The project will use grant funds for specialized training and conferences for a variety of highway safety professionals (law enforcement, sub-grantees, OHSJP staff, etc.) throughout the state. The project also will partially fund a Planning and Evaluation Coordinator, an Administrative Manager, a Business Manager, and an Administrative Assistant to provide some administrative functions of the public information, outreach, and training highway safety grant.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Public Information, Outreach and Training	SA-2017-HS-04-17 M9MA-2017-HS-04-17 PS-2017-HS-04-17	\$929,119	1.42

Community Traffic Safety: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Budget Source
SA-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$809,119	NHTSA 402
PS-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Vulnerable Roadway Users (Look) Campaign	\$40,000	NHTSA 402
M9MA-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	Section 405f Motorcyclist Awareness MAP-21
Total All Funds			\$929,119	
NHTSA 402			\$849,119	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	

MOTORCYCLE SAFETY PROGRAM AREA

Overview

Motorcycle safety is an issue that remains of great concern in the state of South Carolina. The National Highway Traffic Safety Administration's (NHTSA) most recent available FARS data (see **Table 10** on page 24) indicates that 121 people died on South Carolina roadways in 2014 in motorcycle crashes (includes persons on mopeds). In South Carolina, the motorcyclist *percentage of total* traffic-related deaths increased each successive year from 2010-2013 from a low of 12.5% in 2010 to a high of 19.4% in 2013. The 2014 percent of total represents an 8.8% decrease when compared to the 2010-2013 average (16.1%) and an increase (17.7%) compared to 2010.

Motorcycle safety was an area identified in the Vulnerable Roadway Users Emphasis Area in the recently updated SHSP, *Target Zero*, citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem (pp. 47-51). Appropriate strategies were identified in the SHSP and were based on data-driven and evidence-based practices.

Motorcycle safety was also an area identified in the NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015*. The document stresses the importance of this emphasis area and outlines significant strategies and appropriate countermeasures for motorcycle safety (pp. 5-1 to 5-25). Efforts relative to motorcycle safety in SC have utilized countermeasures deemed by this document as having limited evidence in terms of improving motorcycle safety, such as strengthening motorcycle licensing requirements (Chapter 5, Section 3.1, pp. 5-18 to 5-20); motorcycle rider training (Chapter 5, Section 3.2, pp. 5-21 to 5-22); helmet use promotion (Chapter 5, Section 1.2, p. 5-11); Communications and Outreach: Conspicuity and Protective Clothing (Chapter 5, Section 4.1, pp. 5-23 to 5-24); and Communications and Outreach: Other Driver Awareness of Motorcyclists (Chapter 5, Section 4.2, p. 5-25). Though the document indicates limited evidence in terms of effectiveness, with SC having no universal helmet law and a strong legislative lobby against such a law, these types of efforts are essential to the state if it is to address the problem of motorcycle safety.

The state continued a very successful statewide motorcycle safety effort in 2016 which will continue in 2017. The FFY 2016 campaign, though statewide, focuses on the seventeen counties in South Carolina with the highest number of motorcyclist fatalities from CY 2015 (see **Table S-6** on the following page). These seventeen counties accounted for 74.5% of the state's motorcyclist fatalities and 1,720 or 84.8% of the total motorcycle collisions in the state in CY 2015. The campaign utilizes paid and earned media including a variety of educational elements to alert motorists to the presence of motorcyclists, to encourage bikers and drivers to share the road appropriately, and to encourage motorcycle riders to use proper protective equipment. The 2017 campaign will focus on those counties with the highest number of motorcyclist fatalities

occurring in CY 2016. A more detailed explanation of the FFY 2017 campaign is included in the “Strategies” portion of this section on pages 137-139.

Table S-6 – Motorcyclist Fatalities and Collisions by Top Counties –State Data CY 2015

County	Killed	Collisions	County	Killed	Collisions
<i>Horry</i>	24	313	Chester	2	16
<i>Greenville</i>	16	230	<i>Chesterfield</i>	3	16
<i>Richland</i>	7	173	Newberry	1	16
<i>Charleston</i>	8	156	Colleton	0	14
<i>Spartanburg</i>	5	146	Dillon	0	13
<i>Anderson</i>	3	106	Jasper	2	12
<i>Lexington</i>	6	105	Edgefield	0	10
<i>Berkeley</i>	5	87	<i>Fairfield</i>	3	10
<i>York</i>	5	83	Marion	0	10
<i>Beaufort</i>	4	70	Marlboro	1	10
<i>Dorchester</i>	5	67	Clarendon	2	9
<i>Pickens</i>	3	67	Lee	0	8
Aiken	2	61	Union	0	7
Sumter	1	50	Abbeville	0	6
Florence	2	46	Williamsburg	1	6
Oconee	0	39	Hampton	1	5
<i>Laurens</i>	6	36	Calhoun	0	4
Darlington	2	35	McCormick	1	4
<i>Cherokee</i>	6	30	Allendale	1	2
Lancaster	1	30	Bamberg	0	2
Georgetown	0	29	Barnwell	1	1
<i>Kershaw</i>	4	25	Saluda	0	0
Greenwood	1	23	All	118	2029

Source: SCDPS/OHSJP March 25, 2016

Italics Represents the Top Seventeen Counties with the highest number of Motorcyclist Fatalities

The following data sections outline specifically the problems being faced by the state of South Carolina in terms of motorcycle safety and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2017 Highway Safety Plan.

Traffic Fatalities

According to FARS data (please note that FARS data includes moped riders in its motorcyclist fatality statistical information, while SC state data for motorcyclist crashes, injuries, and fatalities does not), in the period 2010-2014:

- In South Carolina, the percentages of fatalities that were motorcyclists was below that of the nation during the first year of the period (2010), but rose above the national level thereafter. In 2014, 14.6% of South Carolina's traffic fatalities were motorcyclists; compared to 14.0% nationwide (**Figure 20** on page 125).
- The majority of motorcyclist fatal crashes in South Carolina (58.0%) and the nation (56.7%), occurred on Fridays, Saturdays, and Sundays. The highest proportions of motorcyclist fatal crashes occurred on Saturdays in both the state and the nation. Across the state, the majority of motorcyclist fatal crashes occurred between the hours of 3 p.m. and midnight (62.9%); and nationally, the majority of such crashes occurred between the hours of noon and 9 p.m. (56.9%) (**Table 22** on page 126)
- During the five-year period, 2010 to 2014, the majority of motorcyclist fatalities were between the ages of 25 and 54 in South Carolina (61.9%) and the US as a whole (60.1%). Over 90% of motorcyclist fatalities in South Carolina (93.5%), and the nation (90.8%) were male (**Table 23** on p. 127).
- South Carolina law requires helmet use of riders under the age of 21. From 2010 through 2014, 74.0% of South Carolina's motorcyclist fatalities were *not* using a helmet. This percentage is substantially higher than the percentage of nonuse seen for the US as a whole (39.2%) during the same years (**Table 24** on page 128).
- During the 2010-2014 period in South Carolina, 57.2% of all fatally injured motorcycle operators who were tested for BAC had a BAC of at least 0.01. This percentage is higher than that seen for the US as a whole (41.9%) (**Table 25** on page 128).
- In fatal crashes involving motorcycles in South Carolina, 54.74% of motorcycle operators had at least one driver factor reported. Throughout the five years, 2010-2014, *driving too fast for conditions* was the most commonly reported driver factor for motorcyclists in South Carolina (49.24%). (**Table 26** on page 129).

As seen in **Figure 20** on the following page, the percentages of fatalities that were motorcyclists in South Carolina was below that of the nation during the first year of the time period 2010-2014, but rose above the national percentage from 2011-2014. In 2014, 14.68% of fatalities in South Carolina were motorcyclists, compared to 14.04% nationwide.

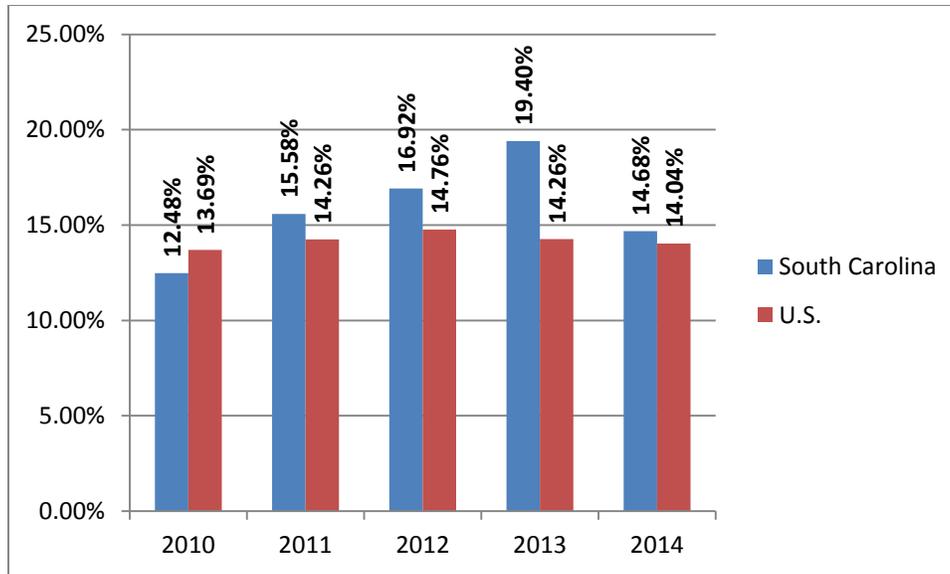


Figure 20. Motorcyclist Fatalities as Percent of Total Fatalities

As **Table 22** on p. 126 shows, the months with the most motorcyclist fatal crashes in South Carolina from 2010 to 2014 were May (88 crashes, 13.86% of total), August (79 crashes, 12.44% of total), and July (75 crashes, 11.81%). Nationally, the months with the most motorcyclist fatal crashes from 2010-2014 were August (13.23%), July (12.67%), and June (12.66%).

On a day-by-day basis, South Carolina had the highest frequency of motorcyclist fatal crashes on Saturdays (154 crashes, 24.25% of total), Sundays (120 crashes, 18.90%), and Fridays (94 crashes, 14.80%). Likewise, the highest percentage of motorcyclist fatal crashes nationally occurred on Saturdays (22.67%), Sundays (18.99%), and Fridays (15.07%).

In South Carolina, the three-hour windows in which the most motorcyclist fatal crashes occurred were 6 p.m. to 9 p.m. (143 crashes, 22.17% of total), 3 p.m. to 6 p.m. (137 crashes, 21.24% of total), and 9 p.m. to midnight (126 crashes, 19.53% of total). Nationally, 21.32% of such crashes occurred from 3 p.m. to 6 p.m., 19.78% from 6 p.m. to 9 p.m., and 15.83% from noon to 3 p.m.

Table 22. Motorcycle Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2010-2014

	South Carolina (N=646)		U.S. (N=23,412)
	N	%	%
MONTH			
January	16	2.52%	3.24%
February	25	3.94%	3.07%
March	58	9.13%	6.41%
April	48	7.56%	8.80%
May	88	13.86%	11.32%
June	57	8.98%	12.66%
July	75	11.81%	12.67%
August	79	12.44%	13.23%
September	62	9.76%	11.41%
October	67	10.55%	8.90%
November	37	5.83%	5.17%
December	23	3.62%	3.12%
DAY OF WEEK			
Sunday	120	18.90%	18.99%
Monday	69	10.87%	10.19%
Tuesday	60	9.45%	10.05%
Wednesday	62	9.76%	11.14%
Thursday	75	11.81%	11.88%
Friday	94	14.80%	15.07%
Saturday	154	24.25%	22.67%
TIME OF DAY			
Midnight-3am	58	8.99%	9.36%
3am-6am	23	3.57%	4.09%
6am-9am	32	4.96%	5.81%
9am-Noon	37	5.74%	9.03%
Noon-3pm	89	13.80%	15.83%
3pm-6pm	137	21.24%	21.32%
6pm-9pm	143	22.17%	19.78%
9pm-Midnight	126	19.53%	14.08%
Unknown	0	0.00%	0.58%

As shown in **Table 23** below, males constituted a much larger percentage of South Carolina’s 2010-2014 motorcyclist fatalities than did females (93.54% versus 6.34%), a proportion comparable to that for the nation (90.8% male) during the same timeframe.

Table 23. Motorcyclist Fatalities by Age Group and Gender: Totals 2010-2014

Age Group	Fatalities by Age			Fatalities by Age and Sex				
	South Carolina		U.S.	South Carolina				U.S.
	(N=646)	%	(N=23,412)	Females		Males		% Males
				N	%	N	%	
< 16	6	0.93%	99	1	0.15%	5	0.77%	0.36%
16-20	36	5.57%	1,156	5	0.77%	31	4.79%	4.53%
21-24	47	7.12%	2,361	3	0.46%	43	6.65%	9.52%
25-34	126	19.50%	4,802	8	1.24%	118	18.27%	19.14%
35-44	138	21.36%	4,277	11	1.70%	127	19.63%	16.43%
45-54	136	21.05%	5,015	9	1.39%	127	19.63%	18.90%
55-64	114	17.65%	3,891	3	0.46%	111	17.16%	15.08%
65-74	32	4.95%	1,356	1	0.15%	31	4.79%	5.48%
75+	12	1.86%	325	0	0.00%	12	1.85%	1.34%
Unknown	0	0.00%	4	0	0.00%	0	0.00%	0.02%
Total	646	100.00%	100.00%	41	6.34%	605	93.54%	90.80%

*Highlighting is to help the reader identify cells with higher numbers/percentages.

As shown in **Table 24** on the following page, throughout the five years 2010-2014, 23.37% of South Carolina’s motorcyclist fatalities used a helmet, a number substantially lower than the percentage of helmet use seen for the US as a whole (58.0%). In South Carolina, each age group, with the exception of the 16-20 age group, demonstrated helmet use under 40%. However, state law requires helmet use by riders under the age of 21 only.

Table 24. Motorcyclist Fatalities by Age Group and Helmet Use*: Totals 2010-2014

Age Group	Motorcyclist Fatalities	Helmet Used		Helmet Not Used	
		N	%	N	%
<16	6	1	16.67%	5	83.33%
16-20	36	16	44.44%	19	52.78%
21-24	46	15	31.91%	29	61.70%
25-34	126	23	18.25%	99	78.57%
35-44	138	30	21.74%	107	77.54%
45-54	136	22	16.18%	109	80.15%
55-64	114	28	24.56%	83	72.81%
65+	44	16	36.36%	27	61.36%
Unknown	0	0	0.00%	0	0.00%
SC**	646	151	23.37%	478	73.99%
U.S.	23,412	13,580	58.00%	9,186	39.24%

*Helmet use percentage based on total fatalities.

**South Carolina law requires helmet use of all motorcyclists under the age of 21

Table 25 below shows that 68.93% of South Carolina motorcycle operator fatalities ages 45 to 54 who were tested for BAC had a positive BAC, the highest percentage of any age group during the 2010-2014 period. Overall, 57.23% of motorcycle operator fatalities in South Carolina who were tested for BAC had a positive BAC, a percentage higher than that seen for the nation (41.93%). In South Carolina, speed was cited as a factor in 55.56% of motorcycle operator fatalities aged 16-20, the highest percentage of any group. Overall, 34.93% of South Carolina's motorcycle operator fatalities were involved a crash in which speed was a factor, a percentage slightly lower than that of the nation (35.91%) during the same years.

Table 25. Motorcycle Operator Fatalities, Alcohol Involvement and Speed: Totals 2010-2014

Age Group	MC Operator Fatalities	BAC ≥ 0.01*			Speeding Involved**	
		# Tested	# ≥ 0.01	%	#	%
<16	6	3	1	33.33%	2	40.00%
16-20	36	22	6	27.27%	15	55.56%
21-24	46	41	17	41.46%	19	42.22%
25-34	126	99	62	62.63%	55	46.22%
35-44	138	106	70	66.04%	54	41.54%
45-54	136	103	71	68.93%	33	25.38%
55-64	114	86	41	47.67%	21	19.63%
65+	44	31	13	41.94%	13	29.55%
Unknown	0	0	0	0.00%	0	0.00%
SC	646	491	281	57.23%	212	34.93%
U.S.	23,412	16,966	7,114	41.93%	7,876	35.91%

* Based on actual state BAC data

**Refers to entire crash event.

Table 26 below shows the operator factors for fatal crashes involving motorcycles in South Carolina. During the 2010-2014 period, 54.74% of motorcycle operators had at least one factor reported. In 2014, the most commonly reported factor for South Carolina's motorcycle operators was *driving too fast* (34.17%) and *failure to remain in proper lane* (4.17%). 2014 data for other operators is unknown for fatal crashes involving motorcycles.

Table 26. Fatal Crashes Involving Motorcycles: Operator Factors

	2010		2011		2012		2013		2014		Total 2010 - 2014	
	MC (N=107)	Other Op (N=53)	MC (N=129)	Other Op (N=63)	MC (N=149)	Other Op (N=84)	MC (N=149)	Other Op (N=96)	MC (N=120)	Other Op (N=)	MC (N=654)	Other Op (N=)
Factors	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
None reported	52.30%	52.80%	40.30%	47.60%	48.30%	45.20%	38.30%	58.30%	49.38%	N/A	45.26%	N/A
One or more factors reported	47.70%	47.20%	59.70%	52.40%	51.70%	54.80%	61.70%	41.70%	50.63%	N/A	54.74%	N/A
Top Factors**												
Driving too fast for conditions and/or in excess of posted speed limit	30.80%	11.30%	34.90%	4.80%	32.20%	7.10%	36.20%	7.30%	34.17%	N/A	49.24%	N/A
Failure to remain in proper lane	6.50%	0.00%	13.20%	1.60%	2.70%	1.20%	10.70%	4.20%	4.17%	N/A	7.49%	N/A
Inattentive (2006-2009), Distracted (2010 and later), Careless (2012)***	0.00%	0.00%	1.60%	4.80%	0.70%	1.20%	0.00%	0.00%	0.00%	N/A	0.46%	N/A
Operating vehicle in erratic, reckless manner	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	N/A	0.15%	N/A
Operator inexperience	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	N/A	0.00%	N/A
Failure to yield	0.00%	30.20%	3.90%	27.00%	2.70%	38.10%	4.00%	25.00%	3.33%	N/A	2.91%	N/A

*Driver may have multiple factors reported. Highlighting is to help reader distinguish MC operator percentages from Other operator percentages.

Percentages based on **total operators/drivers at the vehicle level. 'None reported' includes instances in which a violation, driver factor, distraction, or speeding was marked as 'Unknown', 'Not Reported', or where data are missing.

***Prior to 2010, Inattentive was a single element—Inattentive/Careless (Talking, Eating, Car Phones, etc.). In 2010, many individual factors that had been subsumed the Inattentive element were broken out into their own separate categories, as Distraction became an entirely new table in FARS. In 2012, Careless was added as a new variable.

Table 10 on page 24 shows that in South Carolina, during the five year period, 2010-2014, the *number of motorcyclist deaths* was at its lowest level in 2010 (101), and increased to its highest level in 2013 (149). The count in 2014 (121 fatalities) represents a 7.81% decrease from the average of the prior four years (131.2 fatalities) and a 19.80% increase from the 2010 total (101).

South Carolina's *population-based motorcyclist death rate* followed a similar pattern as the number of fatalities. The 2014 rate (2.50 deaths per 100,000 population) represented an 11.91% decrease when compared to the 2010-2013 average (2.84), and a 12.28% increase when compared to 2010 (2.33). The population-based motorcyclist death rate in South Carolina for all five years (2.77 deaths per 100,000 residents) is higher than the national rate (1.49) during the same timeframe.

Unhelmeted motorcyclists accounted for 74.26% of South Carolina's motorcyclist fatalities in 2010. During the five year period, 2010-2014, *unhelmeted* motorcyclist fatalities was at its least in 2010 (75); and at its highest number in 2013 with 106 fatalities. The count in 2014 (95) represents a 0.78% decrease from the 2010-2013 average (95.7 fatalities) and a 26.67% increase from the number in 2010 (75). As a percentage of all motorcyclist deaths in the state, unhelmeted motorcyclists accounted for approximately 74% during the 2010-2014 period, with the 2014 proportion (78.51%) representing a 7.26% *increase* compared to the prior four years (72.9%) and a 5.73% increase from the 2010 proportion (74.26%).

As seen in **Table 27** below, nationally, the *number of motorcyclist fatalities* and the *population-based fatality rate* showed minimal change in 2014 when compared to the 2010-2013 average. Additionally, the nation's motorcyclist percent of total deaths decreased slightly. During the same timeframe (2010-2014), the number of unhelmeted deaths in the U.S. in 2014 also decreased compared to the figure in 2010 (8.13%). Also, the nation's 2014 proportion of unhelmeted motorcyclist deaths decreased slightly compared to the average of the prior four years (7.58%).

Table 27. Nationwide Motorcycle Rider Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	4,518	4,630	4,986	4,668	4,586	1.5%	-2.42%
Pop. Rate*	1.46	1.49	1.59	1.48	1.44	-1.37%	-4%
Pct. of Total	13.69%	14.26%	14.76%	14.27%	14.03%	2.5%	-1.47%
Unhelmeted Fatalities	1,868	1,852	2,039	1,854	1,716	-8.13%	-9.82%
Pct. Unhelmeted Fatalities	41.35%	40.00%	40.89%	39.72%	37.42	-9.50%	-7.58%

Traffic Injuries

Unlike FARS data for motorcyclist fatalities, South Carolina does not include moped riders in its calculation of motorcyclist injuries. As seen in Figure S-8 below, preliminary figures for 2014 show that there were 1,931 persons injured in motorcycle crashes in South Carolina, as compared to 1,603 in 2010, a 20.5% increase. Additionally, the total for 2014 is higher (4.5%) than the average number of motorcyclist crash injuries in the four years prior (2010-2013; [1,847.5]). From 2010-2014, motorcycle crashes have represented 3.7%, or 9,321, of all traffic crash injuries (248,792) in South Carolina (see **Figure S-1** on page 60 and **Figure S-8** below).

In terms of severe motorcycle collision injuries, in 2014, South Carolina had a total of 422 such traffic injuries, an 11.1% increase from the 380 in 2010 (see **Figure S-8** below). The 2014 figure represented an increase (3.2%) over the figure in 2013 (409), and an increase (1.8%) when comparing the 2014 figure with the average number of severe motorcycle collision injuries for the time period 2010-2013 (414.5). These severe injuries constituted almost 13% of all serious traffic injuries in the state for 2010-2014 (16,577), while in 2014 they constituted 13.2% of all severe traffic injuries (3,187).

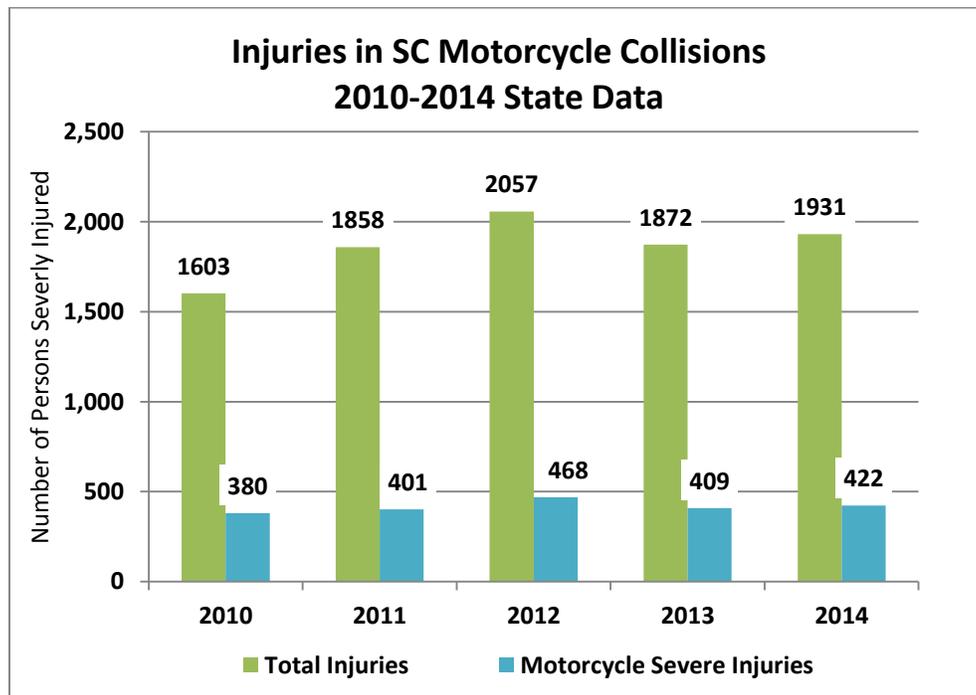


Figure S-8. Injuries in SC Motorcycle Collisions 2010-2014 State Data

Traffic Collisions

Unlike FARS data, South Carolina does not include mopeds in its calculation of motorcycle fatal collisions, or in its state calculations of all collisions. As seen in **Figure S-9** below, motorcycle collisions have increased in South Carolina from 1,820 in 2010 to 2,201 in 2014, an increase of nearly 21%. The 2014 figure represents a 4.4% increase over the 2013 figure (2,109) and an increase of 6.0% over the average number of motorcycle collisions for the four-year period 2010-2013 (2,077). From 2010 to 2014, motorcycle crashes (10,509), have represented a small percentage (1.9%) of all traffic crashes (550,199) in South Carolina. There were 859 collisions involving impaired motorcyclists in 2010-2014, which represents 8.2% of total motorcycle crashes. Also, during the same time period, serious-injury motorcycle collisions represented 1,987, or 18.9%, of total motorcycle crashes (10,509). The number of serious-injury motorcycle collisions increased in 2014 (404) when compared to the 2010 figure (363) by 11.3%. The 2014 figure represents an increase over the 2013 figure (390) of 3.6%. The 2014 figure of 404 severe-injury motorcycle collisions also represents a slight increase (2.1%) over the 2010-2013 average number of severe-injury motorcycle crashes (395.8).

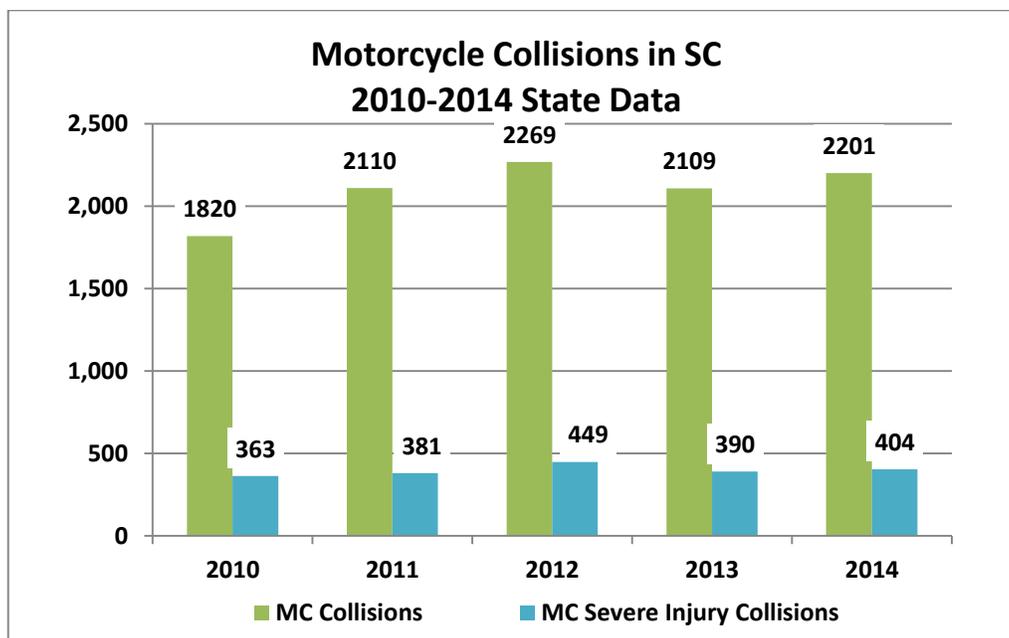


Figure S-9

Table S-7 on the following page contains information on the top contributing factors for motorcycle collisions in South Carolina from 2010 to 2014. These factors are driving too fast for conditions, failed to yield right-of-way, driver under the influence, distracted/inattention, animal in the road, improper lane usage/change, following too closely, other improper action (driver), aggressive operation of vehicle, disregard signs/signals, and ran off the road.

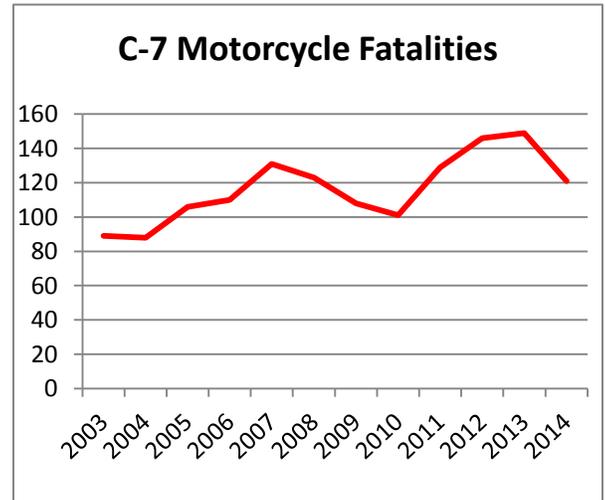
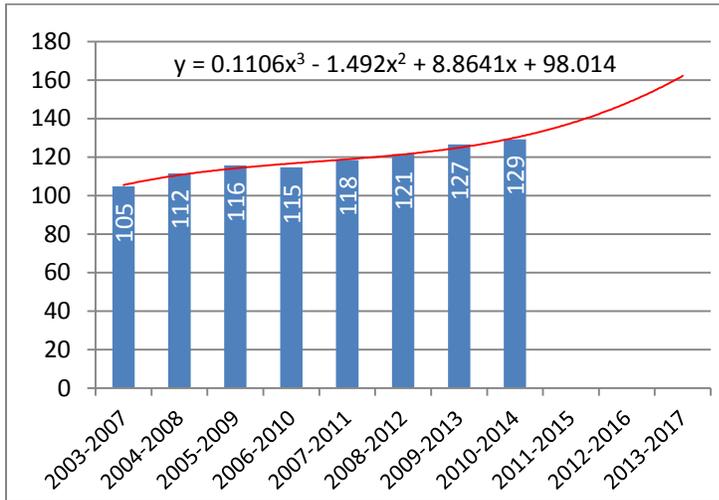
Table S-7
South Carolina Collisions Involving A Motorcycle
2010-2014 Data

Primary Contributing Factors	Collision Type			Total Collisions	Persons Killed	Persons Injured
	Fatal	Injury	Property Damage Only			
Driving Too Fast for Conditions	106	2271	589	2966	107	2580
Failed To Yield Right of Way	93	1769	458	2320	95	2185
Driver Under Influence	106	687	59	852	110	836
Distracted/Inattention	7	353	142	502	7	417
Animal In Road	22	396	50	468	23	433
Improper Lane Usage/Change	3	308	147	458	3	355
Followed Too Closely	0	266	158	424	0	323
Other Improper Action (Driver)	10	214	133	357	10	258
Aggressive Operation of Vehicle	32	257	57	346	34	286
Ran Off Road	26	160	34	220	26	176

Performance Measures

Goals:

- To decrease the motorcyclist* fatalities by 0.8% from the 2010-2014 baseline average of 129 to 128 by December 31, 2017.



Polynomial Projection = $0.1106(11^3) - 1.492(11^2) + 8.8641(11) + 98.014 = 162.2$

2010-2014 Average = 129.2

2011-2015 Average = 145.6

2010 = 101

2011 = 129

2012 = 146

2013 = 149

2014 = 121 (18.8% decrease from 2013)

2015 = 183 (51.2% increase from 2014, 2015 not FARS finalized)

*Motorcyclists *and* moped operators are included in the FARS count of motorcyclist fatalities.

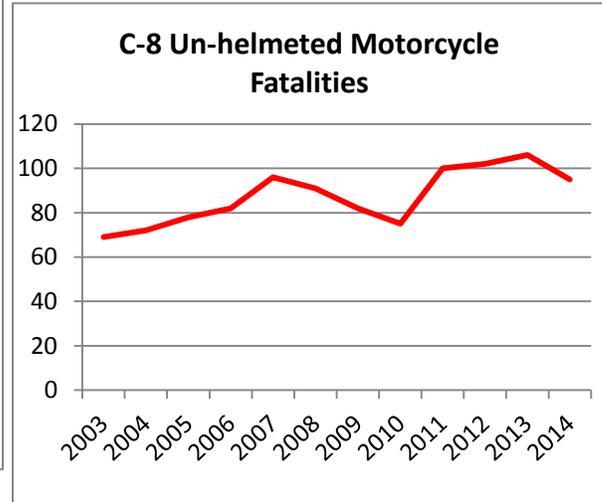
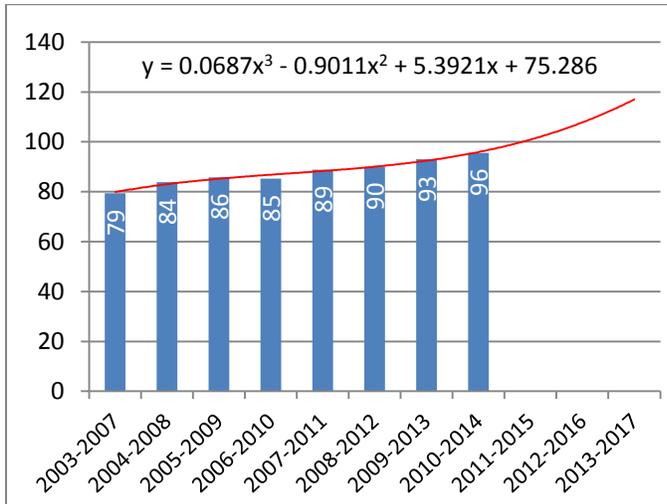
As shown in Figure C-7 above, the five-year moving average with polynomial trend analysis projects that South Carolina will experience a five-year average number of 162 motorcyclist fatalities by December 31, 2017. This equates to an estimated 217 annual motorcyclist fatalities for 2017, which is a 79.3% increase from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 183 motorcyclist fatalities (includes moped operators) in 2015, an increase of 51.2% from 121 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates that a slight increase in motorcyclist fatalities when compared to the same time period in 2015. After much discussion among OHSJP staff, and after consulting with NHTSA, OHSJP will set a goal of 128 motorcyclist fatalities in 2017, a 30.1% reduction in motorcyclist fatalities by December 31, 2017 from the 2015 calendar year and a 0.8% reduction from the 2010-

2014 baseline average of 128 deaths. Despite the five-year average model shows an increase in the five-year average and preliminary state data for 2015 and 2016 also demonstrate an increase, OHSJP is working hard to reverse the upward trend of motorcyclist fatalities.

It should be noted that there are factors in South Carolina that may impact, both negatively and positively, the selected target. From a negative perspective, the state's helmet law is only applicable to individuals under the age of 21. In addition, the state endures tremendous legislative lobby efforts from advocacy groups, such as A Brotherhood Against Totalitarian Enactments (ABATE), which have been successful in derailing attempts to prevent a universal helmet law from being enacted. From the positive side, the SC Department of Motor Vehicles (SCDMV) has potentially improved motorcycle safety in the state. Supported by the South Carolina Motorcycle Safety Task Force, the SCDMV began on June 3, 2013, the implementation of an existing policy which had previously not been enforced. The SCDMV is no longer issuing automatic renewals of motorcycle beginner's permits, but is requiring that individuals seeking permit renewals must make an effort to pass the motorcycle operator skills test in order to receive a motorcycle endorsement on their driver's license. SC decided to emphasize its existing policy to prevent motorcyclists from continuously renewing their beginner permits rather than applying for a motorcycle license. The SC Motorcycle Safety Task Force believes that this policy implementation exerts some pressure among the riding community to seek motorcycle safety training in order to acquire skills necessary for passing the SCDMV motorcycle rider skills test.

There are several factors involved in the increased number of moped-involved crashes and fatalities. From a legislative perspective, the state has few legal repercussions related to mopeds and moped operators. Currently, mopeds require no registration, and operators are not required to have a license or possess insurance. The state has seen a steady increase in moped operator fatalities over the past five years. However, legislators are aware of the growing issue and are reviewing new bills regarding mopeds and moped operators. A recently passed bill would require moped registration and licensure effective July 1, 2017. Additionally, moped operators will be required to wear reflective vests and drivers and passengers under 21 will be required to wear helmets. However, at the time of the preparation of this document, the state's Governor had vetoed this legislation. It is unknown at this time whether or not the South Carolina General Assembly will override the veto.

- To decrease the un-helmeted motorcyclist fatalities* by 1.0% from the 2010-2014 baseline average of 96 to 95 by December 31, 2017.



Polynomial Projection = $0.0387(11^3) - 0.09011(11^2) + 5.3921(11) + 75.286 = 117.0$

2010-2014 Average = 95.6
 2011-2015 Average = 108.6
 2010 = 75
 2011 = 100
 2012 = 102
 2013 = 106
 2014 = 95 (10.4% decrease from 2013)
 2015 = 140 (47.4% increase from 2014, 2015 not FARS finalized)

*Motorcyclists *and* moped operators are included in the FARS count of motorcyclist fatalities.

As shown in Figure C-8 above, the five-year moving average with polynomial trend analysis projects that South Carolina will experience a five-year average number of 117 un-helmeted motorcyclist fatalities by December 31, 2017. This equates to an estimated 148 annual un-helmeted motorcyclist fatalities for 2017, which is a 55.8% increase from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 140 un-helmeted motorcyclist fatalities (includes moped operators) in 2015, an increase of 47.4% from the 95 in 2014. The state preliminary projection for 2016, based on the first four months of data, indicates no change in un-helmeted motorcyclist fatalities in comparison with 2015. After much discussion among OHSJP staff, and after consulting with NHTSA, OHSJP will set a goal of 95 un-helmeted motorcyclist fatalities in 2017, a 32.1% reduction in un-helmeted motorcyclist fatalities by December 31, 2017 from the 2015 calendar year and a 1.0% reduction from the 2010-2014 baseline average of 96 deaths.

The state of South Carolina does not have a universal helmet law and has strong legislative grass-roots lobbying efforts in place to fight against helmet law changes. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. Other states that have a universal helmet law are experiencing a decrease in un-helmeted motorcyclist fatalities. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that this problem will continue to present a challenge for the state to drive down the number of un-helmeted motorcycle fatalities.

Objectives:

1. To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues during the months of April through September 2017 focusing on the counties in SC that had the highest number of motorcyclist fatalities during CY 2016.
2. To continue the work of the Motorcycle Safety Task Force during FFY 2017 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.

Performance Indicators:

Goals:

1. A comparison of the 2010-2014 calendar base year average for motorcyclist fatalities will be made to the most current available FARS data.
2. A comparison of the 2010-2014 calendar base year average for unhelmeted motorcyclist fatalities will be made to the most current available FARS data.

Objectives:

1. Documentation of the implementation of a paid media campaign delivering the "Ride Smart" message will be maintained in the form of a final report in the grant file.
2. Documentation of the meetings, minutes, and activities of the Motorcycle Safety Task Force will be maintained by the OHSJP.

Strategies:

The following strategies will be implemented to achieve established goals and objectives:

1. A successful motorcycle safety public information and education campaign which began in FFY 2007 has been maintained and will be continued during FFY 2017 in Horry County during the month of May 2017 as part of two major motorcycle rallies (Myrtle Beach Bike

Rally and Atlantic Beach Bikefest), if the rallies are held. Some of the safety educational materials distributed at these rallies will include the encouragement of wearing protective gear while riding a motorcycle.

2. The state of South Carolina in FFY 2017 will again launch a statewide motorcycle safety awareness program utilizing federal funding modeled after campaign efforts in 2016. The primary feature of the “Ride Smart” campaign will involve “Share the Road” messaging to increase motorist awareness of the presence of motorcyclists on the roadways and sharing the road appropriately with these vehicles (utilizing MAP-21 Section 405f Motorcycle Safety funds). As a secondary messaging component, the campaign also encourages motorcycle operators to utilize appropriate safety gear when riding (utilizing Section 402 funds).

The goals of the campaign are to (1) reduce the numbers of crashes, injuries, and fatalities involving motorcyclists; and to (2) educate and increase the safety awareness of motorists and motorcyclists. The campaign will utilize radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation variable message signs, and displays placed at motorcycle rallies and events.

The campaign will use a five-month-long comprehensive paid media campaign that will complement enforcement efforts throughout the year and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2017. The campaign, though statewide, will focus on counties that sustained the highest number of motorcyclist fatalities during CY 2016.

The campaign theme will build upon the “Ride Smart” messaging used successfully by South Carolina in past bike rally campaigns. In addition, all outreach efforts will incorporate a



“Share the Road” message targeting both motorists and motorcyclists. The message will be aimed at increasing motorist awareness of motorcyclists traveling on the state’s roadways. In May 2016, a new Target Zero motorcycle billboard was created that highlighted the correlation between motorcyclist fatalities and not wearing a helmet. The campaign will also

continue the billboard campaign launched in 2013 based simply on the word “LOOK.” The campaign as a whole focuses on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). The “LOOK” billboards, samples of which may be seen in the Community Traffic Safety Project section of the state’s Highway Safety Plan, encourage observers to “LOOK: Share the Road. Save a Life.” The billboards use vivid colors against a black background and are very visually compelling. Individual billboards focusing exclusively on motorcyclists will also be used, predominantly in priority counties during the statewide campaign event, which encourage motorists to “LOOK for Motorcyclists. Share the Road. Save a Life.”

The contractor will also produce a radio spot with a “Share the Road” message to air during the five-month safety campaign. All billboard and radio advertising will incorporate the SCDPS “Target Zero Traffic Fatalities” umbrella theme.

The campaign budget will be \$130,000, which will fund the “Share the Road” component to increase awareness of the presence of motorcyclists on the roadways (utilizing \$80,000 of Section 405f funding) and safety messaging for motorcyclists, encouraging the use of safety gear (utilizing Section 402 funds).

3. The Motorcycle Safety Task Force will continue to meet and form partnerships with various state, federal, and local agencies, as well as community groups to develop and implement strategies to reduce the number of motorcycle crashes, fatalities, and injuries.
4. In partnership with the SCDOT, the OHSJP will again secure the use of variable message signs around the state in designated time periods during the motorcycle safety campaign effort. These message signs will be utilized in May, July, and September 2017. The message to be shown on the message boards is, “Stay Alert. Look for Motorcycles.” This messaging has been made available to this campaign at no cost. This has proven extremely valuable to the campaign effort, as hundreds of thousands of motorists will be exposed to campaign messaging while they are in the act of driving and/or riding.
5. The state will continue a project funded in 2015 to provide motorcycle safety training statewide based on the “Intersections” curriculum developed by the American Association of Retired Persons (AARP).
6. The OHSJP will explore, through the Motorcycle Safety Task Force and its law enforcement contacts, methods for implementing specialized traffic enforcement activity relative to motorcyclists to coincide with current educational efforts, with a view toward implementation in South Carolina. If implemented, the effort will focus on high-risk locations for motorcyclist fatalities.

(CTW, Chapter 5: Sections 3.1, 3.2, 4.1 and 4.2) (SHSP, pp. 47-51)

NOTE: No specific grant applications for motorcycle safety projects were received for FFY 2017 funding. However, funds have been placed in the Public Information, Outreach, and Training internal grant administered by the Office of Highway Safety and Justice Programs to conduct a statewide motorcycle safety campaign using MAP-21 Section 405f Motorcycle Safety and Section 402 funds.

Motorcycle Safety: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Budget Source
M9MA-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	Section 405f Motorcyclist Awareness MAP-21
SA-2017-HS-04-17 PS-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$50,000*	Section 402
Total All Funds			\$130,000	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	
Section 402			\$50,000	

*\$50,000 of the total \$849,119 PIOT 402 funds

OCCUPANT PROTECTION PROGRAM AREA

Overview

The state of South Carolina has made significant strides in improving safety belt usage rates since the passage and enactment of a primary enforcement safety belt law in 2005 (see **Figure S-10** below).

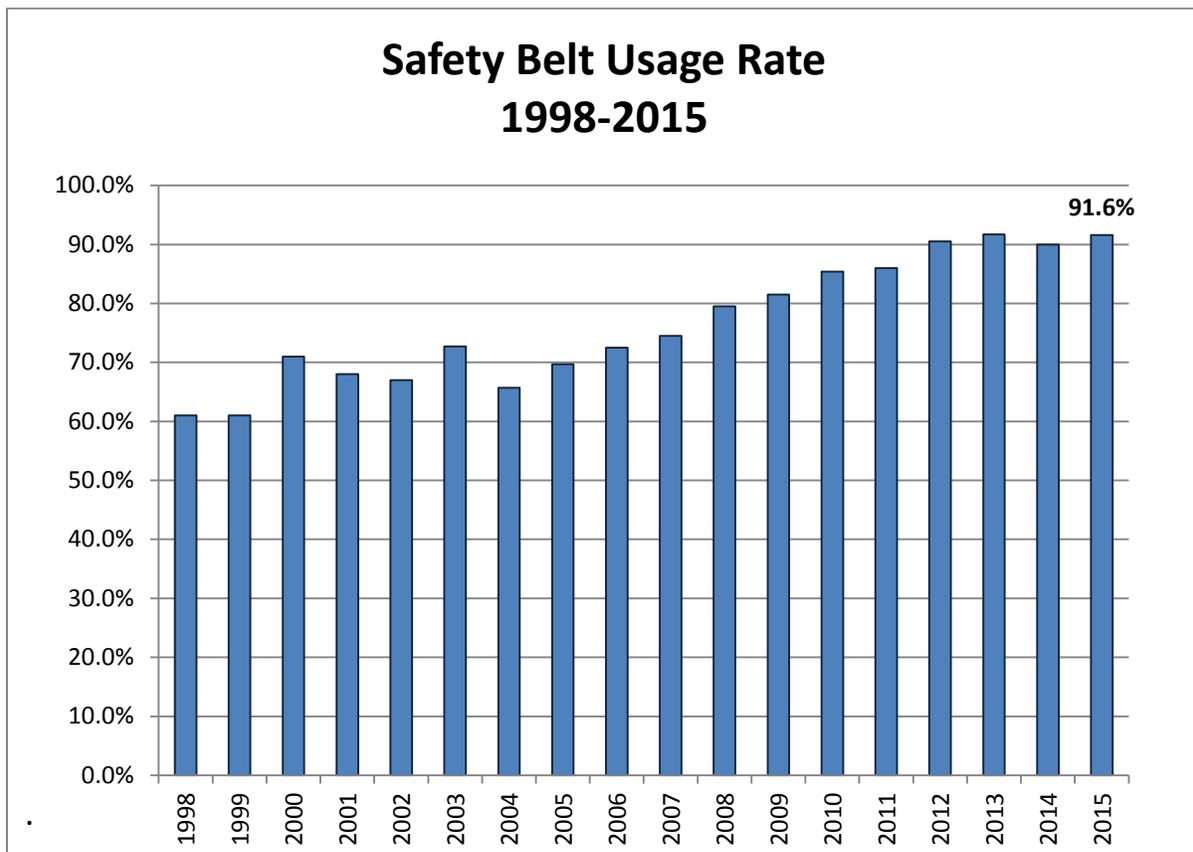


Figure S-10

At the time of the enactment of the law, the state's observed safety belt usage rate stood at 69.7% statewide. According to a June 2015 statewide safety belt survey conducted by the University of South Carolina, the state's usage rate currently stands at 91.6%, which represents a 1.6 percentage point increase from 2014. The state of South Carolina has made significant improvements since the enactment of its primary enforcement seat belt law in 2005. The state remains committed to increasing restraint usage in an effort to reduce motor vehicle crash

injuries and fatalities, particularly in the light of the state's relatively high unbelted fatality rate (see **Table 5** on page 16).

South Carolina's focus for occupant protection is to increase the safety belt usage rate from 91.6% in 2015 to 92% in 2017. The state will seek to bring about this increase through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt law and through the continuing of a Memorial Day safety belt and child passenger safety seat enforcement mobilization which conforms to the national *Click it or Ticket* model. The state also desires to see an increase in the correct usage of child passenger safety seats. Based on informal surveys conducted annually at seat check events around the state, historically only about 15% of child safety seats in use are installed correctly. Occupant Protection Programs that are funded by the highway safety program will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety seat check events, certify child passenger safety fitting stations, conduct educational presentations, and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization.

Occupant Protection was an area of concern identified as a component in the SC Strategic Highway Safety Plan (SHSP), *Target Zero*, developed in 2015, within its *Emphasis Area: Unrestrained Motor Vehicle Occupants* (pp. 28-33), citing the significance of the problem for the state and recommending engineering, education, enforcement, and EMS strategies for appropriate countermeasures to attack the problem in this section. Over time the state has implemented a variety of the recommendations offered by the SHSP, including the conducting of special education efforts for population groups with lower than average restraint use rates, educating motorists regarding the primary enforcement safety belt law, conducting child restraint inspection events throughout the state, training law enforcement personnel and firefighters as Child Passenger Safety Technicians, aggressively enforcing the primary safety belt law, and conducting a statewide occupant protection enforcement mobilization during and around the Memorial Day holiday each year to coincide with national enforcement mobilizations.

Occupant Protection was also an area identified in the NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015* stressing the importance of this emphasis area and outlining significant strategies and appropriate countermeasures for occupant protection issues (pp. 2-1 to 2-32). The state currently complies with countermeasures deemed highly effective by the document, such as statewide primary safety belt enforcement (pp. 2-9 to 2-10), short-term high-visibility belt law enforcement following the national *Click it or Ticket* model (pp. 2-13 to 2-14), combined nighttime seat belt and alcohol enforcement (pp. 2-15 to 2-16), and communications and outreach strategies for lower belt use groups (pp. 2-19 to 2-21). South Carolina also implements countermeasures that have been deemed effective in specific situations, such as sustained enforcement (p. 2-17). In addition, the state has implemented countermeasures that have not clearly been demonstrated as effective overall, but may have an impact in specific areas, such as the development of inspection stations for child safety seats (pp. 2-31 to 2-32).

As indicated above, the state of South Carolina has seen a steady increase in statewide safety belt use rates since the passage and enactment of a primary safety belt law, from 69.7% in 2005 to 91.6% in 2015. **Figure 21** below demonstrates this increase as compared to the national rate for the time period 2010-2014, but does not include the data from 2015, which was captured by an observational survey conducted by the University of South Carolina in a statewide survey conducted after the annual Memorial Day occupant protection enforcement mobilization in June 2015. As seen below, South Carolina’s observed seat belt usage rate was above the national rate for the 2010-2013 time period. In 2014, the rates were equal at 90%. Observed seat belt use rates in South Carolina ranged from a low of 85.4% in 2010 to a high of 91.7% in 2013. The national rate during the 2010-2014 time period ranged from a low of 84% in 2011 to a high of 90% in 2014.

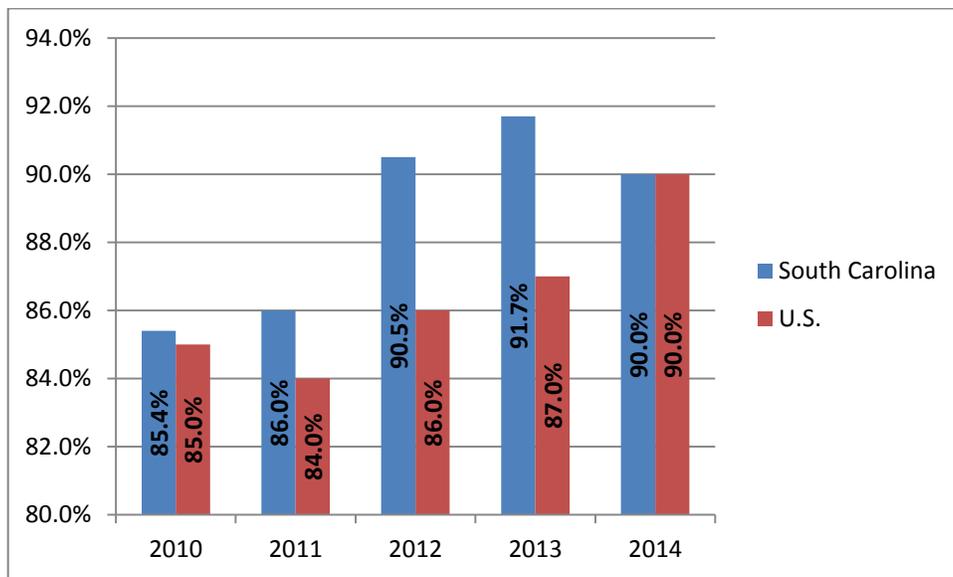


Figure 21. Observed Seat Belt Usage Rates, 2010-2014

As seen in **Table S-8** on the following page, surveys conducted by the University of South Carolina continue to show that, even though great strides have been made in all demographic categories, males and minority groups lag behind females and non-minority groups in safety belt use in the State of South Carolina. The lack of safety belt usage among males, African-Americans, and Hispanics is a major factor that has a negative impact on the statewide average usage rate. Obviously, there remains a need to continuously educate the public as to the benefits of safety belt usage.

**Table S-8
Percentage Safety Belt Use by Demographic Category**

	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12	6/13	6/14	6/15
Male	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8	88.3	88.6
Female	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9	91.6	95.0
Driver	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0	89.9	91.5
Passenger	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6	89.3	91.3
Urban	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0	89.0	91.7
Rural	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2	93.1	91.3
White	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1	91.6	92.6
Non-white	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5	85.1	87.5
Cars	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3	90.7	93.1
Trucks	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0	86.9	85.0
Overall	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7	90.0	91.6

The following data sections outline specifically the problems being faced by the state of South Carolina in terms of occupant protection and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2017 Highway Safety Plan.

Traffic Fatalities

Traffic fatalities are the most severe consequence of motor vehicle collisions. According to NHTSA FARS data, motor vehicle crashes are the leading cause of death for Americans for age 4 and for every age from 11 through 27. In 2014, traffic crashes claimed 32,675 lives nationally (see **Table 3** on page 13) and caused more than 2.33 million people to be injured. Overall, fatality numbers have shown a steady decline, with 2014 figures being 0.97% lower than the average of traffic fatalities for the years 2010-2013. FARS data also indicate that population-based fatality rates declined during the time period of 2010-2014.

A comparison of South Carolina data with national data (**Table 3** on page 13) indicates that South Carolina's 2010-2014 average population-based traffic fatality rate (17.3 per 100,000 persons) was higher than the national rate (10.49) during the same years.

Though the demonstrated increase in safety belt use in South Carolina has likely contributed significantly to the state's downward trend in traffic fatalities since 2007, the state continues to have a problem with unbelted traffic fatalities.

Table 5 on page 16 shows the numbers and rates of unbelted passenger vehicle occupants (i.e. occupants of passenger cars, light trucks, and vans) killed in South Carolina from 2010 through 2014. The number of unbelted passenger-vehicle-occupant fatalities was at its highest levels in both 2010 and 2012 (313 fatalities), respectively; and at its lowest level in 2013 (242). The 2014 (275) count represents a 2.13% decrease compared to the 2010-2013 average (281 deaths) and a 12.14% decrease from the 2010 total.

South Carolina's 2010-2014 population-based unbelted fatality rate (6.02 deaths per 100,000 population) is much higher than the rate for the US (3.20) as a whole during the same years. In South Carolina, observed safety belt use increased 1.8% in 2014 when compared to the 2010-2013 average. In 2010, observed seat belt usage was at its lowest level (85.4%) during the five-year period and increased to its highest level in 2013 (91.7%).

In South Carolina, unbelted fatalities represented 38.69% of all traffic-related deaths in 2010, with this proportion fluctuating throughout the period. The value in 2014 (33.4%) represents a 2.93% decrease when compared to the prior four-year average (34.4%) and a 13.67% decrease when compare to the proportion in 2010.

According to FARS data, in South Carolina, restraint use among fatally-injured passenger-vehicle occupants was below that of the nation during three of the five years, higher than the national percentage in 2011, and equal to the national percentage in 2014. During each year from 2010 to 2014, in both jurisdictions (state and nation), restraint use among fatally-injured passenger vehicle occupants in crashes occurring at night (between 8 p.m. and 4 a.m.) was lower than restraint use among fatally-injured passenger vehicle occupants as a whole (**Table 28** on the next page). The 2014 restraint use percentage for fatally-injured passenger vehicle occupants in South Carolina represents a 13.3% increase compared to the average of the previous four years (41.8%). The US as a whole also saw an increase (5.3%) in this index. The 2014 percentage of restraint use at night for fatally-injured occupants in South Carolina (27.3%) represents a 6.18% decrease when compared to the 2010-2013 average (29.1%). In comparison, the nation also experienced a 24.2% decrease in the percentage of restraint use at night for fatally-injured occupants in 2014 when compared to the 2010-2013 average.

Table 28. Restraint Use of Fatally-Injured Passenger Vehicle Occupants

	2010	2011	2012	2013	2014
Restraint Use					
South Carolina	39.6%	45.3%	38.3%	43.9%	47.4%
U.S.	44.8%	44.4%	44.7%	46.3%	47.4%
Restraint Use at Night*					
South Carolina	26.2%	35.2%	28.8%	26.4%	27.3%
U.S.	32.3%	33.3%	33.6%	33.7%	25.17%

Restraint use percentage based on all fatalities

*In crashes that occurred between 8 pm and 4 am.

Although the state saw a decrease in the percentage of restraint use at night for fatally injured occupants, local law enforcement agencies participating in the SC Law Enforcement Network system continue to conduct nighttime safety belt enforcement strategies. It should be noted that the SC Highway Patrol (SCHP), the state’s largest law enforcement body, implemented a nighttime safety belt enforcement initiative as part of the 2016 Memorial Day occupant protection mobilization. Continued safety belt enforcement efforts by state and local law enforcement should yield positive results relative to unbelted fatalities.

In South Carolina, according to **Table 29** on the next page, the age groups with the highest percentages of non-use among fatally injured passenger vehicle occupants during the 2010-2014 period were: ages 21-24 (63.5% unrestrained), ages 25-34 (62.1% unrestrained), and ages 35-44 (57.3% unrestrained). Throughout the 2010-2014 time period, only those under the age of 5 and those ages 65 and older demonstrated restraint use over 63%. As shown in **Table 29** on the next page, restraint use was much more common among the younger and older age groups in South Carolina, with 72% of fatally injured occupants ages 75 and older, 64.40% of those ages 65-74, and 63.60% of those under age 5 using restraints. South Carolina’s primary safety belt law applies to occupants ages 6 and older in all seats.

**Table 29. Fatally-Injured Passenger Vehicle* Occupants, Restraint Use by Age Group:
Totals 2010-2014**

Age Group	Occupant Restraint Usage			
	N	Used	Not Used	Unknown
<5	33	63.6%	27.2%	9.1%
5-9	24	50.0%	45.8%	4.2%
10-15	40	42.5%	42.5%	15.0%
16-20	342	36.0%	56.1%	7.9%
21-24	312	29.8%	63.5%	6.7%
25-34	536	31.7%	62.1%	6.2%
35-44	364	38.4%	57.3%	4.4%
45-54	369	40.1%	52.0%	7.7%
55-64	296	53.4%	41.2%	5.4%
65-74	233	64.4%	28.8%	6.9%
75+	207	72.0%	23.7%	4.4%
Unknown	5	20.0%	40.0%	40.0%
SC**	2,761	42.8%	50.7%	6.5%
U.S.	107,614	45.5%	46.6%	7.8%

* Automobiles, SUVs, and Pickup Trucks; ** South Carolina's primary seat belt law applies to those ages 6 and older in all seats.

Table 30 (next page) breaks down the percentage of restraint use (where restraint use is known) of fatally-injured passenger vehicle occupants by vehicle type. In South Carolina, from 2010-2014, 50.13% of fatally-injured occupants of Cars used their restraints, a few percentage points lower than the percentage seen for the US as a whole (54.79%) during the same years, and 36.88% of fatally-injured occupants of Pickups used their restraints, slightly higher than that seen for the nation (35.62%). For the Other (including SUV) vehicle category, 41.83% of fatally-injured occupants used their restraints in South Carolina, which is lower than the national (43.96%) percentage.

In terms of change, for the Car vehicle category, the percentage of restraint use by fatally-injured occupants in South Carolina increased slightly by 0.82% in 2014 when compared to the average of the previous four years. During the same timeframe, restraint use for the Pickup category decreased by 8.95% statewide, and restraint use for the Other (incl. SUV) category increased by 31.85%. The national proportion of fatally-injured occupants using restraints decreased for each

category in 2014 (compared to the respective 2010-2013 average), by -6.82% for Cars, -0.38% for Pickups, and -3.85% for Other vehicles.

Table 30. Restraint Use* of Fatally Injured Occupants by Passenger Vehicle Type

	2010	2011	2012	2013	2014	Total 2010 - 2014	% Change: 2014 vs. Prior 4-yr Avg.
Cars							
South Carolina	48.40%	53.50%	46.00%	52.30%	50.46%	50.13%	0.82%
U.S.	55.70%	54.50%	54.90%	57.10%	51.76%	54.79%	-6.82%
Pickup							
South Carolina	39.60%	36.60%	35.00%	39.00%	34.19%	36.88%	-8.95%
U.S.	35.00%	35.20%	35.20%	37.20%	35.52%	35.62%	-0.38%
Other (incl. SUV)							
South Carolina	34.40%	47.10%	34.80%	41.00%	51.85%	41.83%	31.85%
U.S.	43.20%	43.90%	44.20%	45.90%	42.59%	43.96%	-3.85%

* Where restraint use is known

In 2014 in South Carolina, as indicated in **Table S-9** below, 503 automobile and truck occupants were totally ejected from the vehicles in which they were riding during traffic crashes, and of those, 101, or 20.1%, were killed. In addition, 190 occupants were partially ejected and 27 of those, or 14.2%, were killed. Of the 290,900 occupants not ejected, 447, or 0.15%, were killed.

Table S-9. Ejection Status of Motor Vehicle Occupants by Injury Type, 2014 – SC

Ejection Status	Injury Type						
	Fatal	Incap*	Non-Incap**	Possible Injury	Not Injured	Total	Percent
Not Ejected	447	2,131	9,544	36,301	242,477	290,900	97.92%
Partially Ejected	27	35	28	31	69	190	0.06%
Totally Ejected	101	191	115	46	50	503	0.17%
N/A or Unknown	2	11	46	247	5,180	5,486	1.85%
Total	577	2,368	9,733	36,625	247,776	297,079	100.00%

* Incapacitating Injury; ** Non-Incapacitating Injury

As indicated in **Table S-10** below, in South Carolina during the period 2010-2014, there were 2,824 individuals totally ejected from the vehicles in which they were riding during traffic crashes, and of those, 589, or 20.9%, were killed. In addition, 922 were partially ejected, and 177 of those, or 19.2%, were killed. Of the 1,321,921 occupants not ejected, 2,044, or 0.14%, were killed.

Table S-10. Ejection Status of Motor Vehicle Occupants by Injury Type, 2010-2014 – SC

Ejection Status	Injury Type						
	Fatal	Incap*	Non-Incap**	Possible Injury	Not Injured	Total	Percent
Not Ejected	2,044	11,046	47,591	165,161	1,096,079	1,321,921	97.98%
Partially Ejected	177	193	143	136	273	922	0.07%
Totally Ejected	589	1,005	628	325	277	2,824	0.21%
N/A or Unknown	10	108	251	1,186	21,996	23,551	1.75%
Total	2,820	12,352	48,613	166,808	1,118,625	1,349,218	100.00%

* Incapacitating Injury; ** Non-Incapacitating Injury

As shown in **Table S-11** below, estimates indicate that, of the 544 occupant fatalities with known restraint usage in 2014, 275 (50.6%) were not restrained, and 269 (49.4%) were restrained. According to NHTSA, from 2010 to 2014 there were 2,583 fatalities in which the restraint use was known in South Carolina. Of this number, 1,401, or 54.2%, were unrestrained.

Table S-11. Restraint Usage of Vehicle Occupant Fatalities, 2010-2014 - SC

Year	Known Restraint Use	Unrestrained	Percent Unrestrained
2010	547	313	57.2%
2011	506	258	51.0%
2012	530	313	59.1%
2013	456	242	53.1%
2014	544	275	50.6%
Total	2,583	1,401	54.2%

County data shows interesting trends in terms of unbelted traffic fatalities, particularly at night. As shown in **Table 31** on pp. 150-151, for the years 2010 through 2014, 60.35% of South Carolina’s passenger vehicle occupant fatalities that occurred at night were unrestrained. The following six counties accounted for the highest percentages of unrestrained nighttime passenger vehicle occupant fatalities: Chesterfield (12 fatalities, 12 [100%] unrestrained); Dillon (12 fatalities, 11 [91.67%] unrestrained); Hampton (8 fatalities, 7 [87.5%] unrestrained); Williamsburg (12 fatalities, 10 [83.3%] unrestrained); Marion (11 fatalities, 9 [81.8%] unrestrained); and Greenwood (10 fatalities, 8 [80%] unrestrained). Of the 46 counties in the state, Union, McCormick and Cherokee counties had the smallest percentages of unrestrained night-time fatalities (3 fatalities, 0 unrestrained; 6 fatalities, 1 [16.6%] unrestrained; and 16 fatalities, 4 [25%] unrestrained, respectively).

Table 31. Unrestrained Passenger Vehicle Occupant Fatalities at Night* By County

County	2010	2011	2012	2013	2014	Total Passenger Vehicle Occupant Fatalities at Night*	Total Unrestrained	% Unrestrained
Abbeville	1	0	1	0	1	11	3	27.27%
Aiken	6	7	1	9	1	33	24	72.73%
Allendale	1	0	1	0	0	3	2	66.67%
Anderson	5	6	10	3	7	55	31	56.36%
Bamberg	0	0	1	1	1	6	3	50.00%
Barnwell	1	0	0	0	2	5	3	60.00%
Beaufort	4	4	2	3	4	28	17	60.71%
Berkeley	4	3	4	10	9	51	30	58.82%
Calhoun	3	0	0	1	2	8	6	75.00%
Charleston	7	6	6	5	11	60	35	58.33%
Cherokee	0	2	0	1	1	16	4	25.00%
Chester	4	1	0	0	1	10	6	60.00%
Chesterfield	7	1	3	0	1	12	12	100.00%
Clarendon	2	1	0	2	1	13	6	46.15%
Colleton	2	2	4	1	2	19	11	57.89%
Darlington	0	3	4	8	2	25	17	68.00%
Dillon	6	2	2	0	1	12	11	91.67%
Dorchester	2	3	2	3	0	19	10	52.63%

Edgefield	2	3	0	0	2	12	7	58.33%
Fairfield	1	0	0	2	3	13	6	46.15%
Florence	4	0	1	5	3	22	13	59.09%
Georgetown	1	1	1	5	2	15	10	66.67%
Greenville	3	8	10	15	8	75	44	58.67%
Greenwood	2	1	2	2	1	10	8	80.00%
Hampton	0	2	1	3	1	8	7	87.50%
Horry	8	5	6	8	6	52	33	63.46%
Jasper	0	7	2	1	0	17	10	58.82%
Kershaw	3	3	2	1	0	20	9	45.00%
Lancaster	2	1	2	0	0	14	5	35.71%
Laurens	2	1	3	1	4	21	11	52.38%
Lee	0	0	1	2	0	5	3	60.00%
Lexington	6	4	11	11	5	61	37	60.66%
Marion	7	0	1	0	1	11	9	81.82%
Marlboro	0	1	0	0	2	5	3	60.00%
McCormick	0	0	0	0	1	6	1	16.67%
Newberry	0	1	4	2	0	11	7	63.64%
Oconee	4	3	4	1	0	20	12	60.00%
Orangeburg	8	4	8	5	4	50	29	58.00%
Pickens	2	3	3	6	1	21	15	71.43%
Richland	15	6	7	14	3	69	45	65.22%
Saluda	1	0	3	0	0	7	4	57.14%
Spartanburg	10	5	5	2	8	45	30	66.67%
Sumter	1	3	1	3	4	20	12	60.00%
Union	0	0	0	0	0	3	0	0.00%
Williamsburg	1	1	3	3	2	12	10	83.33%
York	4	3	6	2	1	28	16	57.14%
Totals	142	107	128	141	109	1,039	627	60.35%

Table 32 on pp. 152-153 shows the population-based fatality rate by county and year, for unrestrained fatally injured passenger vehicle occupants at night, with highlighting indicating the eight counties with the highest population-based rates in 2014.

Table 32. Unrestrained Fatally-Injured Passenger Vehicle Occupant Fatalities at Night* by County: Rate per 100,000 Population

County	2010	2011	2012	2013	2014
Abbeville	3.95	0.00	3.98	0.00	4.01
Aiken	3.74	4.36	0.61	5.48	0.61
Allendale	9.66	0.00	10.01	0.00	0.00
Anderson	2.67	3.18	5.28	1.57	3.63
Bamberg	0.00	0.00	6.34	6.48	6.58
Barnwell	4.42	0.00	0.00	0.00	9.12
Beaufort	2.45	2.43	1.19	1.75	2.28
Berkeley	2.24	1.63	2.11	5.15	4.54
Calhoun	19.83	0.00	0.00	6.64	13.45
Charleston	1.99	1.68	1.64	1.34	2.89
Cherokee	0.00	3.60	0.00	1.79	1.78
Chester	12.09	3.04	0.00	0.00	3.09
Chesterfield	15.00	2.15	6.51	0.00	2.17
Clarendon	5.72	2.88	0.00	5.82	2.94
Colleton	5.14	5.18	10.48	2.65	5.29
Darlington	0.00	4.39	5.87	11.78	2.95
Dillon	18.68	6.30	6.36	0.00	3.20
Dorchester	1.45	2.13	1.40	2.06	0.00
Edgefield	7.42	11.25	0.00	0.00	7.56
Fairfield	4.19	0.00	0.00	8.65	13.11
Florence	2.92	0.00	0.72	3.61	2.16
Georgetown	1.66	1.67	1.66	8.27	3.29
Greenville	0.66	1.73	2.14	3.16	1.66
Greenwood	2.87	1.43	2.87	2.87	1.44
Hampton	0.00	9.61	4.82	14.70	4.90
Horry	2.96	1.81	2.13	2.76	2.01
Jasper	0.00	27.78	7.74	3.76	0.00
Kershaw	4.85	4.82	3.21	1.60	0.00
Lancaster	2.60	1.28	2.53	0.00	0.00
Laurens	3.01	1.50	4.53	1.51	6.02
Lee	0.00	0.00	5.36	10.90	0.00
Lexington	2.28	1.50	4.07	4.02	1.80

Marion	21.21	0.00	3.08	0.00	3.13
Marlboro	0.00	3.51	0.00	0.00	7.17
McCormick	0.00	0.00	0.00	0.00	10.14
Newberry	0.00	2.65	10.65	5.33	0.00
Oconee	5.38	4.03	5.36	1.33	0.00
Orangeburg	8.66	4.35	8.75	5.50	4.45
Pickens	1.68	2.51	2.51	5.01	0.83
Richland	3.89	1.54	1.78	3.51	0.75
Saluda	5.02	0.00	15.08	0.00	0.00
Spartanburg	3.51	1.74	1.73	0.69	2.73
Sumter	0.93	2.79	0.93	2.77	3.71
Union	0.00	0.00	0.00	0.00	0.00
Williamsburg	2.91	2.93	8.92	9.07	6.10
York	1.76	1.30	2.56	0.84	0.41
Totals	3.06	2.29	2.71	2.95	2.26

*Between 8 p.m. and 4 a.m.

For children 0-19 years of age, motor vehicle crashes are the leading cause of injury-related deaths in South Carolina. Analyzing teen driver data shows challenging statistics for this age group relative to safety belt use, particularly in terms of traffic fatalities in the state from 2010 to 2014. As shown in **Table S-12** and **Figure 22** on the following page, state data from 2010 to 2014 indicates that drivers between the ages of 15 and 19 were involved in 102,188 traffic collisions, or 18.6% of the total number of collisions during that time period. The number of collisions involving a teen driver has decreased 3.1% from the timeframe of 2010 to 2014. When comparing the 2014 number of collisions that involved a teen driver to the 2010 to 2013 average (20,309.5), the state experienced a 3.0% increase in the number of collisions involving a teen driver. Also shown in **Table S-12** and **Figure 22** on the following page are the number of fatalities that occurred when a teen driver was involved in the crash. There was a total of 561 such fatalities from 2010 to 2014.

Table S-12. South Carolina Collisions (Involving Teen Drivers Age 15-19) – SC

Year	Total Collisions	Involving a Teen Driver (age 15-19)	Percent	Number of Fatalities involving a Teen Driver
2010	107,673	21,584	20.0%	123
2011	101,842	19,384	19.0%	103
2012	108,261	20,075	18.5%	127
2013	113,260	20,195	17.8%	95
2014	119,163	20,920	17.6	113
Total	550,199	102,188	18.6%	561

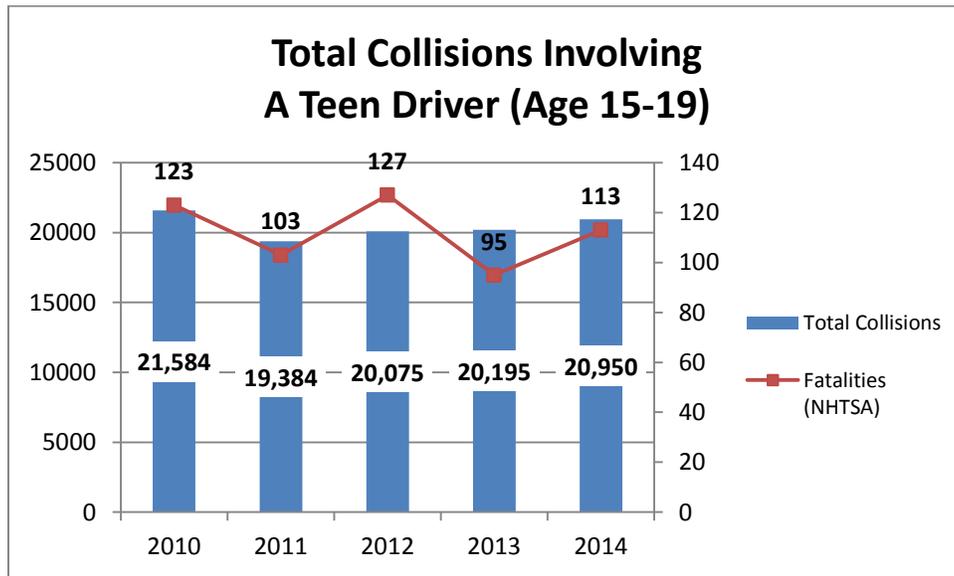


Figure 22. Total Collisions and Fatalities Involving a Teen Driver (Age 15-19), 2010-2014 State Data and FARS

Restraint usage among fatally-injured persons in traffic crashes in which a teen was driving is shown in **Table S-13** and **Figure S-11** below. There were 93,991 crashes that involved a teen driver in which restraint devices were used from 2010 to 2014. These collisions resulted in the deaths of 241 persons. The number of fatalities in which the person was restrained increased 2.1% in 2014 (49), compared to the average number of fatalities from 2010 to 2013 (48).

Conversely, there were 2,361 collisions that involved a teen driver in which restraint devices were not used, resulting in the deaths of 179 persons. The number of traffic fatalities in which a restraint device was not used has increased 4.2% in 2014 compared to the average number of this type of fatalities from 2010 to 2013 (35.5).

Table S-13. Collisions Involving a Teen Driver (Age 15-19) and Restraint Usage - SC

Year	Restrained Occupants		Unrestrained Occupants	
	Collisions	Fatalities	Collisions	Fatalities
2010	20,240	48	523	45
2011	18,159	39	471	27
2012	18,878	63	475	39
2013	18,200	42	470	31
2014	18,514	49	422	37
Total	93,991	241	2,361	179

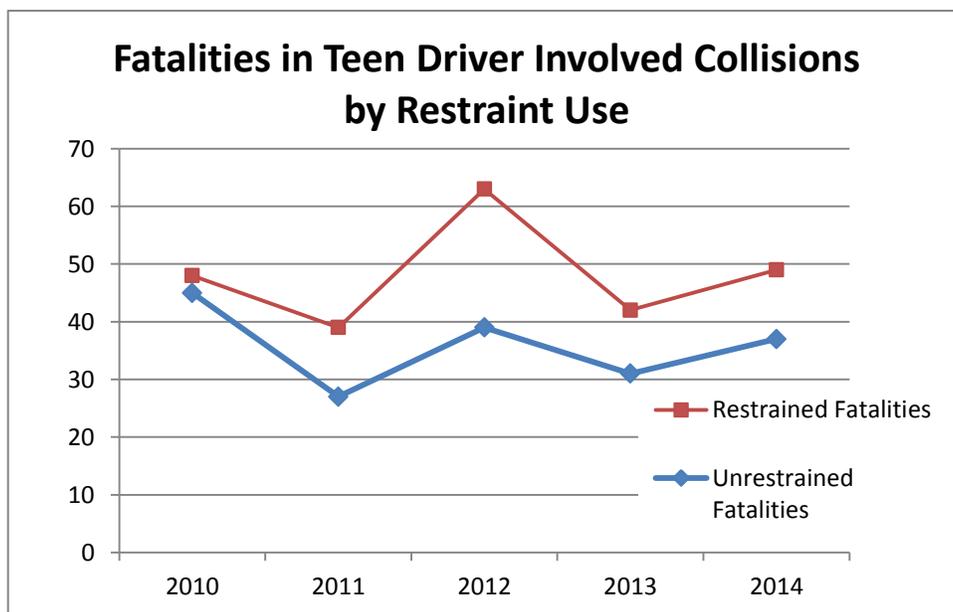


Figure S-11. Fatalities in Teen Driver Involved Collisions by Restraint Use, 2010-2014

After analyzing the traffic data relative to the use of appropriate restraints by children, there is a slightly more promising outlook for the state than the teen driver information pictured on the previous page. During the calendar years 2010-2014, 51,600 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 49,982 of those children were restrained by a safety restraint device (see **Figure S-12** below). These figures indicate that approximately 96.9% of children involved in 2010-2014 traffic crashes in South Carolina were utilizing some sort of safety restraint device. During the five-year period, 46 occupants under the age of six were killed in traffic crashes (see **Table S-15** p. 158). However, informal surveys conducted annually at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is historically less than 15% in South Carolina. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

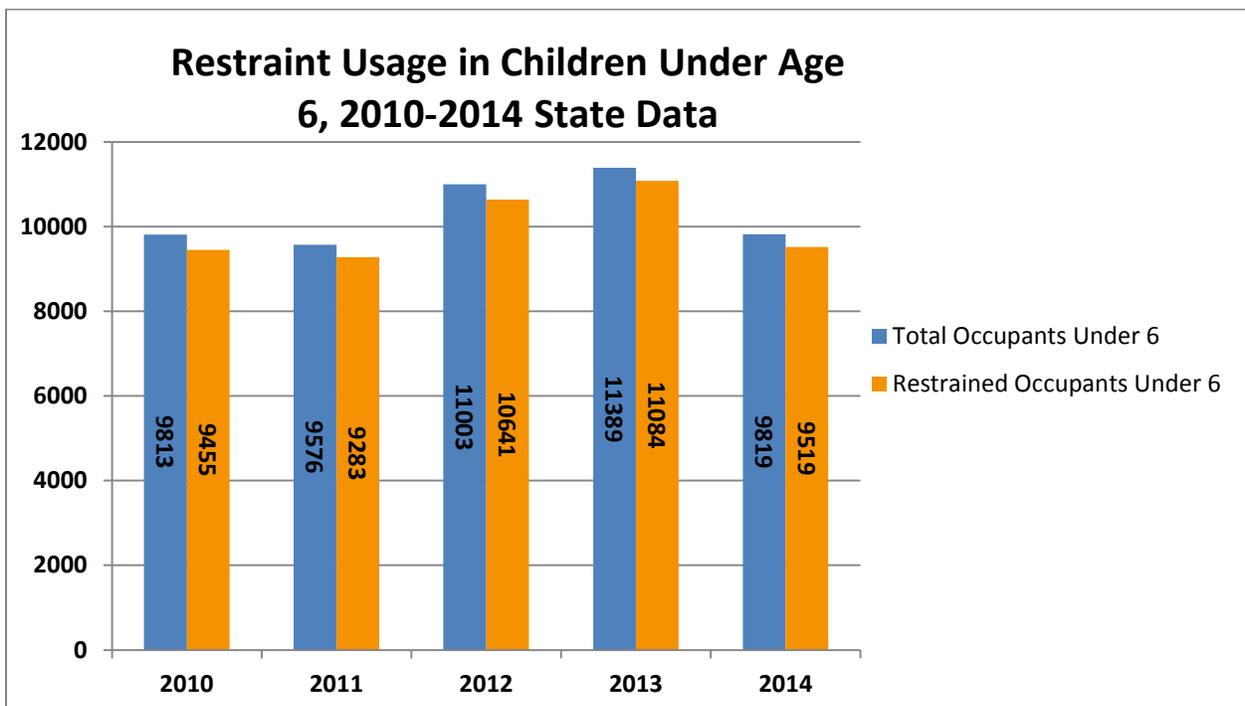


Figure S-12

Traffic Injuries

The statistical data listed in **Figure S-3** on page 62 show that in 2014 there were 119,163 motor vehicle crashes in South Carolina, which equates to a crash being reported every 4.4 minutes during the year. State data in **Figure 21** (page 143) for 2014 also indicates that there were 53,019 reported traffic injuries during the year, compared to 48,707 reported in 2010. State data in **Figure S-1** on page 60 show an increase of 8.9% in total traffic-related injuries in 2014, from 48,707 total injuries in 2010 to 53,019 in 2014. The 2014 figure was also more (8.3%) than the average of the four prior years 2010-2013 (48,943.3). The number of total injuries in 2014 increased by 4.1% compared to the number of total injuries in 2013.

Statistical data listed in **Table S-14** below show that during the five-year period from 2010 to 2014 in South Carolina, there were 1,348,543 motor vehicle occupants (i.e. occupants of passenger cars, trucks, vans, and SUVs) involved in collisions; of these, 228,709 were injured. 14,078 of those injured, or 6.2%, were unrestrained.

Table S-14. Passenger Vehicle Occupant Injuries* and Restraint Usage - SC

Year	Total MV Occupants	Total Occupants Injured	Injured Occupants Unrestrained	Percent Injured Unrestrained
2010	256,667	44,663	2,907	6.5%
2011	247,485	42,159	2,771	6.6%
2012	266,911	45,466	2,784	6.1%
2013	280,401	47,118	2,847	6.0%
2014	297,079	49,303	2,769	5.6%
Total	1,348,543	228,709	14,078	6.2%

*Includes fatally injured occupants.

Figure S-13 on the following page gives a graphic representation of the information contained in **Table S-14** above for the total number of passenger vehicle occupants injured and the percentage unrestrained during collisions from 2010 to 2014.

Figure S-13. Injured Passenger Vehicle Occupants in SC Traffic Collisions and Restraint Status, 2010-2014

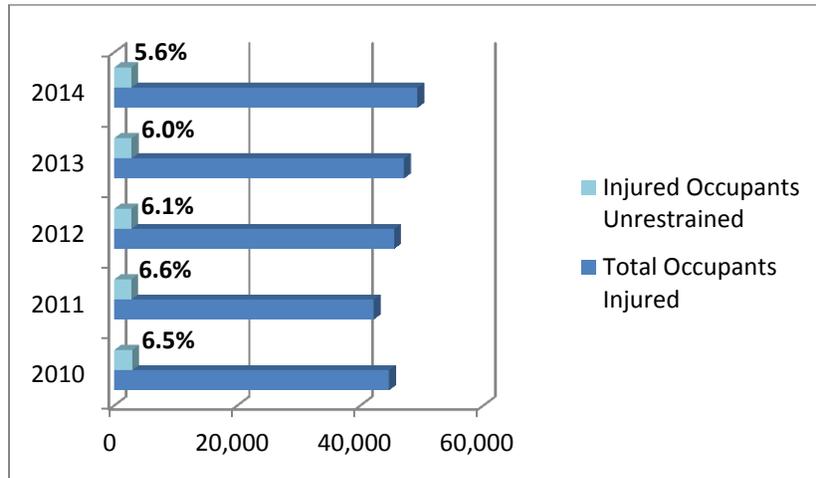


Table S-15 below display information related to passenger vehicle occupants under the age of six involved in passenger vehicle collisions who sustained injuries. During the calendar years 2010-2014, 51,600 children under six years of age were passenger vehicle occupants involved in traffic collisions in South Carolina. Of those children, 8,050, or 15.6%, suffered some type of injury. Of the 8,050 injured, only 452, or 5.6%, were unrestrained.

Table S-15. Passenger Vehicle Occupants under Age Six, Fatalities, Injuries and Restraint Usage – SC

Year	Under 6 MV Occupants	Under 6 Fatalities	Under 6 injured	Under 6 Injured Unrestrained	% Unrestrained
2010	9,813	11	1,735	89	5.10%
2011	9,576	5	1,441	72	5.00%
2012	11,003	8	1,749	104	6.00%
2013	11,389	12	1,701	106	6.20%
2014	9,819	10	1,424	81	5.60%
Total	51,600	46	8,050	452	5.60%

Traffic Collisions

There were 550,199 total traffic collisions in South Carolina from 2010 to 2014. This total includes fatal collisions, injury collisions, and property-damage-only collisions. State data in **Figure S-3** on page 62 show an increase of 5.2% in total collisions from 2013 (113,260)

compared to 2014 (119,163). The 2014 figure represents an increase of 10.7% as compared to 2010 and an increase of 10.6% as compared to the average of the previous four years of 2010-2013 (107,759). From 2010 to 2014, the 550,199 total collisions occurring in SC involved 1,348,543 passenger vehicle occupants (see **Table S-16** below). Of those total occupants, 25,590, or only 1.9%, were unrestrained. These figures indicate that approximately 98% of all occupants involved in traffic crashes during this time period were utilizing some sort of safety restraint device.

Table S-16. Total Passenger Vehicle Occupants in SC Crashes and Restraint Status 2010-2014 - SC

Year	Total MV Occupants	Total Unrestrained
2010	256,667	5,350
2011	247,485	5,347
2012	266,911	5,191
2013	280,401	4,777
2014	297,079	4,925
Total	1,348,543	25,590

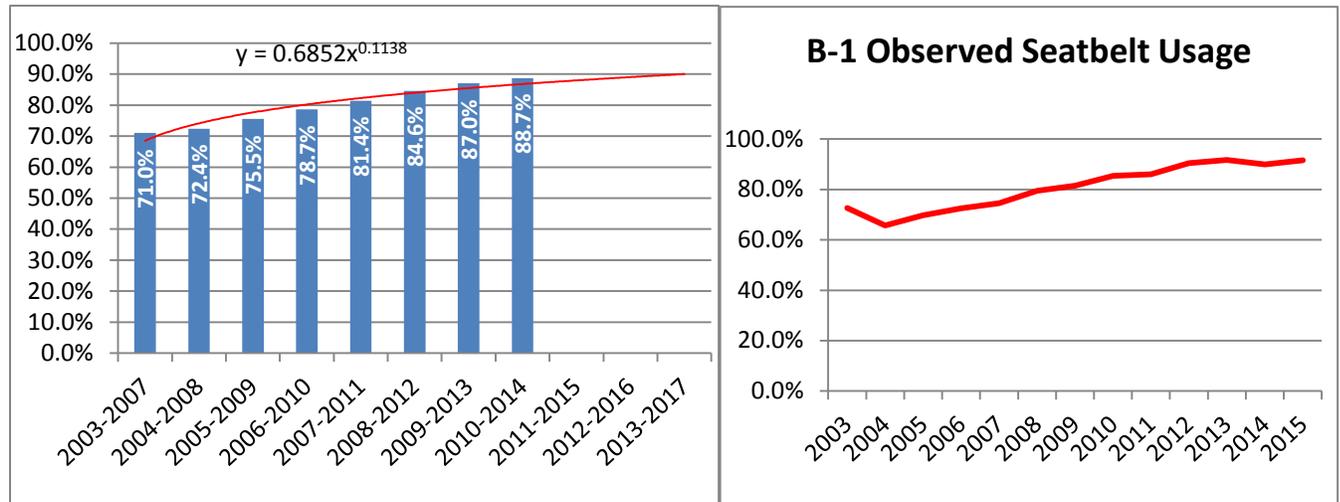
During the calendar years 2010-2014 (see **Table S-17** below), 51,600 children under six years of age were passenger vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 49,982 of those children were restrained by a safety restraint device. These figures indicate that approximately 96.9% of children involved in 2010-2014 traffic crashes were utilizing some sort of safety restraint device.

Table S-17. Passenger Vehicle Occupants under Age Six in SC Crashes and Restraint Use 2010-2014 - SC

Year	Under 6 MV Occupants	Under 6 Number Restrained	Under 6 Injured Unrestrained
2010	9,813	9,455	89
2011	9,576	9,283	72
2012	11,003	10,641	104
2013	11,389	11,084	106
2014	9,819	9,519	81
Total	51,600	49,982	452

PERFORMANCE MEASURES

1. To increase observed seatbelt usage rate by 2.0 percentage points from the 2014 calendar base year 90.0% to 92.0% by December 31, 2017.



Power Projection = $.6852(11^{.1138}) = 90.0\%$

2010-2014 Average = 88.7%

2011-2015 Average = 90.0%

2010 = 85.4%

2011 = 86.0%

2012 = 90.5%

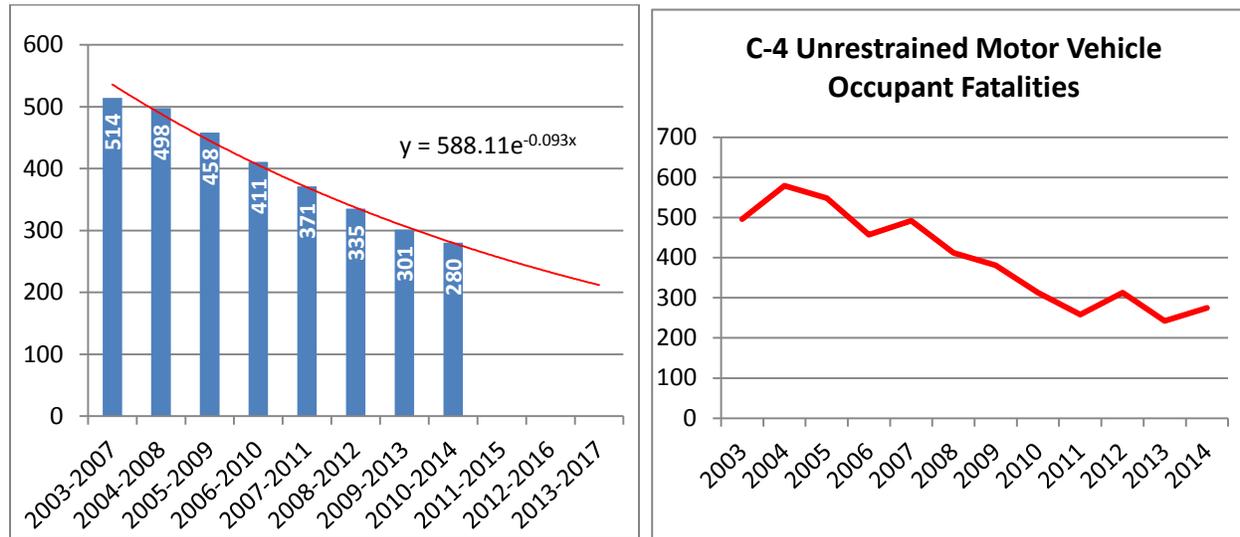
2013 = 91.7%

2014 = 90.0%

2015 = 91.6%

As shown in Figure B-1 above, the five-year moving average with power trend analysis projects that South Carolina will experience a five-year average of 90.0% observed seatbelt usage rate by December 31, 2017. This equates to an estimated 95.4% observed seatbelt usage rate in 2017. The annual seatbelt observational study indicated a 91.6% observed seatbelt usage rate in 2015, an increase of 1.6 percentage points from 90.0 in 2014. Based on state data demonstrating a decrease in 2014 and an increase in 2015, OHSJP will set a goal of 92% observed seatbelt usage rate in 2017, a 2.0 percentage point increase in observed seatbelt usage rate by December 31, 2017 from the 2014 calendar year. The state has chosen a less ambitious goal than projected, citing the difficulties with any survey to obtain the final 10% increase. This affect has already been demonstrated in recent years by minor percentage point increases compared to the larger changes previously seen.

2. To decrease unrestrained motor vehicle occupant fatalities by 1.8% by from the 2010-2014 baseline average of 280 to 275 by December 31, 2017.



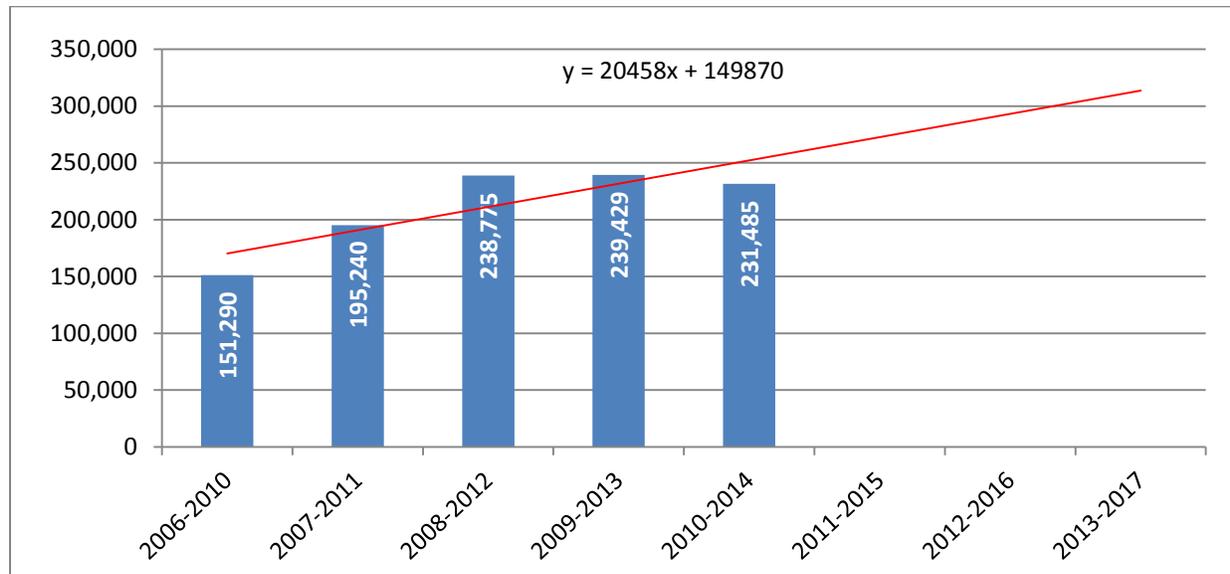
Exponential Projection = $588.11e^{-.093(11)} = 211.4$

2010-2014 Average = 280.2
 2011-2015 Average = 281.0
 2010 = 313
 2011 = 258
 2012 = 313
 2013 = 242
 2014 = 275 (13.6% increase from 2013)
 2015 = 317 (15.3% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-4 above, the five-year moving average with exponential trend analysis projects that South Carolina will experience a five-year average number of 211.4 unrestrained motor vehicle occupant fatalities by December 31, 2017. This equates to an estimated 210 annual unrestrained motor vehicle occupant fatalities for 2017, which is a 23.6% decrease from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 317 unrestrained motor vehicle occupant fatalities in 2015, an increase of 15.3% from 275 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates a slight decrease in unrestrained motor vehicle occupant fatalities when compared to the same time period in 2015. A polynomial trend analysis performed on the annual data predicts 260 unrestrained motor vehicle occupant fatalities in 2017. This type of analysis better predicts the increase in 2015 and 2016 versus the five-year analysis. However, preliminary 2015 and 2016 data are still higher than the predicted line. Based on preliminary state data, which shows an increase in 2015 and slight decrease in 2016, along with the annual trend analysis, OHSJP has set a goal of 275 unrestrained motor vehicle occupant fatalities in 2017, a 13.2% decrease in unrestrained motor vehicle occupant fatalities by December 31, 2017 from the 2015 calendar year and a 1.8% decrease from the 2010-2014 baseline average of 280 deaths.

Activity Measure A-1

Activity Measure A-1 deals with the number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to safety belt citations. According to NHTSA, there is no target required for this activity measure for the FFY 2017 Highway Safety Plan. Thus, the Figure below is presented as demonstration of enforcement activity over the last five data points relative to this type of citation.



Objectives:

1. To conduct special public information events during *Buckle Up, America!* Week in May 2017.
2. To increase the number of fitting stations from 77 to 82 by December 31, 2017.
3. To decrease the number of child deaths for children under six by 25%, from 8 in 2014 to 6 by December 31, 2017.
4. To conduct an outreach effort in conjunction with National Child Passenger Safety Week in September 2017.
5. To continue to expand nighttime safety belt and child passenger safety seat enforcement efforts statewide.
6. To conduct the annual Memorial Day occupant protection enforcement mobilization blitz modeled after the national *Click it or Ticket* Campaign.

Performance Indicators:

Goals:

1. Statewide observational survey data will be compiled and analyzed to determine if the belt usage goal has been achieved.
2. A comparison of the 2010-2014 calendar base year average for unrestrained traffic fatalities will be made to the most current available FARS data.

Activity Measure:

The number of grant-funded seat belt citations issued in FFY 2017 will be examined and compared to the previous year.

Objectives:

1. A final report on the paid media campaign conducted during May 2017 will be maintained.
2. Documentation of the number of fitting stations in South Carolina will be maintained in the grant files.
3. A comparison of the number of child deaths from the previous year will be made to the most current available FARS data.
4. Documentation of all activities in support of Child Passenger Safety Week will be maintained in the grant files.
5. Documentation of nighttime occupant protection enforcement efforts will be maintained by the OHSJP.
6. After-action enforcement reports of campaign enforcement activity will be maintained by the OHSJP.

Strategies:

The following strategies will be implemented to achieve established goals and objectives:

1. The Office of Highway Safety and Justice Programs (OHSJP) staff will issue an interagency agreement to secure a contractor to conduct pre-campaign and post-campaign observational safety belt surveys and pre-campaign and post-campaign telephone surveys associated with the state's *Buckle up, South Carolina. It's the law and it's enforced.* statewide Memorial Day occupant protection mobilization in 2017 to be modeled after the national *Click it or Ticket* campaign. The surveys will be conducted in accordance with NHTSA guidelines.
2. OHSJP staff, other SCDPS staff, and partner agencies/groups will continue a statewide education initiative to inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. The legislation became effective December 9, 2005. The educational strategies employed in this effort will inform citizens and visitors of the law and emphasize the life-saving potential of the legislation.

3. The Occupant Protection/Police Traffic Services Program Coordinator, working with funded projects, will plan and coordinate special public information events during the national safety belt enforcement mobilization, National Child Passenger Safety Week, and any other national or regional traffic safety campaigns.
4. Trainings will be offered by SCDHEC staff, such as the 8-hour hands-on CPS training, to those agencies and organizations wanting basic information on child passenger safety. Education on child passenger safety will be provided to foster care parents, SC Department of Social Services staff, schools, church organizations, and state and local enforcement agencies.
5. Information encouraging compliance with the state's occupant protection laws will be disseminated through media advisories, alerts, press releases, and other related publicity.
6. Special child safety seat inspection clinics will be conducted to educate the public on the importance of the consistent and correct use of child safety seats and the dangers of air bags to children.
7. A high-visibility statewide enforcement and education campaign (*Buckle up, SC. It's the law and it's enforced.*) will be conducted around the Memorial Day holiday of 2017, modeled after the national *Click it or Ticket* mobilization to emphasize the importance of and to increase the use of occupant restraints. The campaign will include paid and earned media, increased enforcement activity by state and local law enforcement agencies, and diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations, and it will focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries especially during nighttime hours.
8. A project to increase child safety and booster seat use among the state's minority populations will be continued. Training materials will be translated into Spanish so that seat recipients may understand the importance of correct installation of occupant restraint hardware. A corresponding effort will be made to increase safety belt use among the state's Hispanic population.
9. In an effort to reach teenage drivers in SC, the OHSJP will continue a program campaign focusing on messaging printed on tickets for high school events across the state. The campaign places a highway safety message on front and back of approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events, including proms, dances, and plays. During the 2015-2016 academic year, the OHSJP printed four different messages throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. The message on the tickets reached students at events after which they were most likely to engage in risky driving behavior, such as football and basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of parents of teenagers and other adults who attended many of these events, thus reminding them of teen traffic safety problems in the state. Given the success of the High School Ticket program, the OHSJP will continue this program for the 2016-2017 academic

year incorporating traffic safety messaging once again focusing on occupant protection, DUI, speeding, and distracted driving.

10. The state will continue to support the efforts of the SC Chapter of the National Safety Council in implementing its “Alive at 25” program in school districts throughout the state aimed at improving the driving behaviors of teenagers. The program has an emphasis on occupant protection issues for teens.
11. The state will continue to provide funding to certify and re-certify SC Highway Patrol Troopers as Child Passenger Safety Technicians and Instructors.
12. The state will work with the SC Department of Health and Environmental Control to facilitate the development of fitting stations statewide and the distribution of safety belt use information through local county health departments, particularly in counties (Chesterfield, Dillon, Hampton, Williamsburg, Marion, and Greenwood) identified by FARS data for 2010-2014 as problematic for nighttime unrestrained traffic fatalities.
13. The state will disseminate information to local law enforcement agencies through the SC Law Enforcement Network system about the problems with nighttime unbelted traffic fatalities in the counties listed in Strategy #12 above to encourage increased enforcement activity in these locations in an attempt to assuage these types of traffic fatalities.
14. The OHSJP will continue to participate in the Child Passenger Safety Advisory Council during FFY 2017. The South Carolina Child Passenger Safety Advisory Board was created in August 2011 as a result of the Occupant Protection Assessment conducted in 2009. Members of the Board were chosen to represent the state as well as special interests regarding child passenger safety. The current board members include representatives from:

S.C. Department of Health and Environmental Control
S.C. Department of Public Safety
Midland Safe Kids
Children’s Trust of South Carolina
AnMed Medical Center/Anderson Safe Kids
Piedmont EMS
Irmo Fire Marshall
Newberry County Sheriff’s Office
Columbia Police Department
Lexington County Sheriff’s Department
Britax
Palmetto Richland Hospital
S.C. Department of Transportation
Lexington Police Department
Batesburg-Leesville Police Department

The Board, along with other members from various Safe Kids coalitions, law enforcement agencies, and fire departments from across the state, formally meets twice a year to address the recommendations from the 2009 assessment along with other items of interest for CPS. Since the formation of this group, two major projects have been successfully executed. The first was to make the check-off forms used during seat checks universal in order to be able to capture more concrete state data on the misuse of child safety seats. After several meetings with various law enforcement agencies and Safe Kids coalitions, the format of the forms has been agreed upon, and they are in the process of being distributed throughout the state. The Board agreed that another problem within our state was the drop-off and pick-up procedures for children at elementary schools. To address this issue, DHEC is working in conjunction with officials from schools across the state. DHEC staff members conduct informal surveys, at the request of a school, to see if children are in proper occupant restraints when being dropped-off/picked-up from school, and if they are properly positioned within the vehicle. Additionally, surveys will examine whether or not adult occupants are properly utilizing safety belts when dropping off and picking up children at school. After a survey is conducted, DHEC staff members will offer to meet with school officials to discuss their findings. Furthermore, DHEC volunteers to make presentations to school PTO and PTA associations to share the findings after a survey is completed. For the week following an informal survey, safety information is distributed to parents and children. DHEC staff offer to return to schools to conduct post-surveys as well. Post-survey results are discussed with school officials to offer suggestions for improvements and verify if corrective measures have been taken. Also, DHEC partners with the SC Department of Transportation and Safe Routes to School to provide school safety assessments when requested. These assessments focus on identifying and removing any potential hazards school children could encounter while travelling to and from school. Typical recommendations for improvements include cleaning sidewalks by removing any accumulated debris, repairing broken sidewalks, and increasing signage around school zones encouraging parents to buckle up their children and refrain from cellphone use. Lastly, the creation of a “Buckle up Zone” at schools is a beneficial recommendation that serves to provide an area outside of the pick-up line for parents to have time to stop and make sure their children are properly restrained before leaving school property.

15. OHSJP will take part in and assist with a one-day child passenger safety summit in October 2017. This one-day conference, held in Columbia, will feature special speakers and trainers on the most up-to-date information regarding safety regulations, manufacturer updates, and equipment training. This training will offer continuing education units so that child passenger safety technicians can maintain their certification and continue to serve thousands of families through car seat safety. This is an annual event and draws over 100 CPS professionals from across the state.
16. OHSJP will continue to promote its “Target Zero” campaign to eliminate traffic fatalities as an umbrella campaign under which occupant protection improvement efforts will coalesce.

*(CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, pp. 28-33)

PROJECTS TO BE IMPLEMENTED:

Administration

Problem Identification: South Carolina’s safety belt usage rate was 91.6% in 2015. Additionally, based on observational surveys conducted by the University of South Carolina, males and minority citizens continue to lag behind their female and non-minority counterparts in terms of belt usage (**Table S-8** on page 144). Despite the gains in seat belt usage rates, the state continues to have a problem with unbelted traffic fatalities, particularly at night (see **Table 32** on pp. 152-153).

Project Type: Efforts to improve occupant protection issues in the State of South Carolina with the resulting improvement in traffic collisions, injuries, and fatalities must have a coordination or administrative component. The project will attempt to increase safety belt and child safety seat usage during the project period through the continued coordination of occupant protection programs statewide. The project will fund an Occupant Protection/Police Traffic Services Program Coordinator (OP/PTSPC) who will be involved in planning and coordinating special public information events during *Buckle Up, America!* Week in May 2017, and the National Child Passenger Safety Awareness Week in September 2017. The OP/PTSPC will also assist in planning, coordinating, and implementing, with the assistance of the SCDPS Contractor, the *Buckle up, South Carolina. It’s the law and it’s enforced.* public information, education and enforcement campaign during the Memorial Day holiday of 2017. The OP/PTSPC will continue to administer all Section 402 and Section 405b-funded occupant protection programs. The OP/PTSPC will also be responsible for reviewing and monitoring grant projects and providing technical assistance to project personnel. The OP/PTSPC will also prepare the Occupant Protection sections of the annual Summaries and Recommendations for Highway Safety Projects, the Funding Guidelines document, the Highway Safety Plan, and the Annual Evaluation Report by the required deadlines. The OP/PTSPC will work with the South Carolina Department of Health and Environmental Control to coordinate Child Safety Seat (CSS) Presentations and Child Passenger Safety (CPS) Technician training classes. The OP/PTSPC will implement a comprehensive approach to increase the overall safety belt usage rate statewide from 91.6% to 92%. The OP/PTSPC will be available to provide education to the public on occupant protection through presentations at health fairs, special interest groups, and businesses. The OP/PTSPC will oversee the increasing of permanent fitting stations within South Carolina by the end of the grant year. (CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 33)

Agency	County	Project Number(s)	Budget	Number of Personnel
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	OP-2017-HS-02-17 M1HVE-2017-HS-02-17	\$604,328	1.38

Education and Safety Seat Distribution

Problem Identification: Statewide across the five-year period 2010-2014, 60.35% of nighttime passenger vehicle occupant fatalities were unrestrained. In the county of Chesterfield, 100% of passenger vehicle occupant fatalities at night were unrestrained, although there were comparatively fewer night fatalities in this county across the five-year period (12 fatalities). Other than the mentioned county above, other counties within South Carolina with the highest percentages of unrestrained nighttime fatalities were Dillon (12 nighttime fatalities, 91.67% unrestrained); Greenwood (10 nighttime fatalities, 80% unrestrained); Hampton (8 nighttime fatalities, 87.5% unrestrained); Marion (11 nighttime fatalities, 81.82% unrestrained); and Williamsburg (12 nighttime fatalities, 83.33% unrestrained) (see **Table 32** on pp. 152-153).

During the calendar years 2010-2014, 51,600 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 49,982 of those children were restrained by a safety restraint device (see **Table S-15** on page 158). These figures indicate that approximately 96.8% of children involved in 2010-2014 traffic crashes in South Carolina were utilizing some sort of safety restraint device. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is less than 15% in South Carolina. During the five-year period, 46 occupants under the age of six were killed in traffic crashes. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

Project Type: The project will maintain a program which will support efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle crashes through a partnership among the SC Department of Public Safety (SCDPS), SC Department of Health and Environmental Control (SCDHEC) and various safety stakeholders. The main focus of the project will be to educate and train local law enforcement and other first responders, public health agency staff, and parents/caregivers concerning the proper usage of Child Passenger Safety (CPS) and occupant restraint devices. Community education will be conducted through the following channels: media, localized training, and safety seat check-up events throughout the state. Research confirms that safety belt use remains low among African Americans, and the non-use or misuse of seat belts is emerging as a significant public health issue among Hispanics. A Diversity Outreach project will target Hispanic and African American populations. In order to assure proper installation and use of occupant protection restraints, SCDHEC staff will work in conjunction with various safety partners to promote South Carolina's Primary Seat Belt Law and Child Passenger Safety Seat Law. The SCDPS and SCDHEC staff will rely heavily on the eight SCDHEC health regions that support health departments in all forty-six counties and South Carolina Safe Kids to support the state's efforts to increase the proper usage of occupant protection devices. The project will focus on counties identified by NHTSA FARS data as having a problem with unbelted traffic fatalities, particularly at night (Chesterfield, Dillon, Hampton, Williamsburg, Marion, and Greenwood). In conjunction with SCDPS, SCDHEC staff will train community partners in a variety of agencies to become certified child passenger safety technicians. In addition, the project hopes to train at least six (6) Certified Technician Instructors.

SCDHEC will employ two full-time Certified Technician Instructors to adequately train local law enforcement and other first responders, child care providers, state public health agency staff, and interested community members. The project will seek to increase all forms of vehicle occupant protection by educating the public about the importance of safety belt use and supporting national and statewide emphases. These campaigns include *Buckle up, America!* Week in May 2017, *Buckle Up, South Carolina. It's the Law and It's Enforced.* during Memorial Day 2017, and National Child Passenger Safety Week in September 2017. The project will also provide staff to serve as the state contacts for National Safe Kids in terms of CPS certification issues and will continue to coordinate diversity outreach efforts with the Office of Highway Safety and Justice Programs, as well as providing continued oversight of the statewide CPS Advisory Council.

*(CTW, Chapter 2: Sections 1.1, and 7.2)

Agency	County	Project Number	Budget	Number of Personnel	Safety Presentations	Seat Checks	CPS Technician Classes
SC Department of Health and Environmental Control	Statewide	OP-2017- HS-17- 17	\$154,143	2	50	50	18

Occupant Protection: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Budget Source
OP-2017- HS-02-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$104,328	NHTSA 402
M1HVE- 2017-HS- 02-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$500,000	Section 405b OP High MAP-21
OP-2017- HS-17-17	SC Department of Health and Environmental Control	Operation Safe Ride SC	\$154,143	NHTSA 402
NHTSA 402 Total			\$258,471	
Section 405b OP High MAP-21 Total			\$500,000	
Total All Funds			\$758,471	

POLICE TRAFFIC SERVICES PROGRAM AREA

Overview

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

Such efforts have contributed to statistical improvement over the 2010-2014 timeframe in South Carolina. According to FARS data (see **Table 7** on page 19), in South Carolina for 2010-2014, each of the speeding-related indices (i.e., fatalities and average population-based death rate) was at its highest level in 2012. Speeding-related fatalities decreased to its lowest level in 2011, and the average population-base death rate decreased to its lowest level in 2010. When comparing these indices to (see **Table 7** on page 19) the nation (see **Table 33** on page 173), it is obvious that South Carolina has a great deal of work to do to improve speeding-related statistics.

The Office of Highway Safety and Justice Programs (OHSJP) has assisted numerous law enforcement agencies by providing grant funds for the establishment of full-time traffic enforcement units. When PTS traffic units are developed, they include comprehensive enforcement efforts relative to speeding, DUI, occupant protection, and other traffic laws. It should be noted that on many occasions a speed-related violation results in a more severe violation, such as driving under suspension, DUI, or other serious criminal violations. Comprehensive traffic enforcement efforts involving components such as selective traffic enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. State and local law enforcement traffic officers are trained in radar operations, Standardized Field Sobriety Testing, Drug Recognition Expert, advanced DUI detection, A-RIDE, and occupant protection enforcement.

Traffic safety enforcement grant projects throughout the state that will be funded in FFY 2017 will participate in their respective Law Enforcement Network established according to the 16 Judicial Circuits in South Carolina. They will also participate in statewide and national highway safety campaigns and enforcement crackdown programs. During these campaigns and programs, enforcement strategies such as DUI checkpoints, saturation patrols, occupant restraint enforcement, and corridor projects that emphasize speed enforcement will be utilized. Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.

The SC Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified work zone safety as an Emphasis Area under the broader category of Intersection and Other High-Risk

Roadway Locations (pp.71-75) and Speeding-Related Collisions (pp. 42-46) as its own Emphasis Area, citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem.

The South Carolina Police Traffic Services (PTS) projects have implemented a variety of recommendations offered by the SHSP. These recommendations include the continuation of a Safety Improvement Team (SIT) program funded by the South Carolina Department of Transportation (SCDOT), utilizing South Carolina Highway Patrol (SCHP) Troopers to conduct specialized work zone enforcement to reduce work zone speeding-related fatalities, and the coordination of enforcement blitzes and activities through Law Enforcement Networks by the OHSJP Law Enforcement Liaisons (LEL). Additionally, billboard advertising and media announcements featuring the popular “Let ’em Work, Let ’em Live” Campaign continue to be utilized across South Carolina. In addition, the state has addressed speed- and alcohol-impaired crashes, injuries, and fatalities through strategies suggested in the SHSP (pp. AA 9-10). Some of these strategies include conducting regular and well-publicized traffic safety checkpoints; coordinating multi-agency checkpoints; conducting enhanced speed enforcement in work zones; targeting speed enforcement within individual police jurisdictions; encouraging cooperation among regional highway safety partners to identify target locations and times for stepped-up enforcement; and supporting national, regional, and state DUI enforcement efforts through educational campaigns aimed at the driving public.

The SC Department of Public Safety (SCDPS), utilizing Section 164 transfer funds from the SC Department of Transportation (SCDOT), will continue to implement a three-year enforcement program. The program, called Target Zero Teams, began June 1, 2015 and will run through May 31, 2018. The project name is derived from the state’s “Target Zero Traffic Deaths” umbrella slogan for all highway safety initiatives implemented by SCDPS.

South Carolina PTS projects will also utilize sections of the National Highway Traffic Safety Administration (NHTSA)-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015* (CTW) to reduce speeding-related collisions, injuries, and fatalities.

The projects funded under the PTS grants will use appropriate countermeasures outlined in this document and demonstrated to be highly effective (CTW in Chapter 3: Section 1.1, [pp. 3-14 to 3-17]). Some of these countermeasures include the enforcement of speed limits through the use of measuring equipment such as Radars and/or Lidars, (CTW, Chapter 3: Section 2.3, [pp. 3-29 to 3-31]) and Communications and Outreach Supporting Enforcement (CTW, Chapter 3: Section 4.1, [p. 3-38 to 3-39]). PTS grant projects will also use countermeasures outlined in the document that have proven successful in DUI enforcement (pp. 1-21 to 1-28) and occupant restraint enforcement. An example of this type of combined enforcement would be to emphasize nighttime safety belt enforcement (pp. 2-15 to 2-16), while conducting a sustained DUI enforcement effort (p. 2-17) simultaneously.

The following data sections outline specifically the problems being faced by the state of South Carolina in terms of speed-related collisions and fatalities and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2017 Highway Safety Plan.

Traffic Fatalities

According to FARS data, a speeding-related fatality is defined as one that occurred in a crash in which a driver was charged with a speeding-related offense, or in which an officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor.

Table 7 on page 19 indicates that speeding-related fatalities from 2010 to 2014 were at their lowest level in 2011(278 fatalities) and at their highest level during 2012 (322 fatalities). The 305 speeding-related fatalities in South Carolina in 2014 represent a 5.9% decrease when compared to the 2010 total. South Carolina’s population-based fatality rate followed a somewhat similar pattern as the number of speeding-related fatalities, with the highest rate in 2012 (6.82) and the lowest rate in 2011 (5.94). South Carolina’s 2014 speeding-related population-based fatality rate (6.31 deaths per 100,000 population) is 0.53% lower than the 2010-2013 average (6.34) and 1.63% higher than the 2010 rate.

In 2010, 35.6% of all traffic fatalities in South Carolina were speeding-related. This proportion declined to a low of 33.6% in 2011, but then increased to a high of 37% in 2014. The 2014 percentage represents an increase of 1.15% compared to the average of the previous four years (36.52%). Additionally, the 2014 proportion of speeding-related fatalities to total traffic fatalities increased 4.5% when compared to this same proportion for 2010.

As shown in **Table 33** below, speeding-related fatalities decreased throughout the US as a whole (8.41%) in 2014 when compared to the prior four-year average. The population-based fatality rate decreased nationally as well, falling by 10.21% during the same timeframe. The nation’s speeding-related percentage of total deaths averaged 30.2% from 2010 through 2014, with this proportion decreasing by 7.47% in 2014 when compared to the 2010-2013 average.

Table 33. Nationwide Speeding-Related Fatalities

	2010	2011	2012	2013	2014	% Change: 2010 vs. 2014	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	10,508	10,001	10,329	9,613	9,262	-11.85%	-8.41%
Pop. Rate**	3.40	3.21	3.29	3.04	2.90	-14.70%	-10.21%
Pct. of Total	31.84%	30.79%	30.58%	29.38%	28.35%	-11.00%	-7.47%

Figures 6 and 7 (page 20) demonstrate that South Carolina experienced an overall upward trend in two key traffic indices, total speeding-related fatalities and total speeding-related fatality population-based rate, during the period of 2010-2014.

As shown in **Figure 23** below, South Carolina’s percentage of fatalities that were speeding-related remained greater than that of the nation during the entire 2010-2014 period. In 2014, 37.0% of South Carolina’s total traffic fatalities were speeding-related, compared to 28.3% for the nation.

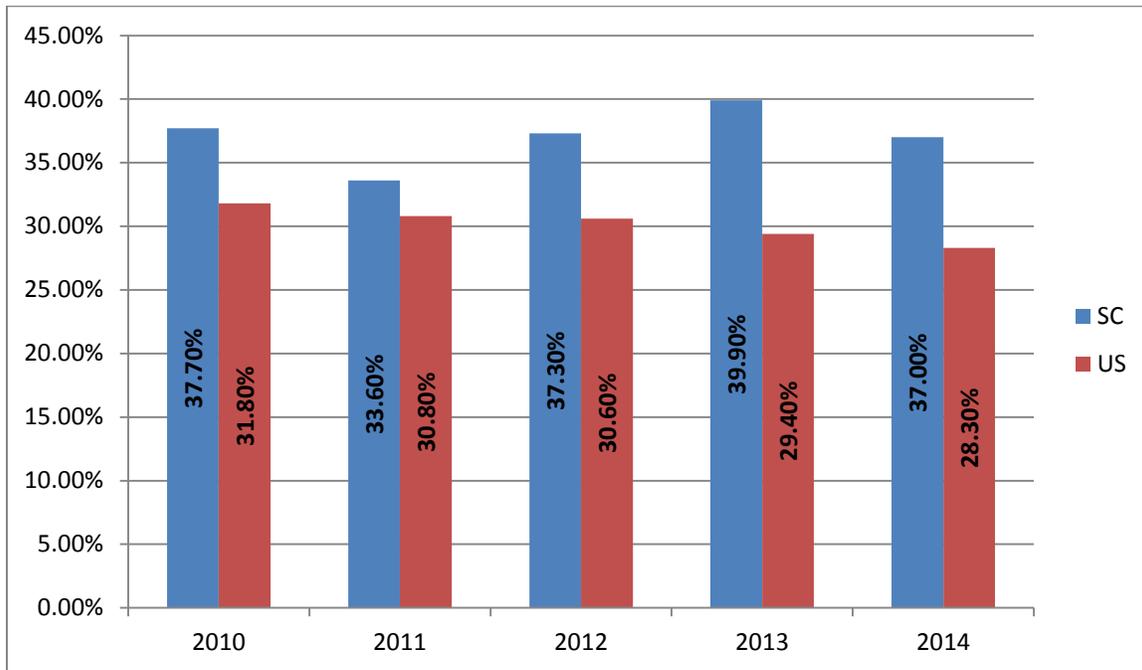


Figure 23. Speeding-Related Fatalities as a Percentage of Total Traffic Fatalities, 2010-2014

According to FARS, from 2010 to 2014, the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2010 through 2014 were: Greenville (6.8%); Richland (5.8%); Charleston (5.6%); Horry (5.6%); Spartanburg (5.2%); Lexington (4.6%); and Anderson (4.4%) (see **Table 34** on pp.175-176).

As shown in **Table 34** on pp. 175-176, the counties with the most speeding-related fatalities from 2010 to 2014 were: Greenville (102); Richland (88); Charleston (85); Horry (85); Spartanburg (78); Lexington (69); and Anderson (66). Three of these seven counties experienced a decrease in the number of speeding-related fatalities in 2014 when compared to the prior four-year averages: Greenville (-31%); Horry (-7.2%); and Lexington (-40%). The other four counties saw an increase in speeding-related fatalities during 2014 when compared to the prior four-year average: Anderson (17.6%); Charleston (7.4%); Richland (2.8%); and Spartanburg (3.2%).

Table 34. Speeding-Related Fatalities by County

Speeding-Related Fatalities						Total 2010 - 2014		% Change: 2014
County	2010	2011	2012	2013	2014	N	%	vs. prior 4- yr Avg.
Abbeville	4	2	4	4	1	15	1%	-71.40%
Aiken	15	11	3	9	7	45	3.00%	-26.30%
Allendale	2	0	0	2	1	5	0.30%	0%
Anderson	9	12	20	10	15	66	4.40%	17.60%
Bamberg	1	4	1	1	1	8	0.50%	-42.80%
Barnwell	1	5	3	1	4	14	0.90%	60%
Beaufort	5	5	5	3	8	26	1.70%	77.70%
Berkeley	12	5	9	11	16	53	3.50%	73%
Calhoun	2	0	1	1	4	8	0.50%	300%
Charleston	20	18	17	12	18	85	5.60%	7.40%
Cherokee	2	7	6	4	9	28	1.80%	89.40%
Chester	5	0	0	6	3	14	0.90%	9%
Chesterfield	6	2	5	3	1	17	1.40%	-75%
Clarendon	2	8	3	4	6	23	1.50%	41.10%
Colleton	4	4	10	5	6	29	1.90%	4.30%
Darlington	3	9	9	11	9	41	2.70%	12.50%
Dillon	4	2	3	2	10	21	1.40%	263.60%
Dorchester	6	5	8	5	8	32	2.10%	33%
Edgefield	3	4	4	0	1	12	0.80%	-63.60%
Fairfield	6	7	6	6	2	27	1.80%	-68%
Florence	10	4	9	11	6	40	2.60%	-29.40%
Georgetown	2	2	7	5	4	20	1.30%	0%
Greenville	17	19	27	24	15	102	6.80%	-31%
Greenwood	3	7	6	5	4	25	1.60%	-23.80%
Hampton	1	0	3	3	0	7	0.40%	-100%
Horry	21	16	12	20	16	85	5.60%	-7.20%
Jasper	3	7	3	3	4	20	1.30%	0%
Kershaw	7	6	6	9	4	32	2.10%	-42.80%

Lancaster	6	10	3	2	8	29	1.90%	52.30%
Laurens	9	7	9	5	12	42	2.80%	60%
Lee	1	1	1	1	0	4	0.20%	-100%
Lexington	12	11	19	18	9	69	4.60%	-40%
Marion	2	2	6	3	2	15	1%	-38.40%
Marlboro	2	4	1	1	7	15	1%	250%
McCormick	0	0	3	0	1	4	0.20%	33%
Newberry	2	5	6	3	2	18	1.20%	-50.00%
Oconee	7	5	8	3	4	27	1.80%	-30.00%
Orangeburg	13	4	8	12	6	43	2.80%	-35.10%
Pickens	8	7	8	8	8	39	2.60%	3.20%
Richland	13	11	19	27	18	88	5.80%	2.80%
Saluda	1	3	4	0	2	10	0.60%	0%
Spartanburg	17	22	13	10	16	78	5.20%	3.20%
Sumter	2	5	5	9	10	31	2%	90.40%
Union	3	0	1	1	5	10	0.60%	300%
Williamsburg	3	3	7	10	4	27	1.80%	-30.40%
York	11	7	11	13	8	50	3.30%	-23.80%
Totals	288	278	322	306	305	1,499	100%	2.20%
County Average	6.21	6.04	7.00	6.65	6.63			

South Carolina's speeding-related population-based fatality rate slightly decreased 0.53% in 2014 (6.31 fatalities per 100,000 population) compared to the average of the previous four years (6.34). The counties with the highest average of speeding-related population-based fatality rates during the 2010-2014 period (see **Table 35** p. 177-178) were Fairfield (23.03); Williamsburg (16.16); Jasper (15.48); Colleton (15.19%); Dillon (13.36); and Clarendon (13.34). It should be noted that the population-based fatality rates can vary drastically from year to year and thus should be considered with caution.

Table 35. Speeding-Related Fatalities by County: Rate per 100,000 Population

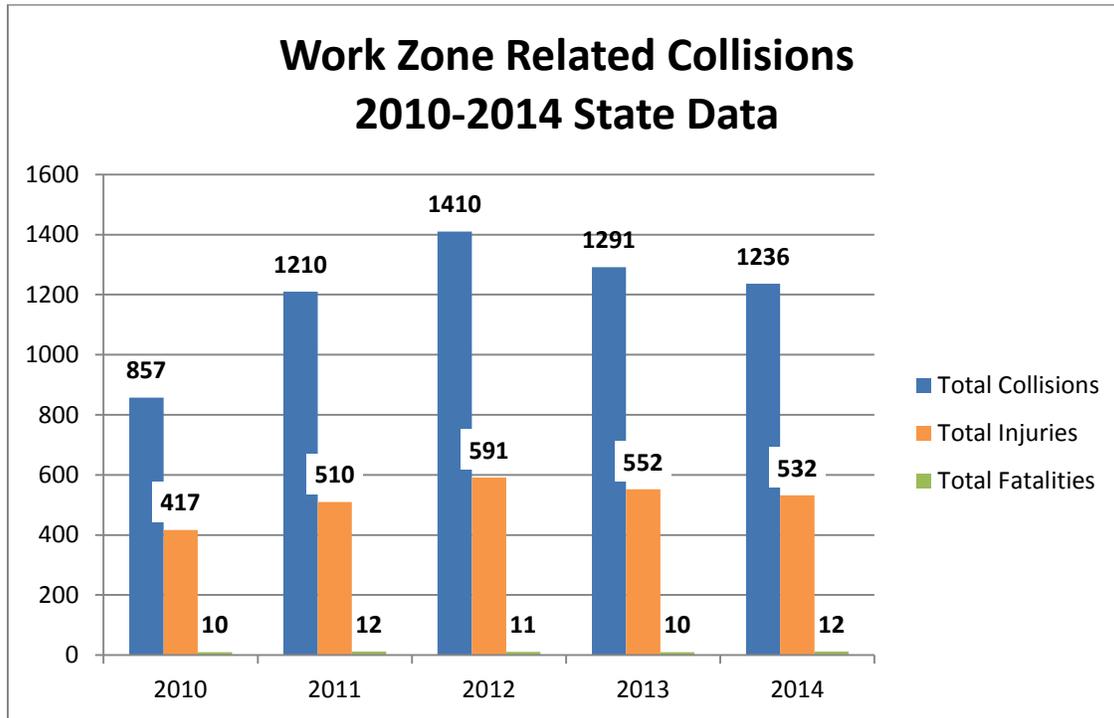
County	2010	2011	2012	2013	2014	2010-2014 Average	% Change: 2014 vs. prior 4-yr Avg.
Abbeville	15.79	7.95	15.94	16	4.01	11.93	-71.19%
Aiken	9.34	6.85	1.84	5.48	4.25	5.55	-27.60%
Allendale	19.32	0	0	20.33	10.31	9.99	4.03%
Anderson	4.81	6.37	10.56	5.25	7.78	6.95	15.43%
Bamberg	6.27	25.04	6.34	6.48	6.59	10.14	-40.25%
Barnwell	4.42	22.36	13.51	4.52	18.22	12.6	62.68%
Beaufort	3.07	3.04	2.98	1.75	4.55	3.07	67.90%
Berkeley	6.71	2.72	4.74	5.67	8.07	5.58	62.70%
Calhoun	13.22	0	6.71	6.64	26.89	10.69	305%
Charleston	5.69	5.03	4.66	3.22	4.72	4.66	1.50%
Cherokee	3.61	12.6	10.78	7.16	16.06	10.04	88.30%
Chester	15.11	0	0	18.42	9.28	8.56	10.74%
Chesterfield	12.86	4.3	10.85	6.49	2.17	7.33	-71.82%
Clarendon	5.72	23.04	8.73	11.64	17.59	13.34	43.24%
Colleton	10.28	10.36	26.21	13.23	15.89	15.19	5.80%
Darlington	4.37	13.18	13.21	16.19	13.27	12.04	13.13%
Dillon	12.45	6.3	9.54	6.4	32.13	13.36	270.60%
Dorchester	4.36	3.55	5.61	3.44	5.39	4.47	27.12%
Edgefield	11.13	15	15.18	0	3.77	9.01	-63.47%
Fairfield	25.12	29.7	25.68	25.96	8.7	23.03	-67.30%
Florence	7.29	2.9	6.52	7.95	4.31	5.79	-30.03%
Georgetown	3.33	3.33	11.63	8.27	6.58	6.62	-0.90%
Greenville	3.75	4.12	5.77	5.06	3.11	4.36	-33.40%
Greenwood	4.3	10.02	8.6	7.17	5.75	7.16	-23.53%
Hampton	4.75	0	14.47	14.7	0	6.78	-100%
Horry	7.77	5.79	4.25	6.9	5.35	6.01	-13.29%
Jasper	12.03	27.78	11.61	11.27	14.72	15.48	-6.06%
Kershaw	11.32	9.63	9.62	14.4	6.33	10.26	-43.68%
Lancaster	7.8	12.84	3.79	2.49	9.62	7.3	42.94%
Laurens	13.53	10.52	13.59	7.55	18.04	12.64	59.80%
Lee	5.21	5.27	5.36	5.45	0	4.25	-100%
Lexington	4.56	4.12	7.03	6.58	3.24	5.1	-41.83%
Marion	6.06	6.09	18.49	9.35	6.26	9.2	-37.33%
Marlboro	6.93	14.03	3.55	3.57	25.07	10.6	257.12%

McCormick	0	0	30.17	0	10.16	8.06	34.75%
Newberry	5.32	13.26	15.97	8	5.29	9.56	-50.23%
Oconee	9.41	6.72	10.72	4	5.32	7.23	-31%
Orangeburg	14.08	4.35	8.75	13.2	6.66	9.4	-34%
Pickens	6.71	5.85	6.69	6.68	6.65	6.51	2.62%
Richland	3.37	2.83	4.82	6.76	4.48	4.45	0.90%
Saluda	5.02	15.09	20.11	0	9.99	10.04	-0.59%
Spartanburg	5.97	7.67	4.5	3.44	5.45	5.4	1.11%
Sumter	1.86	4.65	4.63	8.32	9.27	5.74	90.74%
Union	10.39	0	3.54	3.57	17.94	7.08	310.52%
Williamsburg	8.73	8.8	20.82	30.24	12.23	16.16	-28.64%
York	4.85	3.04	4.69	5.43	3.26	4.25	-27.55%
Average County Rate	8.00	8.39	9.84	8.36	9.23	8.60	18.15%
* Average County Rate inserted by SC Highway Safety Office							

Work Zone Fatalities

FARS data for work zone fatalities in the time period 2010-2014 are currently problematic, with totals not matching state data reliably. **Figure S-14** on the following page indicates that from 2010 to 2014 work zone fatalities increased (20.0%) in 2014 as compared to 2010. The fatality number for 2014 is higher (9.1%) than the average number of fatalities for the previous four years, 2010-2013 (11 fatalities). It should be noted that with fatality numbers this small, significant percentage increases can be seen with a relatively small increase in the raw data.

Figure S-14 - Work Zone Related Collisions, Injuries and Fatalities - 2010-2014 State Data



Preliminary state data displays that there were 6,004 work-zone-related collisions in South Carolina from 2010 to 2014. These collisions resulted in 55 fatalities and 2,602 persons injured. Types of work-zone-related collisions include shoulder/median work, lane shift/crossover, intermittent/moving work, lane closures, and other areas that may be in or around the actual work zone.

State data indicates that work-zone-related collisions and injuries increased during the time period 2010-2012 before declining in 2013 and 2014 (**Figure S-14**) above. The data also show that work-zone-related collisions have increased by 44.2% from 2010 to 2014, with 857 total collisions in 2010 and 1,236 total collisions in 2014. Injuries as a result of work-zone-related collisions have also risen by approximately 27.6%, from 417 persons injured in 2010 to 532 persons injured in 2014. It should be noted, however, that the numbers in these types of collisions are relatively small when compared to total collisions, injuries, and fatalities. Therefore, percentages can be affected significantly with relatively minor raw number increases. However, the State takes each collision, injury, and fatality seriously and will continue to address this traffic safety issue through a project funded by the South Carolina Department of Transportation (SCDOT).

In June 2006, the South Carolina Highway Patrol (SCHP) was awarded a three-year grant for \$1,750,000 from the SCDOT to reduce work zone speeding-related fatalities. Thus, the Safety

Improvement Team (SIT) Campaign was implemented. The project has been successful in holding the line on work zone fatalities and has been maintained annually at the same level of funding beyond the initial three-year project grant. The SCHP strategically places a team of officers in, near, and around high-priority work zones for increased visibility and speed enforcement. Each of four enforcement teams composed of six Troopers supervised by a Corporal, work in four distinct regions of the state (Upstate, Midlands, Lowcountry, and Pee Dee).

Traffic Injuries

State data in **Figure S-1** on page 60 shows an increase of 8.9% in total traffic-related injuries, from 48,707 total injuries in 2010 to 53,019 in 2014. The 2014 figure was also more (8.3%) than the average of the four prior years 2010-2013 (48,943.3). The percentage of total injuries in 2014 increased by 4.1% compared to the number of total injuries in 2013.

Table S-18 below shows the number of speed-related crash injuries for the State of South Carolina for the years 2010-2014. Of the 53,019 (**Figure S-1** on page 60) total traffic-related injuries reported in 2014, 17,027, or 32.1%, occurred in speeding-related collisions. Injuries in speeding-related traffic crashes increased from 13,870 in 2010 to 17,027 in 2014, an increase of 22.8%. Additionally, the percentage of traffic-related injuries that occurred in speeding-related crashes decreased slightly, from 32.6% in 2013 to 32.1% in 2014. On average, for the years 2010-2014, injuries occurring in speeding-related traffic crashes accounted for 31.0% of all traffic-related injuries. The 2014 figure for speeding-related crash injuries (17,027) is 13.4% higher than the average for speeding-related crash injuries (15,021.5) from 2010 to 2013.

**Table S-18. Speeding-Related Crashes in South Carolina
2010 – 2014 - SC**

YEAR	Crash Type			Total Collisions	Persons Killed (FARS)	Persons Injured
	Fatal	Injury	Property Damage Only			
2010	278	9,126	21,868	31,272	288	13,870
2011	232	9,269	21,171	30,672	278	14,154
2012	267	10,200	22,531	32,998	322	15,478
2013	278	10,823	25,454	36,555	306	16,584
2014	274	11,172	26,712	38,158	305	17,027

State data in **Figure S-2** on page 61 show a decrease of 7.9% in total serious traffic-related injuries, from 3,462 serious injuries in 2010 to 3,187 in 2014. Serious traffic injuries in 2014 decreased by 2.5% compared to the number of serious injuries in 2013 (3,268). The 2014 figure represents a decrease of 4.8% when compared to the average number of serious traffic injuries for the years 2010-2013 (3,347.5).

In **Figure S-15** below, state data from 2010-2014 show that the number of serious injuries occurring in speeding-related collisions increased 2.3% in South Carolina, from 972 serious injuries in speeding-related collisions in 2010 to 994 in 2014. The 2014 figure also represents a 0.5% increase when compared to the average number of serious injuries in speeding-related crashes for the four years 2010-2013 (988.8). Of the 3,187 total traffic-related serious injuries reported in 2014, 994, or 31.2%, occurred in speeding-related collisions. In 2014, total traffic-related serious injuries decreased from 2010; however, the percentage of traffic-related serious injuries that occurred in speeding-related collisions increased, from 28.5% in 2010 to 32.1% in 2014. Serious injuries in speeding-related traffic crashes decreased from 1,025 in 2013 to 994 in 2014, a decrease of 3.1%, while the percentage of traffic-related serious injuries that occurred in speeding-related crashes decreased slightly from 32.6% in 2013 to 32.1% in 2014.

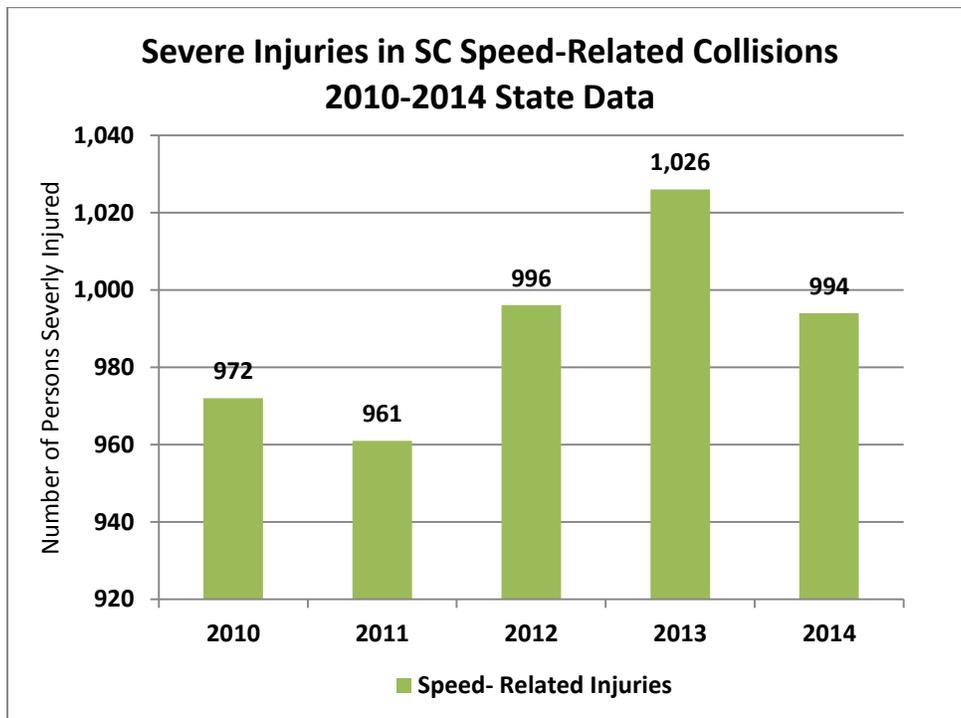


Figure S-15

Traffic Collisions

There were 550,199 total traffic collisions in South Carolina from 2010 to 2014 (see **Figure S-3** on page 62). This total includes fatal collisions, injury collisions, and property-damage-only collisions. There was an increase of 5.2% in total collisions from 2013 (113,260) to 2014 (119,163). The 2014 figure represents an increase of 10.7% as compared to 2010 and an increase of 10.6% as compared to the average of the previous four years of 2010-2013 (107,759).

There were 169,674 total speeding-related traffic collisions in South Carolina from 2010 to 2014 (see **Figure S-16** below). Speeding-related collisions accounted for 30.8% of total traffic crashes in the state. In 2014, speeding-related crashes increased by 4.4% as compared to 2013, from 36,555 in 2013 to 38,158 in 2014. The 2014 figure also represents a 22.0% increase as compared to the 2010 figure (31,273) and an increase of 16.1% when compared to the average number of speeding-related collisions (32,879.0) for the four-year period 2010-2013.

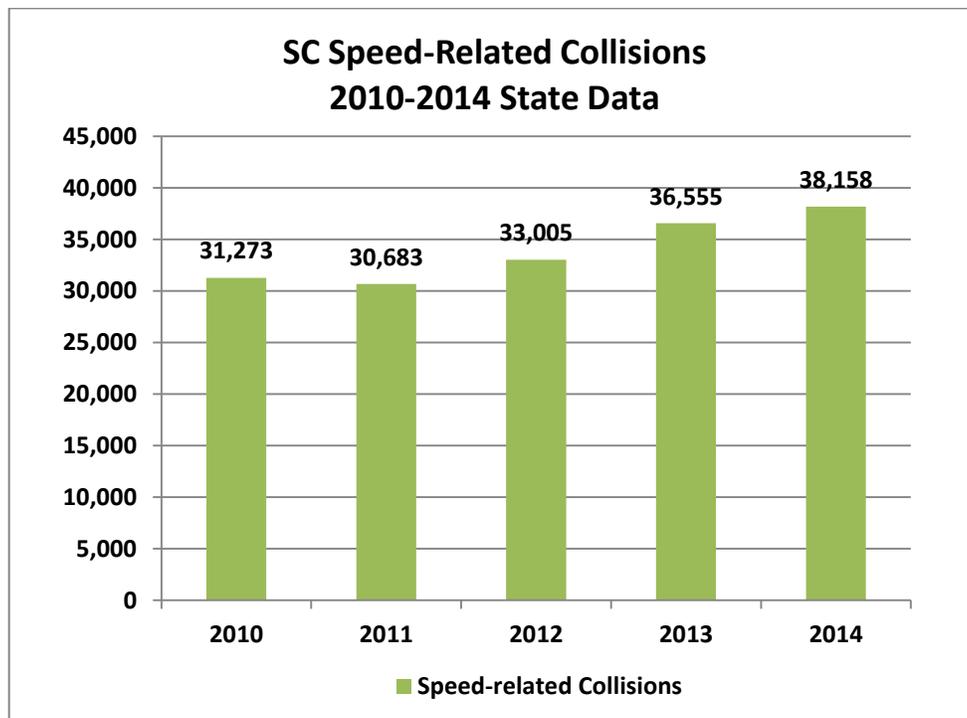


Figure S-16 Another method for analyzing significant traffic data in South Carolina is compiling information on speeding-related fatal collisions and speeding-related severe-injury collisions. This allows the state to compare this data set with raw numbers of speeding-related fatalities in counties statewide and population-based fatality rates statewide in an effort to determine areas where the most serious speeding-related collisions occur and to identify county locations which may benefit from increased traffic enforcement efforts. **Table S-19** (Speed/Too Fast for Conditions Fatal and Severe Injury Collisions, South Carolina, 2010-2014) on pp. 183-184, lists all counties in the state and the raw numbers of speeding-related fatal and serious-injury collisions occurring in the counties for the time period 2010-2014. Counties in red represent the top fifteen counties in the state for these types of collisions.

Speed/Too Fast for Conditions Fatal and Severe Injury Collisions
South Carolina 2010-2014

County	2010	2011	2012	2013	2014	2010-2014	% Speed 2010-2014
Horry	68	76	75	75	76	370	352.4%
Charleston	76	83	68	69	66	362	78.2%
Greenville	84	55	72	81	70	362	1005.6%
Richland	55	47	56	62	63	283	38.5%
Spartanburg	51	61	51	51	61	275	335.4%
Lexington	29	44	57	62	54	246	208.5%
Anderson	47	43	55	54	39	238	54.1%
Berkeley	37	35	56	64	46	238	30.4%
York	35	29	45	47	34	190	215.9%
Laurens	24	38	30	37	24	153	10.1%
Dorchester	19	37	40	19	26	141	67.1%
Aiken	43	29	14	24	28	138	86.8%
Orangeburg	27	17	28	32	31	135	76.3%
Pickens	33	29	27	24	22	135	108.9%
Greenwood	28	29	21	26	13	117	39.7%
Florence	36	15	21	25	19	116	46.4%
Beaufort	18	19	25	15	36	113	91.1%
Darlington	15	19	20	27	30	111	24.2%
Sumter	21	20	18	23	19	101	100.0%
Colleton	18	18	26	17	16	95	79.2%
Lancaster	15	18	13	16	26	88	18.1%
Cherokee	12	16	18	17	22	85	31.6%
Jasper	16	17	13	20	19	85	6.0%
Georgetown	10	7	24	22	19	82	28.7%
Williamsburg	17	18	15	16	16	82	71.3%
Newberry	15	11	21	20	14	81	5.3%
Oconee	20	18	13	11	15	77	29.7%
Kershaw	21	15	10	14	8	68	31.8%
Chesterfield	14	7	12	11	15	59	18.2%
Chester	13	8	8	13	16	58	17.8%
Abbeville	11	10	9	16	6	52	70.3%
Fairfield	7	11	14	13	7	52	7.1%
Clarendon	8	11	9	10	10	48	42.1%
Hampton	11	5	14	12	5	47	46.1%
Edgefield	11	16	9	6	3	45	125.0%
Marlboro	8	8	4	9	15	44	25.9%
Dillon	16	4	8	1	13	42	18.2%

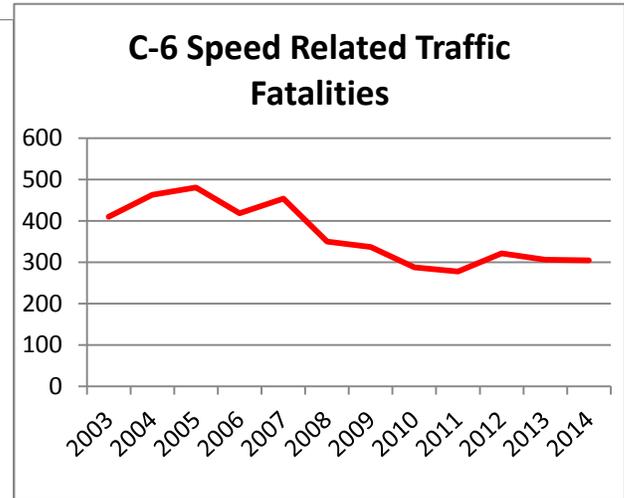
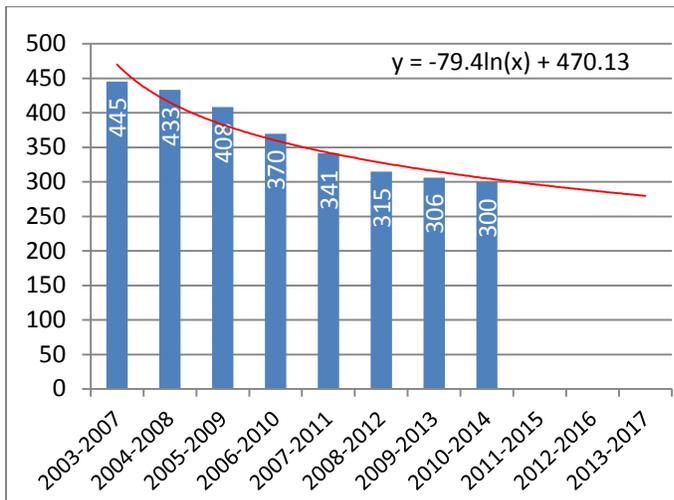
Saluda	8	12	14	5	3	42	9.8%
Union	8	10	6	9	8	41	10.3%
Barnwell	3	8	4	4	17	36	3.7%
Marion	3	8	12	6	7	36	40.0%
Bamberg	8	6	5	7	4	30	3.4%
Calhoun	4	5	6	8	7	30	8.6%
Lee	2	7	6	4	1	20	23.0%
McCormick	5	4	3	2	2	16	8.4%
Allendale	1	2	2	6	4	15	2.3%
Total	1,031	1,005	1,077	1,112	1,055	5,280	

Table S-19

Performance Measures

Goals:

1. To decrease speeding-related fatalities by 0.3% from the 2010-2014 baseline average of 300 to 299 by December 31, 2017.



Logarithmic Projection = $-79.4\ln(11) + 470.13 = 279.7$

2010-2014 Average = 299.8

2011-2015 Average = 316.6

2010 = 288

2011 = 278

2012 = 322

2013 = 306

2014 = 305 (0.3% decrease from 2013)

2015 = 372 (22% increase from 2014, 2015 not FARS finalized)

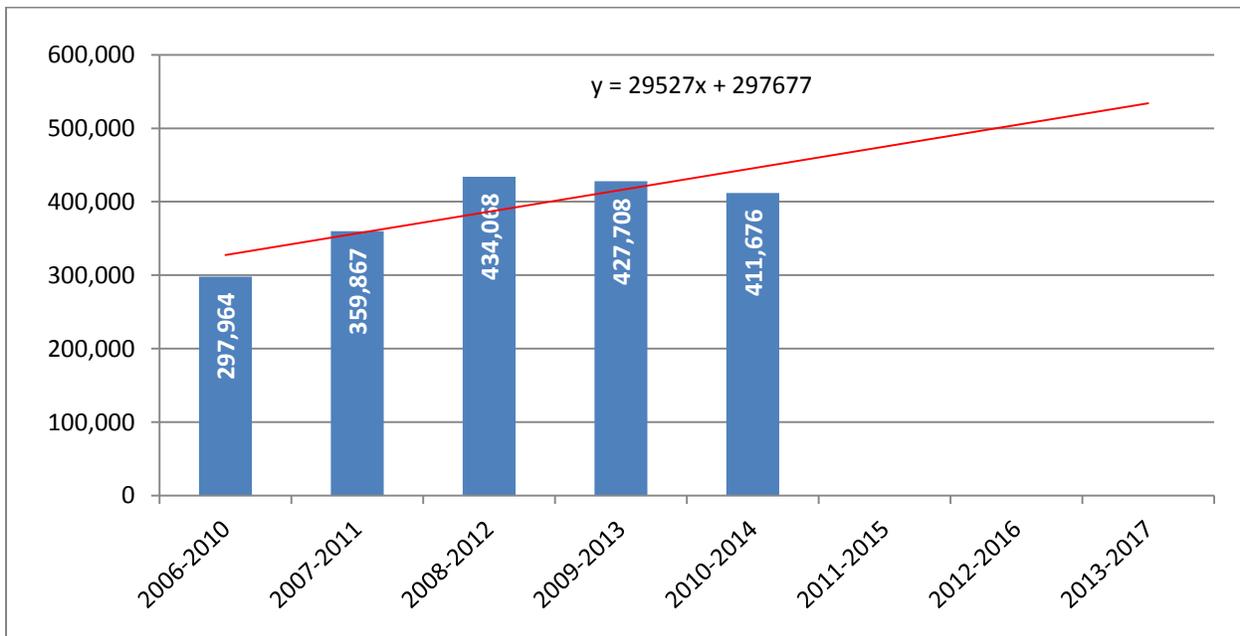
As shown in Figure C-6 above, the five-year moving average with a logarithmic projection trend analysis projects that South Carolina will experience a five-year average number of 279.7 speeding-related traffic fatalities by December 31, 2017. This equates to an estimated 284 annual speeding-related traffic fatalities for 2017, which is a 6.9% decrease from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicate that there were 372 speeding-related traffic fatalities in 2015, an increase of 22.0% from the 305 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates a slight decrease in speeding-related traffic fatalities when compared to the same time period in 2015. After much discussion among OHSJP staff, and after consulting with NHTSA, OHSJP has set a goal of 299 speeding-related traffic fatalities in 2017, a 19.6% decrease in speeding-related traffic fatalities

by December 31, 2017 from the 2015 calendar year and a 0.3% the 2010-2014 baseline average of 300 deaths.

OHSJP set a more realistic goal based on the slow change in the data over the past few years than what the trend line analysis projected. This seems in line with other critical factors in the state of South Carolina which may impact traffic safety as a whole and speeding-related fatalities in particular, such as dwindling state and local resources resulting in fewer law enforcement officers available to conduct traffic enforcement on a regular basis, increasing vehicle miles traveled, increasing vehicle registrations and licensed drivers, and highway infrastructure problems in the state.

Activity Measure A-3

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



Objectives:

1. Police Traffic Services (PTS) projects will continue to provide funding to Law Enforcement partners statewide to implement effective traffic enforcement strategies and activities.
2. Grant-funded PTS projects will conduct a minimum of 228 public safety checkpoints by September 30, 2017.
3. Grant-funded PTS projects will conduct a minimum of 228 traffic safety presentations by September 30, 2017.
4. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2017, due to enhanced traffic enforcement efforts over the course of the grant period.
5. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of speeding citations by September 30, 2017, due to enhanced traffic enforcement efforts over the course of the grant period.
6. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of citations for safety belt and child restraint violations by September 30, 2017, due to enhanced traffic enforcement efforts.
7. Grant-funded PTS projects will have an appropriate, corresponding increase in DUI arrests by September 30, 2017, due to enhanced traffic enforcement efforts over the course of the grant period.
8. Grant-funded PTS project agencies will participate actively in their respective local Judicial Circuit Law Enforcement Networks.
9. Grant-funded PTS projects will participate in all aspects (enforcement, education, and media) of the *Sober or Slammer!* Sustained DUI enforcement campaign, corresponding to the national *Drive Sober or Get Pulled Over* DUI crackdown. The participation includes at least one (1) specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least quarterly during the Sustained DUI enforcement campaign and an additional four nights of specialized DUI enforcement activity (checkpoints and/or saturation patrols) during each of two DUI enforcement crackdown blitzes during the year (Christmas/ New Year's 2016-2017 and Labor Day 2017).
10. Grant-funded PTS projects will fully participate in the *Buckle up, South Carolina. It's the law and it's enforced.* state-wide occupant protection enforcement mobilization, corresponding to the national *Click it or Ticket* campaign, during and around the Memorial Day holiday of 2017.

Performance Indicators:

Goal:

The OHSJP will continue to analyze traffic statistical data to monitor progress toward the target set for speeding-related fatality reduction for December 31, 2017.

Activity Measure:

Numbers of speeding citations issued statewide will continue to be monitored.

Objectives:

1. Appropriate grant files will be maintained by the OHSJP on each PTS project during the FFY 2017 grant year to include financial, programmatic, and monitoring information.
2. The grant-funded PTS projects will maintain a log of public safety checkpoints conducted during the FFY 2017 grant year and will submit this information to the OHSJP.
3. The grant-funded PTS projects will maintain a log of traffic safety presentations conducted during the FFY 2017 grant year to include location, audience, and attendance. This information will be submitted to the OHSJP.
4. The grant-funded PTS projects will maintain a record of traffic citations issued during the FFY 2017 grant year for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change. This information will be submitted to the OHSJP.
5. The grant-funded PTS projects will maintain a record of speeding citations issued during the FFY 2017 grant year and will submit this information to the OHSJP.
6. The grant-funded PTS projects will maintain a record of seat belt and child restraint violation citations issued during the FFY 2017 grant year and will submit this information to the OHSJP.
7. The grant-funded PTS projects will maintain a record of DUI arrests made during the FFY 2017 grant year and will submit this information to the OHSJP.
8. The grant-funded PTS projects will document the participation of their respective agencies in their local Judicial Circuit Law Enforcement Networks during FFY 2017 and will submit this documentation to the OHSJP.
9. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's sustained DUI enforcement initiative during FFY 2017.

10. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's occupant protection enforcement mobilization during FFY 2017.

Strategies:

1. PTS projects will be developed and implemented in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties (Anderson, Beaufort, Berkeley, Charleston, Colleton, Dorchester, Florence, Greenville, Lancaster, Laurens, Lexington, Richland, Spartanburg, and York) identified as having a significant problem with speed-related traffic collisions, serious injuries, and fatalities.
2. According to NHTSA FARS data, the following counties had high speeding-related population-based fatality rates in 2014: Dillon, Calhoun, Marlboro, Barnwell, Laurens, and Union. These counties are sparsely populated, so even a small number of speed-related traffic fatalities can cause these traffic fatality rates to vary drastically. The state understands the need to address these counties and will provide information about the high population-based fatality rate to the respective LENS in which these counties are located in order to encourage and increase traffic enforcement activities in these jurisdictions.
3. Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.
4. A minimum of 228 public safety checkpoints will be scheduled and a minimum of 228 traffic safety presentations will be conducted by Police Traffic Services subgrantees in the following counties: Anderson, Beaufort, Berkeley, Charleston, Colleton, Dorchester, Florence, Greenville, Lancaster, Laurens, Lexington, Richland, Spartanburg, and York.
5. Traffic safety enforcement units will be continued and established in police departments and sheriff's offices located in priority counties.
6. Educational programs will be developed to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic-safety-related issues.
7. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina.
8. Traffic safety enforcement projects will participate in statewide and national highway safety campaigns, enforcement mobilizations, and crackdown programs.
9. A continuation grant project will focus on the Traffic Safety Officer curriculum in the state and continue a Traffic Safety Instructor program, which will include providing instruction in the following classes: Detection and Standardized Field Sobriety Testing (SFST), DUI

Detection and SFST Instructor; SFST Recertification; Speed Measurement Device Instructor, RADAR/LIDAR; Speed Measurement Device Operator, RADAR/LIDAR; Speed Measurement Device Instructor, LIDAR; Speed Measurement Device Operator, LIDAR; Speed Measurement Device Recertification; RADAR and/or LIDAR; At-Scene Traffic Collision Investigation; Technical Traffic Collision Investigation; Traffic Collision Reconstruction; Motorcycle Collision Investigation; Pedestrian and Bicycle Collision Reconstruction; Safe And Legal Traffic Stops (SALTS); Courtroom Preparation and Testifying in Traffic Cases; Data Master DMT Operator Certification; and Data Master DMT Operator Recertification.

10. The OHSJP will continue the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) initiative in selective jurisdictions around the state during FFY 2017.
11. The state will continue a project that was begun in 2006 to increase traffic enforcement in work zones. In June 2006, South Carolina Highway Patrol (SCHP) was awarded a three-year grant for \$1,750,000 from the South Carolina Department of Transportation (SCDOT) to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project was successful and has continued each year with funding at the same level from SCDOT beyond the initial three-year project. SCHP strategically places teams of six Troopers in, near, and around high-priority work zones for increased visibility and speed enforcement. The four teams, led by a Corporal, work in four regions (Upstate, Midlands, Lowcountry, and Pee Dee regions). From January 1, 2015 through December 31, 2015, the SCHP SIT issued 14,357 speeding citations, arrested 4 people for DUI, and issued 1,274 occupant restraint violations utilizing this enforcement strategy. The SIT Campaign is highly effective and will continue in FFY 2017.
12. The SCDPS will implement, with Section 164 transfer funding from the SC Department of Transportation, six, four-officer Target Zero Enforcement Teams within the SC Highway Patrol that will concentrate on enforcement of traffic laws, including DUI, speed, and occupant protection enforcement in four key areas of the state and focusing on highway corridors that are high-risk for fatal and severe-injury traffic crashes.

Projects To Be Implemented

Administration

Problem Identification: Speeding is one of the leading contributors in fatal traffic crashes in South Carolina. According to NHTSA's Fatality Analysis Reporting System (FARS), during the five-year period 2010-2014, the percentage of speeding-related fatalities as compared to total traffic fatalities, in South Carolina ranged from a high of 39.7% in 2013 to a low of 33.5% in 2011 (**Table 7** on page 19). There were 288 speeding-related fatalities in 2010 and 305 in 2014. Also, FARS data shows that the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2010 through 2014 were Greenville, Richland,

Charleston, Horry, Spartanburg, Lexington, and Anderson (**Table 34** on page 176-177). State data reports that there were 3,462 serious injuries as a result of traffic collisions in 2010. The number decreased by 7.9% to 3,187 serious injuries in 2014. State data shows that South Carolina’s overall speeding-related fatalities increased by 5.9%, from 288 fatalities in 2010 to 305 fatalities in 2014. Serious injuries in speeding-related collisions increased by 2.3%, from 972 serious injuries in 2010 to 994 in 2014. Speeding-related collisions went from 31,272 in 2010 to 38,158 in 2014, an increase of 22%. Speeding citations were 411,676 from 2010 to 2014.

Project Description: The Office of Highway Safety and Justice Programs (OHSJP) will fund a Police Traffic Services (PTS) project which will include an Occupant Protection/Police Traffic Services Program Coordinator (OP/PTSPC) who will assist in establishing funding priorities and strategies for implementing assigned Police Traffic Services projects. The OP/PTSPC will develop selected projects for funding with prospective applicants and prepare the PTS section of the annual Highway Safety Plan, the annual Summaries and Recommendations for Highway Safety Projects, the Funding Guidelines document, and the Annual Evaluation Report by the required deadlines. The OP/PTSPC will administer assigned grant-funded projects to include scheduling/conducting on-site monitoring, monthly desk monitoring, and providing technical assistance to project directors. The OP/PTSPC will give law enforcement agencies the ability to start effective selective traffic enforcement programs (STEPS), including training relative to, speed enforcement, DUI enforcement, and enforcing occupant restraint laws. The OP/PTSPC will review the grants’ goals and objectives and focus task activity towards the accomplishment of the goals and objectives. The OP/PTSPC will work with the Law Enforcement Liaisons to alert the LEN circuits of the importance of assisting the OHSJP in its efforts to reduce speeding-related collisions, injuries, and fatalities in the state of South Carolina. The OP/PTSPC will coordinate with the Grants Administration Manager and Assistant Director of OHSJP to develop appropriate strategies for traffic enforcement to be included in the annual Highway Safety Funding Guidelines document and the Highway Safety Plan, and to complete assigned portions of the Summaries and Recommendations document.

Agency	Title	County	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Police Traffic Services	Statewide	PT-2017-HS-05-17	\$98,458	1.38

CTW: In the Introduction Section of *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, Eighth Edition, 2015 (CTW)* on (p. 2), in “*What’s not included,*” the document states that “this guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, state and community task forces, or comprehensive community traffic safety programs.” The Police Traffic Services Administration Project falls under this area of what’s not included. However, South Carolina recognizes several sections in the CTW that outline countermeasures proven to be effective which can be used by the funded PTS projects in

addressing speeding-related collisions, injuries, and fatalities. These countermeasures are cited in the Police Traffic Services Enforcement Section of this document.

Law Enforcement Liaisons

Problem Identification: According to FARS data collected from 2010 to 2014, South Carolina fatalities increased from 809 in 2010 to 824 in 2014. The 2014 count represents an increase of 7.29% compared to the 768 fatalities experienced in 2013. The Law Enforcement Liaisons (LELs) will work with the Law Enforcement Network (LEN) to enforce traffic safety throughout the state in priority areas. Over the entire five-year period, 2010-2014, South Carolina’s alcohol-impaired driving population-based fatality rate was 6.9 fatalities per 100,000 population. FARS data also shows that in 2014, alcohol-impaired driving fatalities accounted for 34% of all traffic fatalities in South Carolina.

South Carolina’s average speeding-related population-based fatality rate was 6.33 fatalities per 100,000 population during 2010-2014. FARS data continues to report that in 2014, 37.1% of the state’s traffic fatalities were speed-related. State data reported, from 2010-2014, 550,199 collisions (includes fatal, injury, and property-damage-only), 4,092 fatalities, 248,792 persons injured, and 16,577 serious injuries.

Project Description: The project will continue to fund two Law Enforcement Liaisons, supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the Law Enforcement Network (LEN) system, to work to establish and maintain relationships between OHSJP and law enforcement agencies around the state, and gain law enforcement support for participation in statewide enforcement mobilization campaigns. The Law Enforcement Coordination internal grant project will also provide LEN mini-grants to the sixteen (16) Law Enforcement Networks established around the state. The sixteen networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in renting meeting room space, purchasing recognition awards for traffic officers, highway safety related media, and travel costs for traffic officers to attend highway safety training. The networks will serve as a key component of the 2017 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over*. Sustained DUI Enforcement initiatives). The LEN system, which includes both state and local law enforcement agencies, will allow statewide coverage and implementation of law enforcement activity, including multi-jurisdictional enforcement activities. The project will also fund overtime for the SCHP to participate in statewide mobilizations/crackdowns. The SCDPS overtime policy is provided as Attachment 3.

Agency	Title	County	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Law Enforcement Coordination	Statewide	PT-2017-HS-06-17	\$778,512	3.07

(CTW, Chapter 1: Sections 2.1, 2.2; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Page 26: 3.2; 82: 1.1)

Traffic Safety Officer Training

Problem Identification: The grant-funded Traffic Safety Officer Program provides training to local law enforcement officers throughout the state at the South Carolina Criminal Justice Academy (SCCJA). This gives local agencies an in-state resource for law enforcement training instead of costly out-of-state training opportunities. Educational programs are developed to accompany traffic enforcement and DUI enforcement projects. The SCCJA has provided traffic-safety-specific training to local agencies for several years. In 2014, the SCCJA trained 951 SFST practitioners and 227 more in 2015. Statistics have shown a trend reduction in traffic fatalities from 2010 to 2014. Well-trained traffic enforcement officers remain an essential aspect of helping to reduce the number of traffic-related crashes, injuries, and fatalities through a variety of enforcement strategies.

Project Description: SCCJA conducts the Traffic Safety Officer (TSO) Certification program and other extensive law enforcement training programs with the primary purpose of reducing fatalities and injuries on the state's roadways. SCCJA provides comprehensive traffic enforcement/investigative training to the state's traffic law enforcement officers. Officers trained in the collision investigation courses will be able to determine the cause(s) of motor vehicle collisions and cite the individual(s) responsible with the appropriate charge(s). Professionally trained officers will also be able to proficiently prosecute violators which will result in higher conviction rates, which will in turn help to deter traffic infractions. The Traffic Safety Program will provide professional training to the law enforcement officers of South Carolina in the following classes: At-Scene Collision Investigation, Technical Collision Investigation, Traffic Collision Reconstruction, Data Master DMT Operator Certification, Data Master DMT Operator Recertification, Advanced DUI and Standardized Field Sobriety Testing (SFST), Standardized Field Sobriety Testing (SFST) Recertification, Speed and Measurement Device Operator Program, Speed Measurement Device Instructor Program, Safe and Legal Traffic Stops (SALTS), Motorcycle Collision Reconstruction, Pedestrian/Bicycle Collision Reconstruction, and Commercial Vehicle Collision Reconstruction. SCCJA will track and schedule at least 98 training classes during the FFY 2017 grant year.

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Classes
SCCJA	Traffic Safety Officer Program	Statewide	PT-2017-HS-07-17	\$412,370	4	98

(SHSP, page 82.)

Police Traffic Services Enforcement

Problem Identification: The counties with the most speeding-related traffic fatalities from 2010-2014 were Greenville, Richland, Charleston, Horry, Spartanburg, Lexington, and Anderson. Three (Greenville, Horry, and Lexington) of these seven counties experienced a decrease in the number of speeding-related traffic fatalities in 2014 when compared to the prior four-year average. The other four counties (Anderson, Charleston, Richland, and Spartanburg) saw an increase in the number of speeding-related traffic fatalities in 2014 when compared to the prior four-year average. State data reports that there were 3,462 serious injuries as a result of traffic collisions in 2010. This number decreased by 7.9% to 3,187 serious injuries in 2014. State data shows that South Carolina's overall speeding-related fatalities increased by 5.9%, from 288 fatalities in 2010 to 305 fatalities in 2014. Serious injuries in speeding-related collisions increased 2.3%, from 972 serious injuries in 2010 to 994 in 2014. Speeding-related collisions went from 31,272 in 2010 to 38,158 in 2014, an increase of 22%. Speeding citations averaged 411,676 from 2010 to 2014.

Project Description: PTS projects will be developed and implemented in those areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties identified as having a significant problem with speed-related traffic collisions, serious injuries, and fatalities. This includes county sheriffs' offices and municipal law enforcement agency projects identified by the supporting data. The projects will fund law enforcement officer personnel, travel, equipment, and other allowable items. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown/mobilization programs. These campaigns include DUI crackdowns, occupant protection mobilizations, focused roadway corridor speed enforcement, and combined enforcement activity, to include nighttime safety belt enforcement. The PTS projects will conduct traffic safety presentations to increase community awareness of traffic safety-related issues and issue press releases of the projects' activities. Law Enforcement Networks will continue to meet and share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activities.

The OHSJP will provide funded agencies with traffic corridor information relative to their respective agencies, which will allow them to focus on roadways where collisions, injuries, and traffic fatalities are occurring.

(CTW, Chapter 1: Sections 1.2, 2.1, 2.2, 2.3, 2.4; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 46; 82-83)

FFY 2017 PTS Funded Projects

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Check-points	Press Releases
Anderson PD	City of Anderson PD Traffic Enforcement Unit	Anderson	PT-2017-HS-12-17	\$114,225	2	12	12
Columbia PD	FY 2017 Enhancement of Traffic Division (Year 3)	Richland	PT-2017-HS-08-17	\$123,441	2	12	12
Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	Dorchester	PT-2017-HS-10-17	\$87,085	1	12	12
Rock Hill PD	Enhancement of the City of Rock Hill Traffic Enforcement Unit	York	PT-2017-HS-09-17	\$73,587	1	12	12
Bluffton PD	Bluffton Police Department Traffic Enforcement Program	Beaufort	PT-2017-HS-19-17	\$137,069	2	12	12
Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	Laurens	PT-2017-HS-31-17	\$39,382	1	12	12
City of Beaufort	City of Beaufort Traffic Enforcement Team	Beaufort	PT-2017-HS-15-17	\$80,701	1	12	12
City of York	City of York Traffic Enforcement Unit	York	PT-2017-HS-32-17	\$68,591	1	12	12
Lancaster County Sheriff's Office	Traffic Enforcement Unit	Lancaster	PT-2017-HS-33-17	\$172,389	2	12	12
Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	Colleton	PT-2017-HS-34-17	\$135,266	2	12	12
Simpsonville Police Department	Simpsonville Police Department Traffic Unit	Greenville	PT-2017-HS-14-17	\$67,960	1	12	12
Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	Greenville	PT-2017-HS-11-17	\$80,570	1	12	12
North Charleston PD	North Charleston Specialized Enforcement Team	Charleston	PT-2017-HS-13-17	\$153,290	2	12	12
Spartanburg Public Safety Department	City of Spartanburg Enforced Traffic Unit	Spartanburg	PT-2017-HS-18-17	\$63,833	1	12	12
City of Charleston	City of Charleston Speed Enforcement Initiative	Charleston	PT-2017-HS-16-17	\$226,158	2	12	12

Spartanburg County Sheriff's Office	Spartanburg County Traffic Unit Enhancement	Spartanburg	PT-2017-HS-36-17	\$224,437	2	12	12
Florence County Sheriff's Office	Traffic Safety Unit	Florence	PT-2017-HS-21-17	\$341,141	3	12	12
Goose Creek Police Department	GCPD Dedicated Traffic Enforcement Officers	Berkeley	PT-2017-HS-22-17	\$222,976	2	12	12
Lexington Police Department	Town of Lexington Police Traffic Services Enhancement	Lexington	PT-2017-HS-35-17	\$283,749	2	12	12
Total		19 Grants		\$2,695,850	31	228	228

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

Project Number	Subgrantee	Project Title	Budget	Budget Source
PT-2017-HS-05-17	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$98,458	NHTSA 402
PT-2017-HS-06-17	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$778,512	NHTSA 402
PT-2017-HS-12-17	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	\$114,225	NHTSA 402
PT-2017-HS-08-17	City of Columbia Police Department	FY 2017 Police Traffic Services/Speed Enforcement/Enhancement of Traffic Division (Year 3)	\$123,441	NHTSA 402
PT-2017-HS-10-17	Dorchester County Sheriff's Office	Dorchester County Traffic Division Enhancement	\$87,085	NHTSA 402
PT-2017-HS-09-17	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	\$73,587	NHTSA 402
PT-2017-HS-19-17	City of Bluffton Police Department	Bluffton Police Department Traffic Enforcement Unit	\$137,069	NHTSA 402
PT-2017-HS-31-17	Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	\$39,382	NHTSA 402
PT-2017-HS-07-17	SC Criminal Justice Academy	Traffic Safety Officer Program	\$412,370	NHTSA 402

PT-2017- HS-15-17	City of Beaufort	City of Beaufort Traffic Enforcement Team	\$80,701	NHTSA 402
PT-2017- HS-32-17	City of York	City of York Traffic Enforcement Unit	\$68,591	NHTSA 402
PT-2017- HS-33-17	Lancaster County Sheriff's Office	Traffic Enforcement Unit	\$172,389	NHTSA 402
PT-2017- HS-34-17	Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	\$135,266	NHTSA 402
PT-2017- HS-14-17	Simpsonville Police Department	Simpsonville Police Department Traffic Unit	\$67,960	NHTSA 402
PT-2017- HS-11-17	Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	\$80,570	NHTSA 402
PT-2017- HS-13-17	City of North Charleston	North Charleston Specialized Enforcement Team	\$153,290	NHTSA 402
PT-2017- HS-18-17	Spartanburg Public Safety Department	City of Spartanburg's Enforced Traffic Unit	\$63,833	NHTSA 402
PT-2017- HS-16-17	City of Charleston	City of Charleston Speed Enforcement Initiative	\$226,158	NHTSA 402
PT-2017- HS-36-17	Spartanburg County Sheriff's Office	Spartanburg County Traffic Unit Enhancement	\$224,437	NHTSA 402
PT-2017- HS-21-17	Florence County Sheriff's Office	Traffic Safety Unit	\$341,141	NHTSA 402
PT-2017- HS-22-17	Goose Creek Police Department	GCPD Dedicated Traffic Enforcement Officers	\$222,976	NHTSA 402
PT-2017- HS-35-17	Lexington Police Department	Town of Lexington Police Traffic Services Enhancement	\$283,749	NHTSA 402
402 Total			\$3,985,190	

TRAFFIC RECORDS PROGRAM AREA

Overview:

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

Traffic collision data are the focal point of the various record systems that must be accessed to identify highway safety problems. The management approach to highway safety program development embraces the concept of implementing countermeasures directed at specific problems identified through scientific and analytical procedures. The results of any analytical process are only as valid and credible as the data used in analysis. Therefore, an effective safety program is dependent on an effective collision records system.

The South Carolina Department of Public Safety (SCDPS) is the state agency charged with the overall responsibility for maintenance of traffic records. The original Traffic Records System (TRS) was developed during the late 60s and early 70s in compliance with criteria established by the National Highway Traffic Safety Administration (NHTSA). A major systems upgrade began in 1985 and was completed in 1988 with the assistance of highway safety grant funding. The upgrade project was guided by a Traffic Records Steering Committee consisting of the managers of the various data files. The system was expanded in 1993 to collect additional data regarding truck and bus collisions and to incorporate data fields identified nationally as being critical for states to collect in the same manner. The state's traffic records system is the vehicle used for the recording and storing of traffic records data and functions as an information decision system. Since 1988, local units of government have been able to receive tabulated and raw data upon request. The SCDPS currently employs a statistical research manager, two statisticians, and one Fatality Analysis Reporting System (FARS) analyst to perform analyses of traffic collision data.

Prior to restructuring of South Carolina's state government in 1993, the state's TRS was housed in the South Carolina Department of Highways and Public Transportation. The system included driver files, vehicle files, the police-reported collision data, and the roadway characteristics file. Currently, the traffic collision master file is housed and maintained by the SC Department of Public Safety; the driver license and vehicle registration files are housed and maintained by the SC Department of Motor Vehicles (SCDMV); the roadway characteristics file is housed and maintained by the SC Department of Transportation (SCDOT); the Emergency Medical Response data is housed with the SC Department of Health and Environmental Control

(SCDHEC); and the citation/adjudication data is housed with the SC Judicial Department (SCJD).

South Carolina has established a two-tiered Traffic Records Coordinating Committee (TRCC):

The TRCC Executive Group oversees new policies and approves projects designed to improve the SC Traffic Records System. This group ensures that planned projects align with the priorities of their respective agencies, as well as the Traffic Records Strategic Plan. Each member of this Group is responsible for designating the appropriate TRCC Working Group members.

The TRCC Working Group consists of technical and managerial persons designated by members of the TRCC Executive Group. The Working Group represents those entities responsible for the various components that constitute the Traffic Records System (TRS) in South Carolina.

The TRCC includes representation from the state agencies responsible for components of the TRS, along with representatives of local law enforcement who were selected by the South Carolina Law Enforcement Network. South Carolina's TRCC Executive Group was re-organized at a meeting in September 2007 and continues to meet on at least an annual basis. At the 2007 meeting, the TRCC Executive Group also charged the TRCC Working Group with the development of the state's *Traffic Records Strategic Plan for Traffic Records Improvements* and helping to coordinate the State's 2009 Section 408 grant submission. In 2013, the Section 408 Funding stream was discontinued after the implementation of the Moving Ahead for Progress in the 21st Century (MAP-21) transportation authorization, which allows states to apply for Section 405c funding for state traffic safety information system improvements. The requirement for having a state TRCC remains. This being the case, the TRCC Executive Group required:

- Participation in the strategic planning update meetings by designated TRCC Working Group members. The Working Group must meet a minimum of 3 times per year.
- Discussion of future traffic records improvement projects by the TRCC Working Group. The TRSP is a "living" document, and must be updated on a regular basis.
- Submission of an annual *Traffic Records Strategic Plan for Traffic Records Improvements (TRSP)* by the TRCC Working Group. The final approval of the *Plan* is required and conducted by the TRCC Executive Group.
- Communication to the TRCC Executive Group as to the processes for prioritization of current, immediate, and distant future projects for possible implementation.

In addition, each of the state agencies with custodial responsibilities for one or more of the traffic records system components agreed to provide needed information to the TRCC Working Group

for the Section 405c grant submission including budget, project justification information, and documentation of state contributions to projects' costs and staffing.

The state's TRSP was originally developed by the TRCC Working Group and subsequently approved by the TRCC Executive Group at a meeting held on June 4, 2009. Since then, the plan has been updated annually, with the FY 2016-2017 version approved by the TRCC Executive Group on May 24, 2016.

South Carolina was originally awarded Section 408 grant funds beginning August 2009 and had received them annually through 2012. After the passing of the MAP-21 legislation the state has received Section 405c funds from 2013 through 2015. The state has continued to seek assistance in terms of evaluating its Traffic Records System, to include assistance from NHTSA in conducting the most recent Statewide Traffic Records Assessment for South Carolina, which was completed in January 2012. The TRSP helps South Carolina spend limited resources wisely, thus getting the largest benefit for the investment of money and staff time. A strategic plan is a way for South Carolina to ensure that new efforts are aimed squarely at needed improvements to data and system processes, and that resources are allocated in a systematic manner. In addition, as situations change and South Carolina reacts to new opportunities or requirements, the strategic plan can help to put those changes and opportunities into context. It is easier to judge impact when the state knows the direction it is heading, and what resources are required to get there. For that reason, it is also acknowledged that a strategic plan is a "living" document. It cannot remain static, but must be updated frequently to account for changes in budgets, revised priorities, new opportunities, and emerging needs. When a plan is kept fresh, it serves as an integral part of the management of the traffic records system in general and for each of the particular components of that system.

Demonstrated Progress

To qualify for MAP-21 funding under the State Traffic Safety Information System Improvements Grants Program, the traffic records system has to demonstrate quantitative improvement in at least one of the data attributes of completeness, accuracy, timeliness, uniformity, accessibility, and integration on a yearly basis. The state demonstrates quantitative improvement in the past 12 months with the SC Traffic Records interim progress report. During the course of the fiscal year, the Traffic Records section prepares an interim progress report that identifies the traffic records system impact area, the performance measure that is identified, and the narrative of the improvement. The demonstration of progress actually began under SAFETEA-LU as a requirement for grant funds for Section 408 Traffic Records section grant funding. Below are the ways South Carolina has demonstrated progress over the last 6 years.

FY 2011 – Demonstrated Progress

- Software Pilot of South Carolina Collision and Ticket Tracking System (SCCATTS)

Within the Crash system, South Carolina demonstrated quantitative improvement in the areas of timeliness and completeness through the field deployment pilot of the

SCCATTS software to the SC Highway Patrol. Relative to quantitative improvement in timeliness, there was a significant decrease from 35 or more days to only 5 days for the processing of a collision report and availability of the crash data in the state collision file. In the area of completeness, the vehicle identification number (VIN) was able to be collected, moving from a baseline of 3 vehicles available to over 200.

- EMS Electronic Reporting Support

The SC EMS data system increased the number and percentage of EMS providers using the new electronic field data collection system. In June of 2009, only 32 (15%) of the 212 EMS agencies in South Carolina utilized the electronic field data collection system. However, in 2010 the number of EMS agencies increased to 196 (92%).

- SCDMV Barcoding of the Vehicle Registration Project

Within the Traffic Records System, a deficiency was identified relevant to the accuracy of the Vehicle Identification Number (VIN) within the collision master file, as well as with the data transmitted to the South Carolina Department of Motor Vehicles (SCDMV). It was determined that law enforcement officers manually entering a VIN on the form frequently recorded incorrect information. This project assisted in correcting this deficiency by placing a bar code on each vehicle registration card. The bar code allows law enforcement agencies with bar code scanner equipment to populate the VIN and all essential registered owner information from the vehicle registration card.

FY 2012 – Demonstrated Progress

- SC Judicial Department Case Management System

South Carolina's Judicial Department has a statewide Case Management System that handles approximately 1.5 million cases annually statewide, with approximately 80% of those cases being traffic-related. During the period from May 2011 to April 2012, South Carolina demonstrated quantitative improvement by increasing the number of participating counties from 44 (98%) to 46 (100%) that are "live" on the Statewide Case Management System.

- EMS Runtimes and the Fatality Analysis Reporting System (FARS)

NHTSA requires the reporting of the EMS time data field as part of its FARS database. The Office of Highway Safety and Justice Programs collaborated with the South Carolina Department of Health and Environmental Control (SCDHEC) to link essential, identifiable information for each fatality to a FARS number. In the Crash system, South Carolina demonstrated quantitative improvement by increasing the percentage of matches within FARS from 0% of 809 fatality records (2011) to 33% of 823 fatality records (2012).

- SCCATTS Interface to SCDMV Project

This project created an interface between SCDMV and SCCATTS. This will ensure that SCDMV can accept collision and citation data (including dispositions) from SCCATTS. The SCCATTS software is capable of providing data in any specified format. Systematic changes were made to enable the SCDMV system to accept the electronic data from SCCATTS and also update the driver's record.

- Purchase of Hardware for Local Law Enforcement for Collision Reporting

This effort provided a means to purchase and distribute 99 mobile data terminals using Section 408 funds. The equipment purchased is authorized to be used for agencies that investigate collisions so the state can receive more timely, accurate, and complete data. The state purchased an additional 250 units in November 2013.

FY 2013 – Demonstrated Progress

- SC-DMV Collision Data Interface

In April 2012, SCDPS and SCDMV collaborated to create an interface that transmits the collision data, and also transmits a PDF copy of the report. From April 2012 to January 2013, approximately 73,000 reports received from the SCDPS system were electronically processed through SCDMV. The collision report processing time from the date of report acceptance to date of availability was decreased from an average of 35 days to an average of less than 3 days, which is a significant improvement in timeliness. The processing time referenced is from the date that SCDMV received, or accepted, the report to the date that the report processing has been completed and the data has been posted to the driver record. With the advantage of electronic submission, reports are at times immediately processed.

- Uniform Traffic Ticket (UTT) Revision Project

This project revised the uniform traffic citation to take advantage of features available in e-Citation systems. The citation was due for a revision, and the advent of electronic citation issuance meant that some efficiency could be gained from restructuring the citation to have a more logical flow. The authored changes were completed in December 2012, and the revised UTT form was approved for use by the SC Attorney General's Office in February 2013.

- TRCC Coordinator Project

This project established a full-time Traffic Records Coordinator position within the Office of Highway Safety and Justice Programs (OHSJP) that functions as the point of contact and organizer for all Traffic Records. The Coordinator also dedicates time to ensure the traffic safety community is aware of the available

datasets. The Traffic Records Coordinator champions the agency's efforts for the proper creation and retention of traffic records. The position of Traffic Records Coordinator is necessary for many of the ongoing projects that originate in the OHSJP. The position is dedicated to successfully moving the state forward while continuing to understand the needs of all involved with the Traffic Records management system.

*FY 2014 – Demonstrated Progress**

- Increase of VINs in Collision Master File

Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From collision dates April 1, 2012 to March 31, 2013, there were 196,372 vehicle units entered into the collision data file. Of those 196,372 units, 112,274 or 57.17% contained VINs. For the measurable year from April 1, 2013 to March 31, 2014, there were 188,284 vehicle units entered into the collision data file. Of those 188,284 units, 133,942 or 71.14% contained VINs.

*FY 2015 – Demonstrated Progress**

- Increase of VINs in Collision Master File

Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From collision dates April 1, 2013 to March 31, 2014, there were 206,238 vehicle units entered into the collision data file. Of those 206,238 units, 137,389 or 66.62% contained VINs. From collision dates April 1, 2014 to March 31, 2015, there were 192,252 vehicle units entered into the collision data file. Of those 192,252 units, 159,422 or 82.92% contained VINs.

*Please note that when the FY2014 report was sent on or around April 7, 2014 the number of units reported was 188,284. This figure was preliminary in nature, as indicated in last year's interim progress report, and was updated when this year's figures were provided. While SC continues to receive a majority of its collision reports electronically, we still receive a small percentage of handwritten reports that must be keyed into our database. The increase in reports from the FY2014 time period is most likely due to the additional reports received and then keyed into our database after the Interim Progress Report was sent last year. Also, there may have been a small number of electronically received reports that were still in the review process and may not have been approved and exported to our datasets before last year's report was sent.

FY 2016 – Demonstrated Progress

- Increase number of Citations received electronically through SCCATTS.

The State of South Carolina began deployment of its e-Citation application in SCCATTS in June 2015. Prior to this deployment no e-Citations had been submitted to the Citation Databases housed within SCDPS, SCJD, and SCDMV. The “Citation Data Interface between SCDPS, SCJD, and SCDMV” project of the 2016 TRSP targets the development of a joint traffic citation database for the three agencies. The initial step is preparing and submitting the e-Citation from law enforcement to the field. The pilot test began in June 2015 with three agencies and one officer per agency submitting. During the month of June, those officers submitted 94 traffic citations electronically through the system. Each month, the number of agencies and number of officers submitting has increased (See Data Attachment V of the 405c Map-21 Application for specific number of Agencies, Officers and Citations issued). As of March 31, 2016, 15,876 e-Citations have been submitted. The number of agencies participating has increased to 14 and the number of officers to 125.

- Increase the percentage of the state’s Local Agency Roadway Data in the SCDOT Master Roadway Data File.

In the 2015-2016 TRSP South Carolina began a project to increase the completeness of local roadway data contained in SCDOT’s Master Roadway Data File. The roadway data is crucial for the state in collision studies to accurately locate collisions that occur within the state. Further, there is a priority placed on locating alcohol and fatal collisions for traffic-related studies and law enforcement planning. Prior to the initiation of this project, SCDOT’s master file contained 75% of the local roadway data for all 46 counties in the state. The goal is to increase this data to 90% by May 2016. SCDOT is evaluating the data for all counties lacking complete roadway data and is updating local roadway information in the master file.

During this reporting period SCDOT updated the Local Agency Data Collection (LADC) in 16 counties (see Data Attachment V of the 405c Map-21 Application which shows the current percentage of LADC). The overall LADC has increased from 75% to 84% as of June 2016.

Performance Measures

Goals:

1. Create a citation database to improve the timeliness, accuracy, completeness, uniformity, accessibility, and data integration of citation records collected by the state.
2. Develop an interface with the new citation database to improve data sharing between law enforcement, courts, and SCDMV.
3. Enhance collision data collection techniques to improve accuracy, completeness, and uniformity, and increase Model Minimum Uniform Crash Criteria (MMUCC) compliance.
4. Continue to address all major recommendations contained in the *2012 Traffic Records Assessment*. This year's priority emphasis will focus on the Citation Data Component.
5. Implement additional projects outlined within the 2016-2017 South Carolina Traffic Records Strategic Plan.

Objectives:

1. Develop a web-based citation database to collect citations issued by law enforcement from various electronic reporting systems utilized across the state by July 2016.
2. Interconnect the citation database among law enforcement, SCDPS, SCJD, and SCDMV for information sharing in order to decrease the number of days required to receive adjudication records from 30-45 days to 10 days by January 2018.
3. Several projects are included in the 2016-2017 TRSP to enhance data collection techniques and add data elements to the current TRS Collision, Roadway, Injury Surveillance, Driver and Vehicle components.
4. Projects in the 2016-2017 TRSP for the citation database initiative will specifically address the five major recommendations for the "Citation Data Component" contained in the *2012 TRS Assessment*.
5. The TRCC Working group will continue to monitor programs/projects to ensure that they are being implemented and completed in a timely manner.

Performance Indicators

1. Initiate a pilot test of the citation database collection of citation data beginning in July 2016 and continuing through December 2016. [On Target]
2. Begin the transfer of citation data from law enforcement through the central database to the SCJD's *Case Management System* and return posted citation/adjudication data for retrieval by SCDMV. [Under Development]
3. Implement new collection techniques and measure the increase in completeness and accuracy of collision data elements received.
4. Indicate the major recommendations completed with the full implementation of the citation database/interface by January 2018.
5. Identify the TRS projects deemed complete from the 2016-2017 TRSP.

Strategies

1. The implementation of Citation Data Interfaces among the SCJD, SCDPS, and SCDMV – A Section 405c Grant Project:

This is a joint project among SCDPS, SCJD, and SCDMV to ensure that the courts records system can receive data from and send data to a central citation database. The project will develop e-Citation interface requirements for court records management. The courts' case management system will need to be able to accept data from the citation database and post disposition information back to the system for SCDMV acceptance.

2. The continued implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS):

The South Carolina Collision and Ticket Tracking System has developed into the primary electronic reporting system for the state's law enforcement community. Currently sixty (60) local law enforcement agencies and the SC Highway Patrol submit collision reports electronically through SCDPS to SCDMV.

This system also functions as a decision support tool that will provide more accurate and meaningful data for analysis. Upon its completion some of the benefits attained will be as follows:

- **Law Enforcement:** Decreased time spent by troopers/officers in the field writing collision reports and tickets. Accuracy and integrity of data, coupled with the access to large amounts of information, will be significant as well.

- **Office of Highway Safety and Justice Programs:** Virtual elimination of key-stroke data-entry process of collision data. The immediate availability and improved accuracy of collision and ticket data.
- **Citizens:** Reduced time of delay in the completion of routine field tasks and administrative functions by law enforcement officers. There will also be an increase in the availability of officers to perform other duties through a reduction in time to issue citations and investigate traffic collisions. Also, citizens will ultimately benefit from the enhancement of highway safety, resulting from the availability of timely and accurate information.

Other entities throughout the state, such as local governments, state and federal agencies, and private organizations that address highway safety will benefit as well from the SCCATTS initiative.

Roughly \$1.6 million in FFY 2006 Section 406 Funds were used to procure a vendor to develop the electronic reporting solution. A vendor (Visual Statement) was selected in June of 2008 to develop electronic versions of the TR-310, Uniform Traffic Ticket, Public Contact Form, and Size and Weight Citation. The solution was tested in November 2009 and was deemed complete in January of 2010. The SCDPS has been using the software as its primary means of creating collision reports since January 1, 2012. The Public Contact/Warning electronic form was released to the South Carolina Highway Patrol (SCHP) for e-reporting in November 2013 and subsequently released to all users of the SCCATTS application in March 2014. The SCHP and sixty-five (65) local law enforcement agencies are now using the software as a means to collect collision and public contact/warning data. This combination has allowed the state to increase its electronic collection of collision reports from 70% in 2013-2014 to 79% for 2015-2016. The OHSJP Traffic Records section continues to make a concerted effort to make local agencies aware of the software solution and deploy it to all agencies that are willing to use the application.

3. The revision of the TR-310 collision form and enhancement of collision component databases collection techniques to increase MMUCC compliance.

The TRCC Working Group established a sub-group composed of law enforcement and collision records stakeholders to review and revise the South Carolina Collision TR-310 Report form. The purpose of this review will be to increase the number of MMUCC elements collected through collision reporting and clarify other elements to improve the quality of the data collected.

Several additional projects within the TRSP focus on the quality of data collected for the Roadway Components of the TRS. These projects specifically address collision location, speed limit data, and roadway/shoulder data elements collected on the TR-310. In addition to improving the quality of this data the projects will address enhancing the current SCCATTS

application to automate the collection process of this data for law enforcement from SCDOT map data contained in the application.

PROJECT TO BE IMPLEMENTED

Administration

Problem Identification: South Carolina continues to rank in the top percentile for number of traffic-related deaths relative to population and vehicle miles traveled. The state has made great strides in its collection of data for collision, roadway, injury surveillance, driver, and vehicle components through the implementation of SCCATTS. However, the state is lacking a centralized citation/adjudication database, which is vital for analytical identification for traffic safety initiatives to combat the high fatality rate. The majority of law enforcement agencies maintain separate databases for citation data reported through local courts for adjudication. The citation/adjudication component of the state’s TRS is a manual process, and the databases are not linked to provide the accessibility, uniformity, and completeness needed to properly use the data for highway safety improvements.

Project Description: The state will shift its priority from improving traffic records data collection to focus upon the collection of citation/adjudication data elements. In a collaborated effort among SCDPS, SCJD, SCDMV, and local law enforcement stakeholders, the state will begin the process of developing a centralized citation database and interface. This project will allow the state to interconnect stakeholders’ databases to share data collection for detailed analysis. The project will also lay a foundation for a DUI-tracking system in the state.

Additional 2016-2017 TRSP projects will enhance areas of the state’s TRS in all core components to improve highway safety.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Traffic Records Program Management	TR-2017-HS-03-17 M3DA-2017-HS-03-17	\$2,345,003	3.073

Project Budget Summary

Project Number	Subgrantee	Project Title	Budget	Budget Source
TR-2017-HS-03-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$37,170	NHTSA 402
M3DA-2017-HS-03-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$2,307,833	Section 405c Data Program Funds MAP-21
Total All Funds			\$2,345,003	
NHTSA 402			\$37,170	
Section 405c Data Program Funds MAP-21			\$2,307,833	

OTHER VULNERABLE ROADWAY USERS

Overview

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Highway Safety Plan. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the State of South Carolina experiences traffic crashes, injuries, and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians), or by the mechanism of two-wheeled vehicles (mopeds, bicycles and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this Plan, the designation “Other Vulnerable Roadway Users” will refer to moped riders, bicyclists and pedestrians.

In 2014 alone, the State of South Carolina experienced 107 pedestrian fatalities, 14 bicyclist fatalities and 32 moped-rider fatalities (see **Table 11** [p. 26], **Table 12** [p. 27], and **Table S-24** [p. 215]). Collectively, these vulnerable roadway users accounted for 153, or 18.6%, of the state’s reported 824 traffic-related fatalities. Each year from 2010 to 2014, pedestrian fatalities outpaced motorcyclist fatalities, with a total of 533 during the five-year period, as compared to 510 for motorcyclists (This figure subtracts the 136 moped deaths during that time period, which NHTSA FARS data includes with its motorcyclist death totals.).

The state’s Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified Vulnerable Roadway Users as its own Emphasis Area (pages 47-66) citing the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem.

The NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Eighth Edition, 2015* (CTW) contains specific chapters on motorcyclists, pedestrians, and bicyclists, but no specific documentation about appropriate countermeasures for moped rider safety, although aspects of motorcyclist safety countermeasures would clearly be applicable to this category as well. The State of South Carolina has implemented certain efforts over time, predominantly of an educational nature, in terms of addressing bicyclist and pedestrian traffic safety issues, such as elementary-age child pedestrian training, deemed likely effective (Chapter 8, Section 2.1, pp. 8-18 to 8-22); child school bus training, deemed undetermined in terms of effectiveness (Chapter 8, Section 2.3, p. 8-25 to 8-27); impaired pedestrians: communications and outreach, deemed undetermined in terms of effectiveness (Chapter 8, Section 3.1, p. 8-27 to 8-28); conspicuity enhancement, deemed likely effective (Chapter 8, Section 4.3, p. 8-34 to 8-36); *Share the Road* awareness programs, limited evidence of effectiveness (Chapter 9, Section 4.2, p. 9-35 to 9-36); and bicycle safety education for bicycle commuters, limited evidence of effectiveness (Chapter 9, Section 2.2, p. 9-23 to 9-25).

The following data paints a picture of other vulnerable roadway users in the State of South Carolina in terms of the status of this category relative to the overall traffic safety problems experienced in the state.

BICYCLISTS

Traffic Fatalities

According to FARS data, in 2014 there were 14 bicyclist fatalities in South Carolina motor vehicle crashes. These 14 fatalities accounted for only 1.7% of the total fatalities for the state for 2014.

As seen in **Table 12** on page 27, there were 71 bicyclist fatalities in the five-year period from 2010 to 2014, with 14 occurring in 2014, representing a 1.75% decrease when compared to the average of the previous four-year period, and no change from the level in 2010. This percentage change is significantly lower than the percentage increase in such fatalities seen nationwide (an 16.53% increase) during the same timeframe (see **Table 36** below).

Table 36. Nationwide Bicyclist Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4-yr Avg.
Fatalities	623	682	734	743	726	16.53%	4.39%
Pop. Rate (fatality rate per 100,000 population)	0.20	0.22	0.23	0.24	0.23	15.00%	3.37%
Pct. of Total	1.89%	2.10%	2.17%	2.27%	2.22%	17.56%	5.43%

Throughout the last five years (2010-2014), South Carolina's average population-based bicyclist fatality rate (0.30 deaths per 100,000 population) was higher than the national average rate (0.22) during the same timeframe. South Carolina's rate in 2014 (0.29) was 3.43% lower than the prior four-year average (0.30), and 3.43% lower than the 2010 rate (0.30) (see **Table 12** on p. 27). Nationwide, the population-based bicyclist fatality rate increased by 3.37% in 2014 (0.23) compared to the 2010-2013 average (0.22) and increased more significantly (15.00%) when compared to the rate in 2010 (0.20).

Traffic Injuries

Based on state data, bicyclist traffic injuries declined from 2010 to 2011, before increasing in 2012 and declining again in 2013 and 2014. **Table S-20** below shows that total bicyclist traffic injuries in the state for the five-year period was 2,262, or 0.91% of the total traffic injuries in the state for the time period (248,792). Total bicyclist injuries decreased in 2014 (453) as compared to 2010 (461) by 1.7%. There was no change in the number of bicyclist injuries from 2013 (453) to 2014 (453) and injuries were 0.2% higher than the average number of bicyclist injuries for the period 2010-2013 (452.3).

Table S-20. Bicyclists by Injury Type - SC

Year	Non-Severe Injuries	Severe Injuries	Total Bicyclists Injured*
2010	387	74	461
2011	332	70	402
2012	422	71	493
2013	402	51	453
2014	397	56	453
TOTAL	1,940	322	2,262

*Does not include fatally injured bicyclists

As seen in **Table S-21** below in 2010, bicyclists experienced 74 serious traffic-related injuries. When comparing the number of serious injuries that occurred each year to the 74 experienced in 2010, the injuries have decreased to 51 in 2013 before increasing slightly to 56 in 2014. The number of severe injuries in 2014 was 24.3% lower than in 2010, and 15.81% lower than the average number of bicyclist serious traffic-related injuries for 2010-2013 (66.5).

Table S-21. Bicyclist Serious Injuries in Traffic Crashes - SC

	2010	2011	2012	2013	2014	Total
South Carolina	74	70	71	51	56	322

Traffic Collisions

According to state data, SC experienced 2,482 total traffic collisions involving bicyclists during the time period 2010-2014. **Table S-22** below shows that, during the five-year period, the state has experienced variation in the number of bicyclist collisions. In 2014, the state's number of bicyclist collisions increased 1.0% compared to the previous year (2013, 489 collisions), and was 3.1% lower than it was in 2010. In 2014, the state's number of bicyclist collisions was 0.6% less than the average number of bicyclist collisions (497.0) for the four-year period 2010-2013.

Table S-22. Total Bicycle Collisions by Year, 2010-2014 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2010	14	455	41	510
2011	16	403	29	448
2012	14	493	34	541
2013	15	446	28	489
2014	14	449	31	494
TOTAL	73	2,246	163	2,482

Table S-23 below and continued on page 214 presents the number of fatal and severe-injury bicycle-related collisions from 2010-2014 by county. Charleston, Horry, Richland, and Beaufort counties had the highest occurrences of bicyclist fatal and severe-injury collisions during this time period with 69, 50, 32, and 26, respectively.

Table S-23. Bicycle Fatal and Severe Injury Collisions by County, 2010-2014 – SC

County	Year					Total
	2010	2011	2012	2013	2014	
Abbeville	0	1	0	0	0	1
Aiken	4	2	2	2	1	11
Allendale	0	1	0	0	1	2
Anderson	2	1	2	3	1	9
Bamberg	1	0	1	0	0	2
Barnwell	0	1	0	0	0	1
Beaufort	8	3	6	5	4	26
Berkeley	0	2	4	3	4	13
Calhoun	1	0	0	0	0	1
Charleston	20	12	11	14	12	69
Cherokee	0	0	0	0	1	1
Chester	0	0	0	0	0	0
Chesterfield	2	1	0	0	1	4
Clarendon	0	2	1	1	1	5

Colleton	2	0	2	0	0	4
Darlington	1	3	2	0	0	6
Dillon	1	1	1	0	1	4
Dorchester	5	2	2	2	1	12
Edgefield	0	2	1	0	0	3
Fairfield	0	0	1	1	0	2
Florence	1	2	3	2	2	10
Georgetown	3	2	4	3	1	13
Greenville	4	4	8	2	4	22
Greenwood	0	1	2	1	2	6
Hampton	1	0	0	1	0	2
Horry	4	12	12	14	8	50
Jasper	0	1	0	0	1	2
Kershaw	0	0	0	0	0	0
Lancaster	1	1	0	0	0	2
Laurens	0	0	1	0	2	3
Lee	1	0	1	0	1	3
Lexington	2	3	2	0	2	9
Marion	2	1	0	1	0	4
Marlboro	2	0	0	2	0	4
McCormick	1	0	0	1	0	2
Newberry	0	1	0	1	0	2
Oconee	0	0	0	0	0	0
Orangeburg	0	0	1	2	1	4
Pickens	2	3	0	0	1	6
Richland	6	8	9	1	8	32
Saluda	1	0	0	1	0	2
Spartanburg	1	4	2	1	3	11
Sumter	4	3	1	1	3	12
Union	0	1	0	1	1	3
Williamsburg	1	0	0	0	1	2
York	4	5	4	1	1	15
Total	88	86	86	67	70	397

MOPED OPERATORS

Traffic Fatalities

According to SC state data (the state's fatality data does not include mopeds as a subset of motorcycles) (see **Table S-24** below), in 2014 there were 32 moped operator fatalities as a result of motor vehicle collisions in South Carolina. These 32 fatalities accounted for nearly 4% of the total fatalities for the state that year. While there had been a significant increase in the number of moped fatalities since 2008, in 2014, moped-operator traffic fatalities increased by 52.4% as compared to 2010 and 8.5% as compared to the average number of moped operator traffic fatalities for the four-year period 2010-2013 (29.5).

Table S-24. South Carolina Fatalities and Moped Operator Fatalities

	2010	2011	2012	2013	2014	Total
Total Fatalities	809	828	863	768	824	4,092
Moped Fatalities	21	23	38	23	31	136
Percent of Total	2.6%	2.8%	4.4%	3.0%	3.8%	3.3%

Traffic Injuries

According to state data, moped operators/riders received 3,376 injuries in traffic crashes during the period 2010-2014 (does not include fatally injured moped operators/riders), representing about 1.4% of all traffic-related injuries during the time period (248,792). Traffic injuries are on the rise for moped operators, with 580 such injuries occurring in 2010 and 687 such injuries occurring in 2014, an increase of almost 18.4%. This attests, in part, to the rapid rise in moped use across the state during this economically challenging five-year period.

Table S-25 on the following page shows total moped riders involved in traffic collisions by injury severity. Severe injuries among moped riders increased from 2010 to 2014, with 135 such injuries occurring in 2010 as compared to 159 in 2014, an increase of 17.8%. The 2014 figure also represents an increase in 2014 of 7.3% as compared to the average number of moped-rider traffic severe injuries for the four-year period 2010-2013 (148.3).

Table S-25. Moped Operators/Riders by Injury Severity – SC

Year	Not Injured	Non Incapacitating	Severe	Killed
2010	81	445	135	21
2011	138	492	148	23
2012	111	581	162	38
2013	116	578	148	23
2014	136	528	159	31
Total	582	2,624	752	136

As depicted in **Table S-26** below, the top six counties for moped-operator fatal and severe-injury collisions accounted for more than 55.7% of the total. These counties were Horry, Greenville, Charleston, Spartanburg, Richland, and Anderson.

Table S-26. Moped Fatal and Severe Injury Collisions – SC

County	2010	2011	2012	2013	2014	Total	Cumulative Percent of Total
Horry	20	28	36	29	45	158	18.2%
Greenville	25	16	18	23	17	99	29.7%
Charleston	9	21	18	14	18	80	38.9%
Spartanburg	7	5	13	15	12	52	44.9%
Richland	8	8	14	10	8	48	50.5%
Anderson	11	9	5	2	10	37	54.7%

Traffic Collisions

According to state data, traffic collisions involving moped operators have also increased each year from 2010 to 2012 before decreasing in 2013 and 2014 (see **Table S-27** on the following page). The 3,701 total collisions represent only 0.67% of the state’s 550,199 total traffic collisions during the 2010-2014 time period. In 2014, the state experienced 766 such collisions, a 23.9% increase as compared to the number of collisions in 2010 (618). In 2014, the number of moped-operator traffic collisions decreased by 2.4% as compared to 2013. However, the 2014

figure was 4.4% higher than the average number of moped-operator collisions for the four-year period 2010-2013 (734.0).

Table S-27. Moped Collisions by Year, 2010-2014 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2010	21	539	58	618
2011	23	605	94	722
2012	28	661	80	812
2013	23	685	75	783
2014	31	642	93	766
TOTAL	136	3,165	400	3,701

Table S-28 below shows that in South Carolina during the period 2010-2014, the greatest concentration of moped-involved collisions occurred between 3:01 p.m. and 6:00 p.m. (880, or 23.8%). During that same time period, the greatest number of fatal moped-involved crashes occurred between the hours of 9:01 p.m. to Midnight (31, or 22.6%).

Table S-28. Moped Collisions by Time of Day, 2010-2014 – SC

Time of Day	Total Crashes	Fatal Crashes
12:01AM - 3:00AM	208	13
3:01AM - 6:00AM	92	4
6:01AM - 9:00AM	182	3
9:01AM - Noon	346	9
12:01PM - 3:00PM	631	20
3:01PM - 6:00PM	880	31
6:01PM - 9:00PM	827	26
9:01PM - Midnight	535	31
Total	3,701	137

PEDESTRIANS

Traffic Fatalities

The State of South Carolina is experiencing a pedestrian safety problem of almost equal magnitude to the challenges being faced with motorcycle safety. **Table 11** on page 26 shows the number and rate of pedestrian deaths in South Carolina, both of which increased considerably throughout the 2010-2014 period. Overall, the 2014 total (107 fatalities) is 0.47% higher than the prior four-year average (106 fatalities), and 18.89% higher than the 2010 total (90 fatalities).

Throughout the five years (2010-2014) shown in **Table 11** on page 26, pedestrian fatalities accounted for, on average, 13.0% of all traffic-related deaths in South Carolina. The 2014 percentage of South Carolina pedestrian fatalities to total traffic fatalities (12.99 %) represents a 0.20% decrease in this index when compared to the 2010-2013 average (13.01 %), and a 16.72% increase compared to the 2010 proportion (11.12 %).

The state's population-based pedestrian fatality rate decreased in 2014 (2.21 deaths per 100,000 population) by 2.08% when compared to the prior four-year average (2.26). Over all five years, South Carolina's average population death rate for pedestrians (2.25) was higher than the rate seen for the US as a whole (1.48).

Table 37 below indicates that nationwide, pedestrians accounted for an average of 4,648 deaths annually during the 2010-2014 period. Total pedestrian fatalities increased in 2014 (4,884 fatalities) by 6.43 % when compared to the 2010-2013 average (4,589). Additionally, the 2014 nationwide population-based fatality rate for pedestrian fatalities (1.53) increased by 4.62% as compared to the previous four-year average (1.46). In the US, pedestrians accounted for an average of 14.09% of all 2010-2014 traffic-related fatalities. The 2014 proportion of pedestrian fatalities to total traffic fatalities (14.95%) represented a 7.75% increase when compared to the prior four-year average (13.87%).

Table 37. Nationwide Pedestrian Fatalities

	2010	2011	2012	2013	2014	% Change: 2014 vs. 2010	% Change: 2014 vs. prior 4- yr Avg.
Fatalities	4,302	4,457	4,818	4,779	4,884	13.53%	6.43%
Pop. Rate*	1.39	1.43	1.53	1.50	1.53	10.07%	4.62%
Pct. of Total	13.04%	13.72%	14.26%	14.47%	14.95%	14.63%	7.75%

*Fatality rate per 100,000 population

As shown in **Table 38** on page 220, the months with the greatest number of pedestrian fatal crashes in South Carolina were October (77 crashes, 13.77% of total), December (63 crashes, 11.27%), and September (59 crashes, 10.55%). Nationwide, the most crashes occurred in December (2,571 crashes, 11.13% of total), November (2,413 crashes, 10.44%) and October (2,388 crashes, 10.33%).

The days of the week with the most pedestrian fatal crashes in South Carolina were Saturdays (119 crashes, 21.06% of the total), Wednesdays (85 crashes, 15.04% of total), and Fridays (81 crashes, 14.34% of total). At the national level, the most pedestrian fatal crashes occurred Saturdays (4,015 crashes, 17.37% of total), followed by Fridays (3,752 crashes, 16.24% of total), and then Sundays (3,209 crashes, 13.89% of total).

Throughout the five-year period in South Carolina, the three-hour windows in which the most pedestrian fatal crashes occurred were 6 p.m. to 9 p.m. (144 crashes, 27.32% of total), 9 p.m. to midnight (134 crashes, 25.43% of total), and then midnight to 3 a.m. (76 crashes, 14.42% of total). Nationwide, the largest number of pedestrian fatal crashes occurred from 6 p.m. to 9 p.m. (5,811 crashes, 25.40% of total), then from 9 p.m. to midnight (5,118 crashes, 22.37% of total), and from midnight to 3 a.m. (2,706 crashes, 11.83% of total).

Table 38. Pedestrian Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2010-2014

	South Carolina (N=533)		U.S. (N=23,240)	
	N	%	N	%
MONTH				
January	42	7.51%	1950	8.44%
February	47	8.41%	1768	7.65%
March	29	5.19%	1809	7.83%
April	31	5.55%	1615	6.99%
May	39	6.98%	1609	6.96%
June	38	6.80%	1507	6.52%
July	34	6.08%	1758	7.61%
August	45	8.05%	1731	7.49%
September	59	10.55%	1989	8.61%
October	77	13.77%	2388	10.33%
November	55	9.84%	2413	10.44%
December	63	11.27%	2571	11.13%
DAY OF WEEK				
Sunday	75	13.27%	3209	13.89%
Monday	61	10.80%	2993	12.95%
Tuesday	64	11.33%	2972	12.86%
Wednesday	85	15.04%	3021	13.07%
Thursday	80	14.16%	3146	13.61%
Friday	81	14.34%	3752	16.24%
Saturday	119	21.06%	4015	17.37%
TIME OF DAY				
Midnight-3am	76	14.42%	2706	11.83%
3am-6am	66	12.52%	2217	9.69%
6am-9am	36	6.83%	2100	9.18%
9am-Noon	16	3.04%	1233	5.39%
Noon-3pm	22	4.17%	1295	5.66%
3pm-6pm	32	6.07%	2284	9.98%
6pm-9pm	144	27.32%	5811	25.40%
9pm-Midnight	134	25.43%	5118	22.37%
Unknown	1	0.19%	113	0.49%

As shown in **Table 39** below, throughout the 2010-2014 period in South Carolina, those 45-54 years of age constituted the largest group of pedestrian fatalities (23.08%), followed by those 55-64 years of age (15.57%), and then those 25-34 years of age (15.38%). Nationwide, the same age categories experienced the highest number of pedestrian fatalities that were observed in South Carolina. Nationally, those 45-54 years of age accounted for the largest group of pedestrian fatalities (18.70%), followed by those 55-64 years of age (15.74%) and then those 25-34 years of age (14.15%). Persons ages 65 and older accounted for 12.76% of the pedestrian fatalities in South Carolina and 19.49% nationwide. Males accounted for 73.17% of South Carolina's pedestrian fatalities throughout 2010-2014, a percentage slightly higher than that seen across the nation (69.23%).

Table 39. Pedestrian Fatalities by Age Group and Gender: Totals 2010-2014

Age Group	Fatalities by Age			Fatalities by Age and Sex				
	South Carolina		U.S.	South Carolina				U.S.%
	(N=533)	%	(N=23,240)	Females		Males		Males
				N	%	N	%	
<5	7	1.31%	1.81%	1	0.19%	6	1.13%	1.09%
5-9	10	1.88%	1.51%	2	0.38%	8	1.50%	0.92%
10-15	10	1.88%	2.53%	5	0.94%	5	0.94%	1.50%
16-20	38	7.13%	5.73%	13	2.44%	25	4.69%	4.00%
21-24	31	5.82%	6.82%	8	1.50%	23	4.32%	4.95%
25-34	82	15.38%	14.15%	22	4.13%	60	11.26%	10.22%
35-44	78	14.63%	12.91%	16	3.00%	62	11.63%	9.16%
45-54	123	23.08%	18.70%	35	6.57%	88	16.51%	13.62%
55-64	83	15.57%	15.74%	20	3.75%	63	11.82%	11.24%
65-74	39	7.32%	9.15%	10	1.88%	29	5.44%	6.02%
75+	29	5.44%	10.34%	11	2.06%	18	3.38%	6.18%
Unknown	3	0.56%	0.41%	0	0.00%	3	0.56%	0.34%
Total	533	100.00%	100.00%	143	26.83%	390	73.17%	69.23%

As **Table 40** below shows, 47.09% of South Carolina’s pedestrian fatalities with a known BAC had a BAC of 0.08 or higher. The US (39.08%) had a much lower percentage of this type of pedestrian fatalities than the state. In South Carolina, the age group with the largest proportion of pedestrian fatalities with a BAC of 0.08 or higher was the 35-44 age group (62.32%). Nationwide, the highest proportion of pedestrian fatalities was associated with those ages 35-44 (52.75%) where BAC was known.

Table 40. Pedestrian Fatalities by Age Group with BAC: Totals 2010-2014

Age Group	South Carolina			U.S.
	N ≥ 0.08	N	0.08 > greater N=210 of 446*	0.08 > greater N=6,262 of 16,022*
<16	0	15	0.00%	2.40%
16-20	8	32	25.00%	26.72%
21-24	13	27	48.15%	50.74%
25-34	40	70	57.14%	51.23%
35-44	43	69	62.32%	52.75%
45-54	56	110	50.91%	50.22%
55-64	39	71	54.93%	35.80%
65+	9	48	18.75%	12.80%
Unknown	2	4	50.00%	44.44%
Total	210	446	47.09%	39.08%

Traffic Injuries

According to state data (see **Table S-29** on the next page), the State of South Carolina experienced 4,192 traffic-related injuries (not including fatalities) in the years 2010-2014 involving pedestrians. Of these injuries, 927, or 22.1%, were severe injuries. The number of pedestrian injuries has fluctuated in recent years, with the state in 2014 experiencing 2.8% fewer pedestrian traffic injuries than occurred in 2010. The 2014 figure of 827 total pedestrian traffic injuries represents a decrease (6.2%) from 2013’s number of 882. The 2014 figure represents a decrease of 1.7% as compared to the average number of pedestrian traffic injuries for the four-year period 2010-2013 (841.3). Serious pedestrian traffic injuries also appear to be trending downward. The 2014 figure for serious pedestrian traffic injuries (158) is 4.2% lower than the 2010 figure of 165. The 2014 figure is significantly lower (27.9%) than the 2013 figure (219), as well as 17.8% lower than the average number of serious pedestrian traffic fatalities for the four-year period 2010-2013 (192.3).

Table S-29. Pedestrians by Injury Severity – SC

Year	Not Injured	Non Incapacitating	Severe	Killed
2010	42	686	165	90
2011	41	537	178	113
2012	42	710	207	123
2013	40	663	219	100
2014	38	669	158	107
Total	203	3,265	927	533

As depicted in Table S-30 below, the top six counties for fatal and severe-injury pedestrian collisions accounted for more than 50% of the total. These counties were Charleston, Horry, Greenville, Richland, Spartanburg, and Lexington.

Table S-30. Pedestrian Fatal and Severe Injury Collisions – SC

County	2010	2011	2012	2013	2014	Total	Cumulative Percent of Total
Charleston	33	33	29	43	37	175	12.32%
Horry	22	35	32	39	21	149	22.82%
Greenville	22	22	39	34	28	145	33.03%
Richland	29	25	37	30	20	141	42.96%
Spartanburg	14	13	21	20	6	74	48.17%
Lexington	9	16	11	14	13	63	52.61%

Traffic Collisions

According to state data, South Carolina experienced 4,664 total traffic collisions involving pedestrians during the time period 2010-2014 (see **Table S-31** below). Total collisions involving pedestrians have fluctuated over the recent years, with 925 collisions in 2010, 1,037 in 2012 and 923 in 2014. The number of collisions involving pedestrians decreased 4.1% in 2014 compared to 2013 and 0.2% when compared to 2010. The 2014 figure of 923 was also 1.3% lower than the average number of traffic collisions involving pedestrians for the four-year period 2010-2013 (935.25).

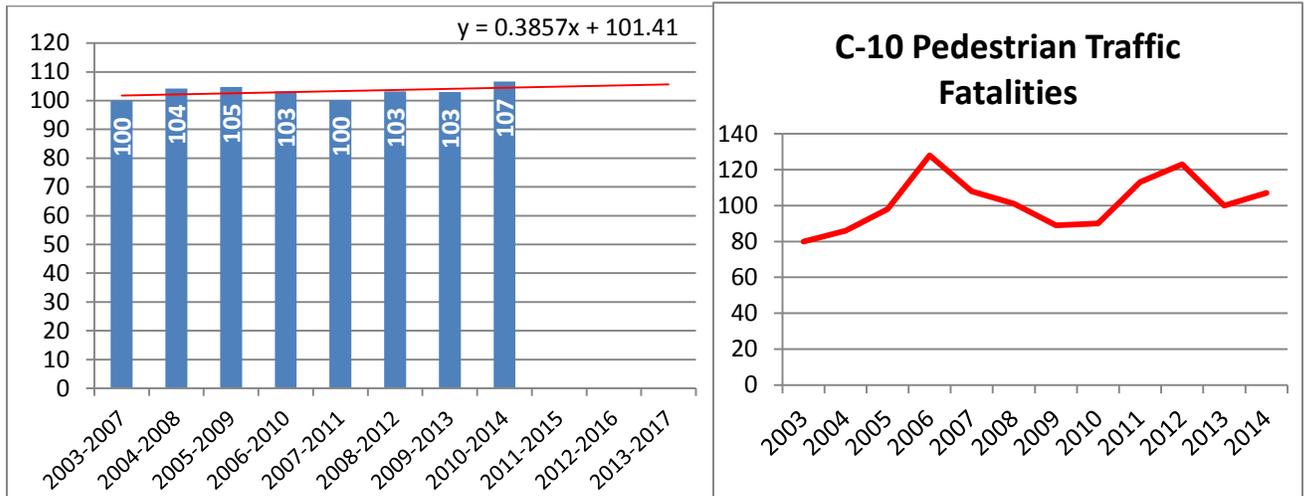
Table S-31. Pedestrian Collisions by Year, 2010-2014 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2010	93	803	29	925
2011	112	681	24	817
2012	121	890	26	1,037
2013	100	834	28	962
2014	107	795	21	923
TOTAL	533	4,003	129	4,664

Performance Measures

Goals:

1. To decrease pedestrian traffic fatalities by 0.9% from the 2010-2014 baseline average of 107 to 106 by December 31, 2017.



$$\text{Linear Projection} = 0.3857(10) + 101.41 = 105.7$$

2010-2014 Average = 106.6

2011-2015 Average = 113.0

2010 = 90

2011 = 113

2012 = 123

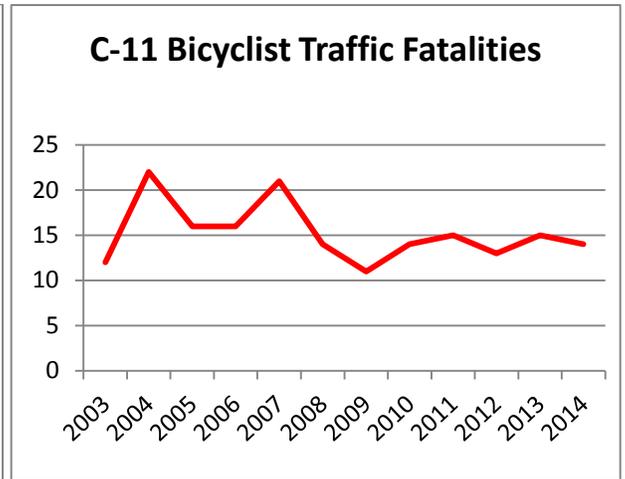
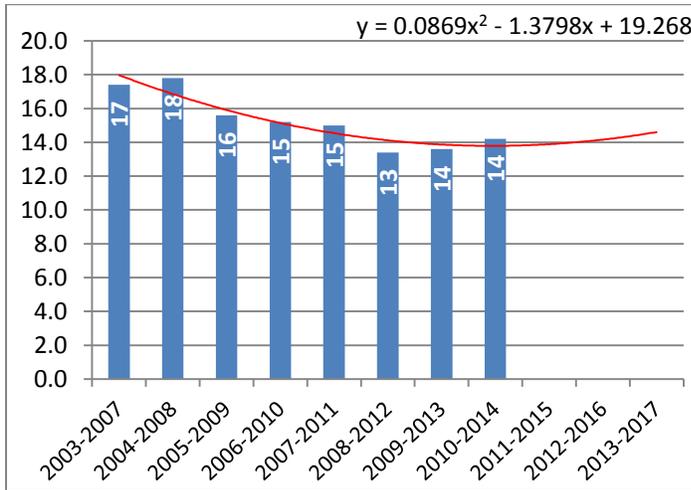
2013 = 100

2014 = 107 (7% increase from 2013)

2015 = 122 (14% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-10 above, the five-year moving average with linear trend analysis projects that South Carolina will experience a five-year average number of 105.7 pedestrian fatalities by December 31, 2017. This equates to an estimated 125 annual pedestrian fatalities for 2017, which is a 16.8% increase from 2014. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates that there were 122 pedestrian fatalities in 2015, an increase of 14% from the 107 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates a slight decrease in pedestrian fatalities when compared to the same time period in 2015. Based on the projected decrease in 2016 from the significant increase in 2015, OHSJP has set a goal of 106 pedestrian fatalities in 2017, a 13.1% decrease in pedestrian fatalities by December 31, 2017 from the 2015 calendar year and a 0.9% reduction from the 2010-2014 baseline average of 107 deaths.

- To decrease bicyclist traffic fatalities by 7.1% from the 2010-2014 baseline average of 14 to 13 by December 31, 2017.

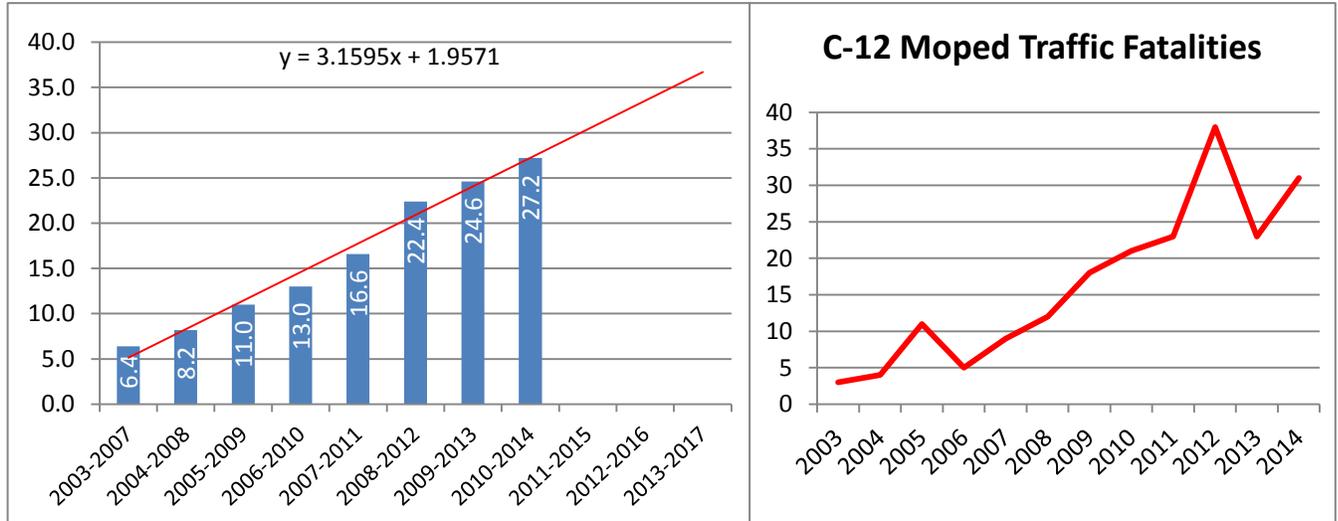


Polynomial Projection = $0.0869(11^2) - 1.3798(11) + 19.268 = 14.6$

2010-2014 Average = 14.2
 2011-2015 Average = 14.8
 2010 = 14
 2011 = 15
 2012 = 13
 2013 = 15
 2014 = 14 (6.7% decrease from 2013)
 2015 = 17 (21.4% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-11 above, the five-year moving average with polynomial trend analysis projects that South Carolina will experience a five-year average number of 15 bicyclist traffic fatalities by December 31, 2017. This equates to an estimated 15 annual bicyclist traffic fatalities for 2017, which is a 7.1% increase from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 17 bicyclist traffic fatalities in 2015, an increase of 21.4% from the 14 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates a slight increase in bicyclist fatalities when compared to the same time period in 2015. Based on the small number of fatalities and stabilization of the number of fatalities in the past few years, OHSJP has set a goal of 13 bicyclist traffic fatalities in 2017, a 23.5% reduction in bicyclist traffic fatalities by December 31, 2017 from the 2015 calendar year and a 7.1% decrease from the 2010-2014 baseline average of 14 deaths.

- To decrease moped traffic fatalities by 3.7% from the 2010-2014 baseline average of 27 to 26 by December 31, 2017.



Linear Projection = $3.1595(11) + 1.9571 = 36.7$

2010-2014 Average = 27.2
 2011-2015 Average = 31.8
 2010 = 21
 2011 = 23
 2012 = 38
 2013 = 23
 2014 = 31 (34.8% increase from 2013)
 2015 = 44 (41.9% increase from 2014, 2015 not FARS finalized)

As shown in Figure C-12 above, the five-year moving average with linear projection trend analysis projects that South Carolina will experience a five-year average number of 36.7 moped traffic fatalities by December 31, 2017. This equates to an estimated 54 annual moped traffic fatalities for 2017, which is a 74.2% increase from 2014. Preliminary state data compiled by the OHSJP Statistical Analysis Center indicates that there were 44 moped traffic fatalities in 2015, an increase of 41.9% from the 31 in 2014. The state preliminary projection for 2016, using the first four months of data, indicates a slight decrease in moped fatalities in comparison with the same time period in 2015. After much discussion among OHSJP staff, and after consulting with NHTSA, OHSJP has set a goal of 26 moped traffic fatalities in 2017, a 40.9% decrease in moped traffic fatalities by December 31, 2017 from the 2015 calendar year and a 3.7% decrease from the 2010-2014 baseline average of 27 deaths. This may be too ambitious given the economic factors that have driven many in our state to seek alternative, less expensive modes of transportation, which have steadily driven up the number of moped fatalities each year.

Potential legislation being reviewed by legislators could help reduce the number of moped fatalities. Current state laws do not require moped operators to obtain a driver's license or register a moped. A bill proposed during the most recent legislative term would require licenses for moped operators and registration for mopeds. Passage of this law may lead to more effective enforcement of motor vehicle laws on moped operators and reduce confusion in the state definition of a moped versus a motorcycle. Though the law was passed by the General Assembly in 2016, it was vetoed by the Governor. At the time of the preparation of this document, it is unknown as to whether or not the General Assembly will vote to override the veto. The state continues its very compelling Vulnerable Roadway Users billboard campaign which it hopes will have a positive impact on the rising negative traffic statistics associated with moped operators.

Objectives:

1. To maintain a statewide billboard campaign effort during FFY 2017 to alert motorists of the presence of other vulnerable roadway users on the roadways of the state.
2. To work with Law Enforcement Liaisons of the OHSJP to provide safety information about other vulnerable roadway users to LENs around the state, which includes counties identified by statistical data to have a high occurrence of other-vulnerable-roadway-user fatal and serious-injury collisions.

Performance Indicators:

Goals:

The OHSJP will review and compare traffic statistical data regarding bicyclists, moped operators, and pedestrians relative to 2013-2015 statistical data to determine if goal targets are being met.

Objectives:

1. The OHSJP will maintain records of financial and programmatic information relative to the statewide billboard campaign, to include locations of billboard advertising purchased.
2. OHSJP staff will attend Law Enforcement Network meetings in areas which include target counties for the dissemination of safety information about other vulnerable roadway users and to encourage law enforcement agencies to implement enforcement and educational strategies in these counties to improve other-vulnerable-roadway-user safety.

Strategies:

1. The Office of Highway Safety and Justice Programs (OHSJP) will launch a billboard campaign in April 2017 to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists and pedestrians. The campaign will target several focus counties that experienced high rates of deaths and serious injuries among vulnerable roadway user groups during the five-year period from 2010 to 2014: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, Orangeburg and Beaufort. The campaign will support public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. While each board will focus on one vulnerable roadway group, the campaign features a unified and cohesive series of “share the road” messages. That way, roadway users recognize the compellingly colorful billboard campaign as one theme, which is “Look.” The theme encourages motorists to simply pay attention and “look” for these vulnerable roadway users when they are negotiating the roadways. The billboards, in essence, tell motorists that by looking out for vulnerable roadway users and sharing the road responsibly with them, lives can be saved. (Boards focusing on motorcycles also feature the same theme and logo, but funding for the boards will be taken from another source.)
2. During FFY 2017, the OHSJP staff will develop a presentation on vulnerable roadway users to present at LEN meetings around the state in those Judicial Circuits in which the priority counties for the above-referenced billboard campaign are located. The presentation will contain a variety of information about vulnerable roadway users, including statistical information regarding traffic crashes, injuries, and fatalities featuring locations, time, and demographic data.

Agency	Title	County	Project Number	Budget
SCDPS	Public Information, Outreach and Training Vulnerable Roadway Users (Look) Campaign	Statewide	PS-2017-HS-04-17	\$40,000

PERFORMANCE REPORT

Report on Meeting Targets for Performance Measures

Listed below is a program level performance report of the state's success in meeting the core performance targets identified in the 2016 HSP for each program area.

C-1: To decrease the number of traffic fatalities by 10.6% from 2009-2013 baseline average of 832 to 744 fatalities by December 31, 2016.

The state's goal of 744 traffic fatalities for the year 2016 is 9.7% lower than the FARS figure of 824 for 2014. As of May 2, 2016, traffic fatalities for the state are down 11.3% when compared to the same time period in 2015 (311 in 2015, 276 in 2016). However, due to the highly preliminary nature of the 2016 figures, the state believes the decrease is much smaller, perhaps only 1-2% lower than the previous year. The state does not anticipate meeting its goal of 744 traffic deaths in 2016.

C-2: To decrease the number of serious traffic injuries by 7.9% from the 2009-2013 baseline average of 3,365 to 3,100 serious traffic injuries by December 31, 2016.

State data show that the number of serious traffic injuries in 2014 was 3,189. Preliminary figures indicate a decrease (4.3%) in serious injuries during 2015, to 3,051. Based on these recent figures, the state anticipates meeting its goal of 3,100 serious traffic injuries in 2016.

C-3: To decrease the fatality rate/100M VMT by 12.4% from the 2009-2013 baseline average of 1.70 to 1.49 fatality rate/100M VMT by December 31, 2016.

The state's goal of 1.49 traffic fatalities per 100 million vehicle miles traveled for the year 2016 is 9.7% lower than the FARS figure of 1.65 for 2014. The fatality rate for 2014 in SC was 1.65. The estimated rate for 2015 is 1.89. The state anticipates a small increase in the number of fatalities for the year 2016 as compared to 2015. This estimation coupled with the recent increase in vehicle miles traveled in the state, will make the target of a 1.49 fatality rate/100M VMT difficult to achieve.

C-3R: To decrease the rural fatality rate by 15.0% from the 2009-2013 baseline average of 3.00 to 2.55 fatalities by December 31, 2016.

The state's goal of 2.55 rural traffic fatalities per 100 million vehicle miles traveled for the year 2016 is 14.7% lower than the FARS figure of 2.99 for 2014. The rural fatality rate for 2014 in SC was 2.99, 13.7% higher than in 2013. The rural fatality rate for 2015 is unavailable at this time, however the state anticipates difficulty in achieving the goal of 2.55 rural fatalities per 100 million vehicle miles traveled.

C-3U: To decrease the urban fatality rate by 8.3% from the 2009-2013 baseline average of 0.48 to 0.44 fatalities by December 31, 2016.

The urban fatality rate for 2014 in SC was 0.54, a 25.0% decrease from the previous year. The urban fatality rate for 2015 is unavailable at this time. Starting in 2013, the state began working with its partner agency, the South Carolina Department of Transportation, to better classify rural and urban fatalities. Therefore, it is anticipated that the number of urban fatalities may increase as the state becomes better able to locate fatal crashes in the state.

C-4: To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 21.9% from the 2009-2013 baseline average of 301 to 235 unrestrained passenger vehicle occupant fatalities by December 31, 2016.

There were 275 unrestrained passenger vehicle occupant fatalities in 2014. Preliminary state data reveal an increase during 2015 to 317 unrestrained passenger vehicle occupant fatalities. This 15.3% increase from 2014 to 2015 may make it difficult for the state to reach its target of 235 unrestrained passenger vehicle occupant fatalities by the end of 2016.

C-5: To decrease the number of alcohol-impaired driving fatalities by 20.3% from the 2009-2013 baseline average of 345 to 275 alcohol-impaired driving fatalities by December 31, 2016.

The number of alcohol-impaired driving fatalities for SC in 2014 was 279, an 18% decrease from 2013. The state was asked to make several revisions to its FARS data for the year 2014, and it is expected that the final FARS figure will be closer to 320 to 330 alcohol-impaired driving fatalities for 2014. This expectation coupled with the recent increase in fatalities in the state will make it difficult to achieve the goal of 275 alcohol-impaired driving deaths in 2016.

C-6: To decrease the number of speed-related fatalities by 5.2% from the 2009-2013 baseline average of 306 to 290 speed-related fatalities by December 31, 2016.

Speed-related fatalities totaled 306 in 2013 and preliminary state data show a total of 296 speed-related fatalities occurred during 2014, a 3.3% reduction. The preliminary 2014 figure points to a strong possibility of meeting the goal of 290 speed-related fatalities by the end of 2016.

C-7: To decrease the number of motorcycle fatalities by 13.4% from the 2009-2013 baseline average of 127 to 110 motorcyclist fatalities by December 31, 2016.

Preliminary state data reveal that 183 motorcyclist fatalities (figure includes moped operators) during 2015, a 51.2% increase from 2014, when there were 121 motorcyclist fatalities (figure includes moped operators). Preliminary figures for 2016 indicate that motorcyclist fatalities are up 10 deaths, and the state may experience difficulty in meeting the goal of 110 motorcyclist fatalities by 2016.

C-8: To decrease the number of unhelmeted motorcycle fatalities by 1.1% from the 2009-2013 baseline average of 93 to 92 unhelmeted motorcycle fatalities by December 31, 2016.

The number of unhelmeted motorcyclist fatalities in SC was 95 in 2014 and 140 in 2015 (preliminary state data, figure includes moped operators), representing a 47.4% increase. Preliminary 2016 figures indicate an increase in the total number of unhelmeted motorcyclist fatalities, and the state may have difficulty meeting the 2016 goal of 92 unhelmeted motorcyclist fatalities.

C-9: To decrease the number of drivers 20 years of age or younger involved in fatal crashes by 16.7% from the 2009-2013 baseline average of 114 to 95 drivers age 20 or younger involved in fatal crashes by December 31, 2016.

There were 119 drivers age 20 or younger involved in fatal crashes in 2014. Preliminary state data present 125 drivers involved in fatal crashes who were age 20 or younger in 2015, a 5.0% increase. In recognition of this most recent increase in the number of drivers age 20 or younger involved in fatal crashes, the state anticipates difficulty in meeting the goal of 95 drivers age 20 or younger involved in fatal crashes in 2016.

C-10: To decrease the number of pedestrian fatalities by 7.8% from the 2009-2013 baseline average of 103 to 95 pedestrian fatalities by December 31, 2016.

There were 107 pedestrian fatalities in 2014, and preliminary state data for 2015 indicate 122 pedestrian fatalities. Although pedestrian fatalities dropped 18.7% from 2013 to 2014, the more recent increase in 2015 (14.0%) may make it difficult for the state to reach 95 pedestrian fatalities in 2016.

C-11: To decrease bicyclist fatalities 0.0% from the 2009-2013 baseline average of 14 to 14 by December 31, 2015.

There were 14 bicyclist fatalities in 2014 and preliminary state data for 2015 indicate 17 bicyclist fatalities for 2015. Through May 2, 2016, the state had experienced a preliminary number of nine bicyclist fatalities compared to the same number during the previous year. It remains possible that the state could reach its goal of 14 bicyclist fatalities in 2016.

C-12: To decrease moped fatalities 20.0% from the 2009-2013 baseline average of 25 to 20 by December 31, 2016.

There were 31 moped operator fatalities in 2014, and preliminary state data for 2015 indicate 44 such fatalities. Through May 2, 2016, the state had experienced a preliminary number of 10 moped operator fatalities. With eight months still remaining in the year and with the knowledge that 44 moped lives were lost in 2015, the goal of 20 moped fatalities for 2016 seems unlikely.

B-1: To increase the statewide observed seat belt use rate of front seat outboard occupants in passenger vehicles by 2.0 percentage points from the 2014 calendar baseline usage rate of 90.0% to 92.0% by December 31, 2016.

A statewide survey conducted by the University of South Carolina in June 2015 indicated a safety belt usage rate for South Carolina of 91.6% for 2015. This represents an increase over the previous year with survey results indicated 90.0%. The state remains optimistic that it will meet its goal of 92.0% in 2016.

A-1: Seat belt citations issued.

Final figures from 2014 indicate that 199,178 seat belt citations were issued during that year. Preliminary data for 2015 show a reduction (15.8%) in the number of seat belt citations issued during 2015, to 167,761.

A-2: Impaired driving arrests made.

The final number of impaired driving arrests made during grant-funded enforcement activities in 2014 was 23,064, a 3.8% decline from 2013 (23,977). The number of arrests decreased again from 2014 to 2015 (6.7%), in which 21,512 arrests are estimated.

A-3: Speeding citations issued.

Final figures from 2014 indicate that 396,363 speeding citations were issued during the year. Preliminary data for 2015 show a 1.95% decrease in the number of speeding citations issued for the year, to 388,631.

South Carolina Department of Public Safety

Office of the Director

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POLICY	400.15
EFFECTIVE DATE	JUNE 6, 1995
ISSUE DATE	JUNE 10, 2003
SUBJECT	OVERTIME
APPLICABLE STATUTES	
APPLICABLE STANDARDS	22.1.1 (e) (f)
DISTRUBTION	TO ALL EMPLOYEES

THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY. THIS DOCUMENT DOES NOT CREATE ANY CONTRACTUAL RIGHTS OR ENTITLEMENTS. THE AGENCY RESERVES THE RIGHT TO REVISE THE CONTENT OF THIS DOCUMENT, IN WHOLE OR IN PART. NO PROMISES OR ASSURANCES, WHETHER WRITTEN OR ORAL, WHICH ARE CONTRARY TO OR INCONSISTENT WITH THE TERMS OF THIS PARAGRAPH CREATE ANY CONTRACT OF EMPLOYMENT.

I. POLICY

It is the policy of the Department of Public Safety that employees should only be required to work overtime on an occasional basis to meet a sudden increase in workload or to meet the demands of a crisis situation. [22.1.1 (f)] All department supervisors shall ensure that working approved overtime is an exception to the regular work schedule for any division, office, function, or unit of the Department of Public Safety. To confirm that the department comports with all Federal and State requirements regarding the use of, payment for, and granting of compensatory leave time for overtime hours to all employees, both exempt and non-exempt, this policy sets forth the procedures governing the payment for overtime worked or granting compensatory leave time for overtime worked. [22.1.1 (e)]

Unless specifically approved by the director, all overtime shall be granted as compensatory leave time and whenever practicable, accrued compensatory leave shall be scheduled for use in lieu of annual leave. [22.1.1 (e)] Supervisors must secure the approval of the director before authorizing the working of overtime by department employees. [22.1.1 (f)] However, the director may delegate the authority to approve the working of overtime to the deputy directors or department heads.

II. DEFINITION OF OVERTIME

Overtime is all hours worked in excess of 40 in a seven (7) consecutive day work period for non-law enforcement personnel. For law enforcement personnel, overtime is all hours worked in excess of 86 hours in a 14-day period. [22.1.1 (e) (f)]

III. LAW ENFORCEMENT PERSONNEL DEFINED

For the purpose of this policy, law enforcement personnel refer to any commissioned law enforcement employee assigned to the following department functions:

- A. South Carolina Highway Patrol
- B. State Transport Police
- C. Bureau of Protective Services
- D. Office of Professional Responsibility
- E. Any other operation or function designated by the director for law enforcement coverage under the Fair Labor Standards Act.

IV. EXEMPT, NON-EXEMPT AND HOURLY RATE EMPLOYEES

Section 13(a)(1) of the Fair Labor Standards Act, as amended, exempts from the wage and hour provisions of the Act any individual employed in a bona fide executive, administrative, or professional capacity. Under the provisions of the Act, the director shall designate those employees classified as exempt employees. Each division, office and function of the department shall be advised by the Human Resources Office as to which employees are classified as exempt.

Section 7(k) of the Act provides the department with a limited exemption from the weekly wage and hour provisions of the Act. The exemption provides that overtime compensation, in premium pay or compensatory time, is required for all departmental law enforcement personnel for all hours worked in excess of 86 in a 14 day work period. If a non-exempt law enforcement employee is paid in cash wages for overtime hours worked, such wages must be paid at one and one-half times the employee's regular rate of pay. [22.1.1 (f)]

All other salaried employees of the Department of Public Safety are considered non-exempt under the provisions of the Act and are subject to the minimum wage and overtime pay requirements of Section 7(a) of the Act. For these employees, compensation shall be based upon a forty (40) hour workweek or two thousand eighty (2080) hours per year. The regular rate of pay for these employees is calculated by dividing the employee's annual salary by 2080 hours. [22.1.1 (f)]

All hourly employees of the department shall be compensated for all hours worked up to forty hours at their assigned hourly rate and at a premium rate for all hours worked over 40 hours.

V. COMPENSABLE HOURS OF WORK

Compensable hours of work generally include all of the time during which an employee is on duty on the employer's premises or at a prescribed workplace, as well as all other time during which the employee is required or permitted to work for the employer. This includes any bona fide work which the employee performs on or away from the premises if the supervisor knows or has reason to believe that the work is being performed.

- A. Lectures, Meetings and Training

When employees are required to attend lectures, meetings, training programs, etc., in the course of their official duties such attendance time shall be considered hours worked.

- B. Travel Time [22.1.1 (f)]

Travel time outside the employee's normal working hours may be considered as hours worked for purposes of this overtime policy under some conditions. Normal home-to-work travel or vice versa is not compensable time worked and thus cannot be relied upon in such computations of hours worked. Time spent traveling to reach or return from a destination in the performance of official business may be considered time worked for purposes of this policy as provided for in the regulations promulgated under the Fair Labor Standards Act (29 C.F.R. 785, et seq.) and any applicable state regulations.

If an employee knows or believes that time spent in travel as part of his principal activity for the department will trigger the provisions of this overtime policy because the employee will travel during hours outside the scope of his regular working hours, then the employee must advise his supervisor. A myriad of work-related scenarios are possible under the applicable Federal and State regulations and the supervisor should contact the department's payroll office to ensure that the travel time will be considered as hours worked in the employee's particular situation. As with any overtime, the supervisor must secure the approval of the director or his designee. Such approval should be secured in advance whenever possible but failure to secure advance approval will not preclude the consideration of the travel time as time worked, particularly when circumstances outside the employee's control trigger the travel outside the normal duty hours.

C. On Call and Call Back Situations [22.1.1 (f)]

If an employee who is on-call is not confined to his or her home or any particular place but is required only to leave word where he or she can be reached, the hours spent on-call are not regarded as working hours. Likewise, the assignment of a beeper to a departmental employee does not meet the definition of "hours worked" for purposes of compensation.

"Call Back" is defined as a call by the department for an employee to report to work either before or after normal duty hours to perform emergency services. The director shall determine which classifications of employees shall be subject to "call back". Non-exempt employees shall be compensated for hours worked as a result of a "call back" at their regular hourly rate plus any shift premium for which they might be eligible, and such time shall be counted in computing any overtime that may be due. In the event it becomes necessary for an employee to be called back for emergency services and the services rendered require less than two (2) hours on the job, or in the event no work is available when he reports, a minimum of two (2) hours work time shall be credited. An employee shall not be credited with nor paid for call back time if:

1. The recall to work ("call back") has been cancelled and the employee received notice in advance not to report to work, or
2. The employee refuses alternative work that is offered upon reporting to work.

D. Meal Periods [22.1.1 (f)]

A bona fide meal period of thirty (30) minutes or more which occurs during the scheduled workday is not hours worked if the employee is completely relieved from duty for the purpose of eating a meal.

E. Rest Periods [22.1.1 (f)]

Rest periods or "coffee breaks" of short duration shall be counted as hours worked. For the Department of Public Safety, one (1) morning and one (1) afternoon "break" of no more than fifteen (15) minutes each is permitted. Breaks shall not be used to allow an employee to come in late, leave early or extend the lunch period.

F. Holidays [22.1.1 (f)]

Any employee required to work on a legal holiday shall be given an equivalent amount off, up to the maximum of the employee's average working day, within ninety (90) calendar days. For example, an employee who is scheduled to work a 7.5 hour work day can only be given a maximum of 7.5 hours in commensurate time off, even if the employee actually works 12 hours on the holiday. Time worked on a legal holiday shall be used in computing total hours worked.

G. Leave Status [22.1.1 (f)]

Time spent in leave status is not considered hours worked and may not be used in computing total hours worked for overtime compensation purposes.

VI. NON-EXEMPT EMPLOYEES

A. Non-Law Enforcement Personnel [22.1.1 (e) (f)]

1. Payment for Overtime [22.1.1 (e) (f)]

Employees classified as non-law enforcement personnel will either be paid one and one-half (1 1/2) times their regular rate of pay for all hours worked over 40 in a seven (7) day work period, or be granted compensatory leave time at a rate of one and one-half (1 1/2) hours for each hour in excess of 40. [22.1.1 (e)] The director or the designated departmental official shall determine if overtime compensation or compensatory leave time will be granted to non-exempt employees.

2. Work Period [22.1.1 (f)]

For non-law enforcement personnel, the normal workweek shall be either 37.5 hours or 40 hours as established by the director or his designee. However, employees whose normal work week is 37.5 hours shall not receive additional compensation or compensatory leave time for hours worked between 37.5 and 40 hours per week. [22.1.1 (e)] The work period for non-law enforcement personnel begins at 12:01 a.m. on Sunday and ends at 12:00 midnight the following Saturday.

3. Record Keeping [22.1.1 (f)]

The department shall maintain records for each employee that document all information required to be maintained by Federal and State laws, rules and regulations. For non-exempt employees this shall include:

- a. Employees assigned workweek (Time of day and day of week that the workweek begins.)
- b. Regular hourly rate of pay applicable for any week in which overtime is worked and overtime pay is due.

- c. Hours worked each workday by the employee and total hours worked each week by the employee.
 - d. Total gross daily or weekly straight-time wages paid to the employee for all hours worked.
 - e. Total overtime compensation paid to the employee for each workweek.
 - f. Total additions or deductions made to or from the employee's wages for each pay period.
 - g. Total net wages paid to the employee for each pay period.
 - h. Date of payment of wages to the employee and pay period covered by the payment.
 - i. The number of hours of compensatory time earned each workweek, or other applicable work period, for each hour of overtime worked by each employee, to be computed at the rate of one and one-half hours for each hour of overtime worked. [22.1.1 (e)]
 - j. The number of hours of such compensatory time used or taken by the employee each workweek or other applicable work period.
 - k. The number of hours of compensatory time compensated in cash, the total amount paid and the date of such payment.
- B. Non-Exempt Law Enforcement Personnel [22.1.1 (e) (f)]

1. Payment for Overtime [22.1.1 (e) (f)]

Overtime hours will be considered all hours worked over eighty-six (86) in the defined fourteen (14) consecutive day period. Employees will either be paid one and one-half (1 1/2) times their regular rate of pay for each hour of employment for which overtime compensation is due or be granted compensatory leave time at a rate of one and one-half (1 1/2) hours for each hour of employment for which overtime compensation is due. [22.1.1 (e)] Overtime pay and/or compensatory leave time will be granted for all hours worked over eighty-six (86) in the specified fourteen day period.

The Director or the designated departmental official will determine if overtime compensation or compensatory leave is granted to non-exempt law enforcement personnel. [22.1.1 (e)]

2. Work Period [22.1.1 (f)]

The work period for law enforcement personnel begins at 12:01 a.m. Sunday and continues for fourteen (14) consecutive days (or 336 hours), ending at 12:00 midnight on Saturday.

3. Record Keeping [22.1.1 (f)]

The same record keeping required for non-law enforcement personnel is required for law enforcement personnel.

VII. EXEMPT EMPLOYEES

Exempt employees (law enforcement and non-law enforcement) may be given compensatory time off for any overtime worked at the discretion of the director or his designee. If given, however, it will not be in an amount greater than one hour for each hour of overtime worked and may be at a lesser rate as the director or his designee deems appropriate. [22.1.1 (e)]

VIII. OTHER GENERAL MATTERS CONCERNING THE USE OF OVERTIME

Under warranted circumstances and where approved in advance by the Director or designated departmental official, a non-exempt employee may be allowed to work in excess of the normal workday and may be given time off during the same workweek at the rate of an hour for an hour to avoid working more than 40 hours in the workweek. This adjustment is neither applicable to nor available for hours worked between 37.5 and 40.0 hours of any workweek. This type of work rescheduling precludes working overtime and the need for overtime payment.

Dual employment that will result in an overtime liability for this department will not be approved effective with the issuance of this policy.

A non-exempt employee and his or her supervisor may not waive or attempt to waive the requirement that overtime pay must be paid or compensatory time granted for all overtime worked.

All non-law enforcement (non-exempt) personnel should accrue no more than two hundred and forty (240) compensatory hours. In accordance with Fair Labor Standards Act, non-exempt employees must receive payment for all additional overtime worked when the employee's compensatory leave balances reach the maximum of two hundred and forty (240) hours. [22.1.1 (e)] It shall be the responsibility of each supervisor and departmental head to monitor the two hundred and forty (240)-hour compensatory accrual limit and ensure control over compensatory balances.

All law enforcement personnel (non-exempt) shall accrue no more than four hundred and eighty (480) compensatory hours. In accordance with the Fair Labor Standards Act, non-exempt law enforcement personnel must receive payment for all additional overtime worked when the employee's compensatory leave balances reach the maximum of four hundred and eighty (480) compensatory hours. [22.1.1 (e)] It shall be the responsibility of each supervisor and departmental Head to monitor the four hundred and eighty (480)-hour compensatory accrual limit and ensure control over compensatory balances.

It shall be the responsibility of each manager to determine that the provisions of this policy are administered in the best interest of the department. [22.1.1 (f)] Although each manager is responsible for securing the necessary approval in advance of any employee working overtime, it is equally important to control unauthorized overtime. Unauthorized work shall be counted as hours worked if the responsible manager could have stopped the unauthorized overtime work but did not, or if the responsible manager knows or has reason to know of the practice of working unauthorized overtime. Failure to stop such unauthorized work, failure to change the practice of working unauthorized overtime, or requiring employees to work overtime without properly reporting such overtime worked, may result in disciplinary action against all responsible managers.

APPROVED BY THE OFFICE OF HUMAN RESOURCES BUDGET AND CONTROL

By Order of the Director Date June 10, 2003
B. Boykin Rose
Director S C Department of Public Safety
The Original Signed Copy of this Policy is on File in the Office of the General Counsel

Attachment 4: South Carolina Target Zero Teams

Problem Identification

In May/June 2015, the South Carolina Department of Transportation (SCDOT) identified 16, 10-mile corridors based on an analysis of fatal & injury crashes from 2009-2013. During the planning portion of this project, representatives from SCDOT and the Target Zero Team Commanding Officer met on numerous occasions to discuss the identified enforcement locations.

The 16 selected corridors accounted for 4.1% of the total traffic fatalities and 4.4% of the total injuries in the state during that time period.

We also have maps of these roads on the SHSP website <http://www.sctargetzeroplan.org/target-zero-enforcement-team>

Target Zero Enforcement Teams
Fatal and Injury Crashes, 2009-2013

Region	County	Segment	Total Crashes	Total Fatalities	Total Injuries
Pee Dee	Berkeley	S-62	1,028	5	527
	Berkeley	I-26	465	15	208
	Charleston	US 17	1,441	14	561
	Charleston	I-26	3,117	9	913
Midlands	Lexington/Richland	I-26	2,925	13	799
	Orangeburg	US 301	636	12	403
	Richland	US 1	2,580	9	996
	Richland	SC 48	1,211	5	420
Lowcountry	Horry	US 501	3,753	19	1,245
	Horry	US 17	1,460	14	670
	Horry	US 17	1,418	7	749
	Horry	US 17	1,976	10	843
Upstate	Anderson	SC 28	1,182	9	556
	Greenville	US 276	1,781	6	496
	Greenville	US 25	2,530	16	1,023
	Greenville	I-385	814	6	241
Percent of Total 2009-2013			5.3%	4.1%	4.4%

Budget

DOT's budget for the Target Zero Teams ONE year maximum reimbursable amount: \$2,239,918.00. This would include the purchase of equipment (cars, computers, etc.), salaries, fringe benefits, etc.

- \$1.5M allocated for subsequent years.

Attachment 5: PAID MEDIA CAMPAIGNS AND PROPOSED BUDGETS

The following paid media campaigns are planned for FFY2017 with the listed proposed budgets:

Christmas/New Year's Sober or Slammer Campaign:

A. Media Buys/Distribution	\$175,000
B. Telephone Surveys (pre- and post-campaign)	\$33,000
C. Agency Services	\$42,000
Grand Total	\$250,000

Be A SANTA (Designated Driver Campaign):

A. Media Buys/Distribution	\$37,500
B. Billboards	\$20,800
C. Agency Services	\$11,700
Grand Total	\$70,000

Motorcycle Safety Campaign

A. Focus Counties Outreach	\$97,500
B. Motorcycle Rallies	\$11,000
C. Agency Services	\$21,500
Grand Total	\$130,000

NOTE: MAP-21 405f Funds – Share the Roads Awareness Message \$80,000

Section 402 Funds – Share the Road/Awareness/Protective Gear \$50,000

Buckle Up SC Memorial Day Campaign

A. Production/Placement/Distribution (TV and Radio)	\$350,000
B. Agency Services	\$70,000
Grand Total	\$420,000

Sober or Slammer Labor Day Campaign

A. Production/Placement of TV Spot	\$437,000
B. Production/Placement of radio spots	\$200,000
C. Outdoor/Alternative advertising	\$205,000
D. Pre- and post-campaign awareness surveys and analysis	\$33,000
E. Agency Services	\$175,000
Grand Total Budget	\$1,050,000

Vulnerable Roadway Users Campaign (Pedestrian/Bikes/Moped)

A. Billboard production and placement	\$58,000
B. Agency Services	\$12,000
Grand Total Budget	\$70,000 (Section 402 Funds)

High School Ticket Campaign

A. High School Tickets	\$54,000
B. Production of posters	\$3,000
C. Agency Services	\$11,400
Grand Total Budget	\$68,400

**APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)**

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: South Carolina

Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSR.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination ("Federal Nondiscrimination Authorities"). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- o Taking appropriate personnel action against such an employee, up to and including termination.
 - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: [**CHECK ONLY ONE**]

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Signature Governor's Representative for Highway Safety

06/27/16

Date

Leroy Smith

Printed name of Governor's Representative for Highway Safety

U.S. Department of Transportation National Highway Traffic Safety Administration

Highway Safety Plan Cost Summary

2017-HSP-1

For Approval

State: South Carolina

Page: 1

Report Date: 07/01/2016

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2017-00-00-01		\$.00	\$138,006.00	\$.00	\$138,006.00	\$138,006.00	\$.00
Planning and Administration Total			\$.00	\$138,006.00	\$.00	\$138,006.00	\$138,006.00	\$.00
Occupant Protection								
	OP-2017-HS-02-17		\$.00	\$26,082.00	\$.00	\$104,328.00	\$104,328.00	\$.00
	OP-2017-HS-17-17		\$.00	\$38,535.75	\$.00	\$154,143.00	\$154,143.00	\$154,143.00
Occupant Protection Total			\$.00	\$64,617.75	\$.00	\$258,471.00	\$258,471.00	\$154,143.00
Pedestrian/Bicycle Safety								
	PS-2017-HS-04-17		\$.00	\$10,000.00	\$.00	\$40,000.00	\$40,000.00	\$.00
Pedestrian/Bicycle Safety Total			\$.00	\$10,000.00	\$.00	\$40,000.00	\$40,000.00	\$.00
Police Traffic Services								
	PT-2017-HS-05-17		\$.00	\$24,614.50	\$.00	\$98,458.00	\$98,458.00	\$.00
	PT-2017-HS-06-17		\$.00	\$194,628.00	\$.00	\$778,512.00	\$778,512.00	\$778,512.00
	PT-2017-HS-07-17		\$.00	\$103,092.50	\$.00	\$412,370.00	\$412,370.00	\$412,370.00
	PT-2017-HS-08-17		\$.00	\$30,860.25	\$.00	\$123,441.00	\$123,441.00	\$123,441.00
	PT-2017-HS-09-17		\$.00	\$18,396.75	\$.00	\$73,587.00	\$73,587.00	\$73,587.00
	PT-2017-HS-10-17		\$.00	\$21,771.25	\$.00	\$87,085.00	\$87,085.00	\$87,085.00
	PT-2017-HS-11-17		\$.00	\$20,142.50	\$.00	\$80,570.00	\$80,570.00	\$80,570.00
	PT-2017-HS-12-17		\$.00	\$28,556.25	\$.00	\$114,225.00	\$114,225.00	\$114,225.00
	PT-2017-HS-13-17		\$.00	\$38,322.50	\$.00	\$153,290.00	\$153,290.00	\$153,290.00
	PT-2017-HS-14-17		\$.00	\$16,990.00	\$.00	\$67,960.00	\$67,960.00	\$67,960.00
	PT-2017-HS-15-17		\$.00	\$20,175.25	\$.00	\$80,701.00	\$80,701.00	\$80,701.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: South Carolina

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For Approval

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	PT-2017-HS-16-17		\$.00	\$56,539.50	\$.00	\$226,158.00	\$226,158.00	\$226,158.00
	PT-2017-HS-18-17		\$.00	\$15,958.25	\$.00	\$63,833.00	\$63,833.00	\$63,833.00
	PT-2017-HS-19-17		\$.00	\$34,267.25	\$.00	\$137,069.00	\$137,069.00	\$137,069.00
	PT-2017-HS-21-17		\$.00	\$85,285.25	\$.00	\$341,141.00	\$341,141.00	\$341,141.00
	PT-2017-HS-22-17		\$.00	\$55,744.00	\$.00	\$222,976.00	\$222,976.00	\$222,976.00
	PT-2017-HS-31-17		\$.00	\$9,845.50	\$.00	\$39,382.00	\$39,382.00	\$39,382.00
	PT-2017-HS-32-17		\$.00	\$17,147.75	\$.00	\$68,591.00	\$68,591.00	\$68,591.00
	PT-2017-HS-33-17		\$.00	\$43,097.25	\$.00	\$172,389.00	\$172,389.00	\$172,389.00
	PT-2017-HS-34-17		\$.00	\$33,816.50	\$.00	\$135,266.00	\$135,266.00	\$135,266.00
	PT-2017-HS-35-17		\$.00	\$70,937.25	\$.00	\$283,749.00	\$283,749.00	\$283,749.00
	PT-2017-HS-36-17		\$.00	\$56,109.25	\$.00	\$224,437.00	\$224,437.00	\$224,437.00
	Police Traffic Services Total		\$.00	\$996,297.50	\$.00	\$3,985,190.00	\$3,985,190.00	\$3,886,732.00
	Traffic Records							
	TR-2017-HS-03-17		\$.00	\$9,292.50	\$.00	\$37,170.00	\$37,170.00	\$.00
	Traffic Records Total		\$.00	\$9,292.50	\$.00	\$37,170.00	\$37,170.00	\$.00
	Safe Communities							
	SA-2017-HS-04-17		\$.00	\$202,279.75	\$.00	\$809,119.00	\$809,119.00	\$.00
	Safe Communities Total		\$.00	\$202,279.75	\$.00	\$809,119.00	\$809,119.00	\$.00
	NHTSA 402 Total		\$.00	\$1,420,493.50	\$.00	\$5,267,956.00	\$5,267,956.00	\$4,040,875.00
	MAP 21 405b OP High							
	405b High HVE							
	M1HVE-2017-HS-02-17		\$.00	\$125,000.00	\$.00	\$500,000.00	\$500,000.00	\$.00
	M1HVE-2017-HS-25-17		\$.00	\$57,500.00	\$.00	\$230,000.00	\$230,000.00	\$.00
	405b High HVE Total		\$.00	\$182,500.00	\$.00	\$730,000.00	\$730,000.00	\$.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
MAP 21 405b OP High Total			\$.00	\$182,500.00	\$.00	\$730,000.00	\$730,000.00	\$.00
MAP 21 405c Data Program								
405c Data Program								
	M3DA-2017-HS-03-17		\$.00	\$576,958.25	\$.00	\$2,307,833.00	\$2,307,833.00	\$.00
405c Data Program Total			\$.00	\$576,958.25	\$.00	\$2,307,833.00	\$2,307,833.00	\$.00
MAP 21 405c Data Program Total			\$.00	\$576,958.25	\$.00	\$2,307,833.00	\$2,307,833.00	\$.00
MAP 21 405d Impaired Driving High								
405d High HVE								
	M4HVE-2017-HS-20-17		\$.00	\$27,291.50	\$.00	\$109,166.00	\$109,166.00	\$.00
	M4HVE-2017-HS-23-17		\$.00	\$18,309.75	\$.00	\$73,239.00	\$73,239.00	\$.00
	M4HVE-2017-HS-24-17		\$.00	\$33,464.25	\$.00	\$133,857.00	\$133,857.00	\$.00
	M4HVE-2017-HS-25-17		\$.00	\$42,133.00	\$.00	\$168,532.00	\$168,532.00	\$.00
	M4HVE-2017-HS-26-17		\$.00	\$47,147.75	\$.00	\$188,591.00	\$188,591.00	\$.00
	M4HVE-2017-HS-27-17		\$.00	\$30,621.25	\$.00	\$122,485.00	\$122,485.00	\$.00
	M4HVE-2017-HS-28-17		\$.00	\$15,314.75	\$.00	\$61,259.00	\$61,259.00	\$.00
	M4HVE-2017-HS-29-17		\$.00	\$19,858.00	\$.00	\$79,432.00	\$79,432.00	\$.00
	M4HVE-2017-HS-30-17		\$.00	\$44,331.75	\$.00	\$177,327.00	\$177,327.00	\$.00
	M4HVE-2017-HS-37-17		\$.00	\$15,250.50	\$.00	\$61,002.00	\$61,002.00	\$.00
405d High HVE Total			\$.00	\$293,722.50	\$.00	\$1,174,890.00	\$1,174,890.00	\$.00
405d High Court Support								
	M4CS-2017-JC-39-17		\$.00	\$21,235.00	\$.00	\$84,940.00	\$84,940.00	\$.00
	M4CS-2017-JC-40-17		\$.00	\$33,611.50	\$.00	\$134,446.00	\$134,446.00	\$.00
405d High Court Support Total			\$.00	\$54,846.50	\$.00	\$219,386.00	\$219,386.00	\$.00
405d High Paid/Earned Media								
	M4PEM-2017-HS-25-17		\$.00	\$267,500.00	\$.00	\$1,070,000.00	\$1,070,000.00	\$.00

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State: South Carolina

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local	
		405d High Paid/Earned Media Total		\$0.00	\$267,500.00	\$0.00	\$1,070,000.00	\$1,070,000.00	\$0.00
		MAP 21 405d Impaired Driving High Total		\$0.00	\$616,069.00	\$0.00	\$2,464,276.00	\$2,464,276.00	\$0.00
		MAP 21 405f Motorcycle Programs							
		405f Motorcyclist Awareness							
		M9MA-2017-HS-04-17		\$0.00	\$20,000.00	\$0.00	\$80,000.00	\$80,000.00	\$0.00
		405f Motorcyclist Awareness Total		\$0.00	\$20,000.00	\$0.00	\$80,000.00	\$80,000.00	\$0.00
		MAP 21 405f Motorcycle Programs Total		\$0.00	\$20,000.00	\$0.00	\$80,000.00	\$80,000.00	\$0.00
		NHTSA Total		\$0.00	\$2,816,020.75	\$0.00	\$10,850,065.00	\$10,850,065.00	\$4,040,875.00
		Total		\$0.00	\$2,816,020.75	\$0.00	\$10,850,065.00	\$10,850,065.00	\$4,040,875.00

**FFY 2017 Highway Safety
Equipment \$5000
and above**

HSP - Attachment 1

Grant No.	Subgrantee	Equipment	Cost of Equipment Requested for Approval	Actual Equipment Cost	Funding Source
PT-2017-HS-16-17	City of Charleston Police Department	(2) Police Vehicles @ \$12,548 each	\$25,096		NHTSA 402
		(2) Painting and Vehicle Outfitting @ \$5,192	\$10,384		NHTSA 402
		(2) Vehicle In-Car Cameras @ \$5,490 each	\$10,980		NHTSA 402
PT-2017-HS-36-17	Spartanburg County Sheriff's Office	(2) Police Vehicles and Vehicle Equipment @ \$35,221 each	\$70,442		NHTSA 402
		(2) In-Car Camera systems @ \$5,100 each	\$10,200		NHTSA 402
PT-2017-HS-33-17	Lancaster County Sheriff's Office	(2) In-Car Radios @ \$6,000 each	\$12,000		NHTSA 402
PT-2017-HS-21-17	Florence County Sheriff's Office	(3) Police Vehicles @ \$25,000 each	\$75,000		NHTSA 402
		(3) Vehicle-Mounted Radios @ \$5,350 each	\$16,050		NHTSA 402
		(3) Hand-Held Radios @ \$5,350 each	\$16,050		NHTSA 402
PT-2017-HS-22-17	Goose Creek Police Department	(2) Police Vehicles @ \$25,557 each	\$51,114		NHTSA 402
PT-2017-HS-35-17	Lexington Police Department	(2) Police Vehicles @ \$26,879 each	\$53,758		NHTSA 402
		(2) In-Car Video Units @ \$6,285 each	\$12,570		NHTSA 402