



**South Carolina
Department of Public Safety**

Office of Highway Safety and Justice Programs

Protecting. Educating. Serving.

2022 Annual Report

Prepared by:

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

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

Director of SCDPS

R.G. Woods, IV

Director of OHSJP

Phil Riley

Grants Administration Manager

Joi Brunson

Special Programs Manager

Brent Kelly

Business Manager

Joyce McCarty

Public Affairs

Rachel Urconis

Statistical Analysis & Research Section

Ross Hartfield, Statistical Analysis & Research Manager

South Carolina Collision and Ticket Tracking System

Wilson Matthews, State Traffic Records Manager

Brian Borough, SCCATTS Project Coordinator

Law Enforcement Support Services

Greg Griggs, Law Enforcement Support Services Manager

Harold Moore, Law Enforcement Liaison

Highway Safety Grant Programs

Shawnée Goodman, Highway Safety Grant Program Manager

Jasmine Simmons, Highway Safety Planning & Evaluation Coordinator

Sabrina Culp, Impaired Driving Countermeasures Program Coordinator

Lekia Richards, Police Traffic Services/Occupant Protection Program Coordinator

Highway Safety Grants Accounting Manager

Angela Campbell

Contents

Executive Summary	3
Introduction.....	5
Statewide Performance Targets and Results.....	11
Annual Activity Performance Measures Tracker	13
Federal Grant Projects by Program Area	14
Planning and Administration Program Overview.....	14
Alcohol Countermeasures Program Overview	26
Occupant Protection Program Overview	60
Police Traffic Services Program Overview	74
Police Traffic Services – Law Enforcement Coordination Project.....	84
FFY 2022 Grant Period Enforcement Report: 10/1/2021 – 9/30/2022.....	88
2022 Law Enforcement Target Zero Challenge Report: 12/1/2021-9/5/2022.....	89
2021-2022 Christmas/New Year’s <i>SOS</i> Enforcement Report: 12/17/2021-1/1/2022	90
2022 <i>BUSC</i> Enforcement Report: 5/23/2022-6/5/2022	91
2022 <i>Operation Southern Slow Down</i> Enforcement Report: 7/17/2022-7/23/2022.....	92
2022 Labor Day <i>SOS</i> Enforcement Report: 8/19/2022-9/5/2022.....	93
Police Traffic Services - Education/Training Projects.....	94
Traffic Records Program Overview.....	100
Community Traffic Safety Program Overview.....	104
Motorcycle Safety Program Overview	115
Vulnerable Roadway Users Program Overview	123
Paid Media Overview	127
2021 Sustained Highway Safety Public Information & Education (PI&E) Campaign	127
2021 <i>Sober or Slammer!</i> Halloween Campaign	128
2021 Thanksgiving Distracted Driving Campaign	130
2021 University of South Carolina vs. Clemson University College Football Recap.....	132
2021-2022 <i>Sober or Slammer!</i> Holiday Campaign	132
2022 Sustained Highway Safety Public Information & Education Campaign.....	135
2022 <i>Sober or Slammer!</i> St. Patrick’s Day Campaign	137
2022 Carolina Cup Recap.....	138
2022 Spring Distracted Driving Campaign.....	139
2022 <i>Sober or Slammer!</i> Memorial Day Campaign	141
2022 All South Highway Safety Team Campaign.....	142

2022 Motorcycle Awareness Campaign	142
2022 <i>Buckle Up, South Carolina</i> Campaign.....	143
2022 Carolina Country Music Festival Recap	145
2022 <i>Sober or Slammer!</i> Summer – Labor Day Campaign.....	146
2022 School Bus/ Rail Safety Campaign.....	148
2022 Darlington Raceway Recap.....	149
2022 Vulnerable Roadway Users Part I Media Plan Development.....	149
2022 Highway Safety PI&E Part I Media Plan Development.....	150
2022 <i>Sober or Slammer!</i> Halloween Part I Media Plan Development	151
2022 Clemson University Athletics Outreach Efforts Part I Media Plan Development.....	151
2022 University of South Carolina Athletics Outreach Efforts Part I Media Plan Development	152
2022 Fall Jam at the Ballpark Outreach Efforts Part I Media Plan Development.....	153
Attitudinal Survey Results	154
Federal Funds Expended on Projects	163

Executive Summary

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

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

Major Functions of OHSJP:

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$7 - \$10 million in highway safety grant funds from our federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis and Research Section (SARS) 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!*, *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 efforts, etc.;
- Supports the SC Law Enforcement Network (SCLN) system. The SCLN is comprised of 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;
- Participates with appropriate state and federal partners in 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 Target Zero Challenge
- DUI Enforcement Recognition/Law Enforcement Target Zero Challenge Ceremony
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week

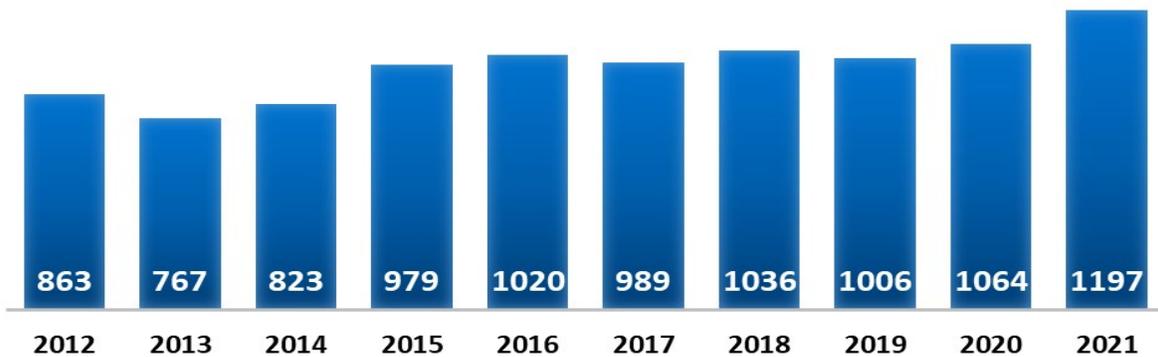
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. The OHSJP is divided into the following primary sections: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

Introduction

Statistical Summary

South Carolina experienced an increase in traffic fatalities from 2017 to 2021 when compared to the number of fatalities that occurred from 2012-2016. According to the Statistical Analysis and Research Section (SARS) of the OHSJP, the five-year period included three spikes in traffic fatalities. The first was in 2018 with a total of 1,036 traffic fatalities, an increase of 47 fatalities from 2017. The second was in 2020 with a total of 1,064 fatalities, an increase of 58 fatalities from 2019. Finally, the third spike occurred in 2021 with a preliminary total of 1,197 traffic fatalities, an increase of 133 fatalities from 2020. Despite the dip in 2017, traffic fatalities have trended upwards, and current 2022 trends show only a slight decrease in the traffic fatality number compared to 2021.

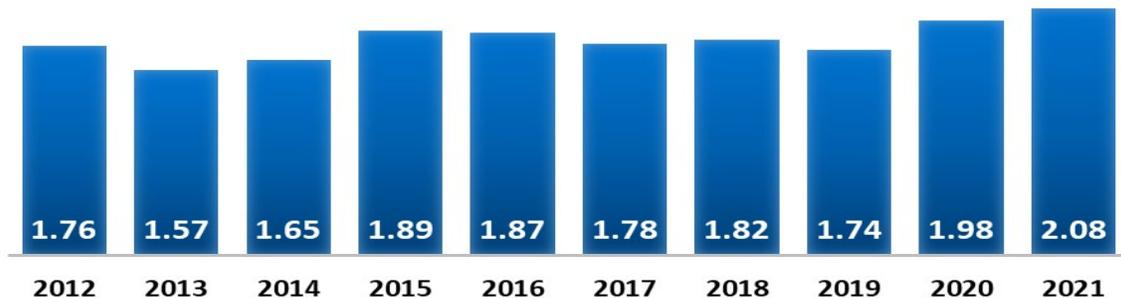
South Carolina Traffic Fatalities



Note: The number of total fatalities is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data.

South Carolina’s mileage death rate (MDR) has also demonstrated an upward trend, from 1.78 in 2017 to 1.82 in 2018 and spikes in 2020 and 2021 (1.98 & 2.08). The only dip during the five-year period from 2017 to 2021 occurred in 2019. The lowest MDR in the history of South Carolina occurred in 2013 with an MDR of 1.57, and South Carolina’s 2020 MDR was the highest in the nation.

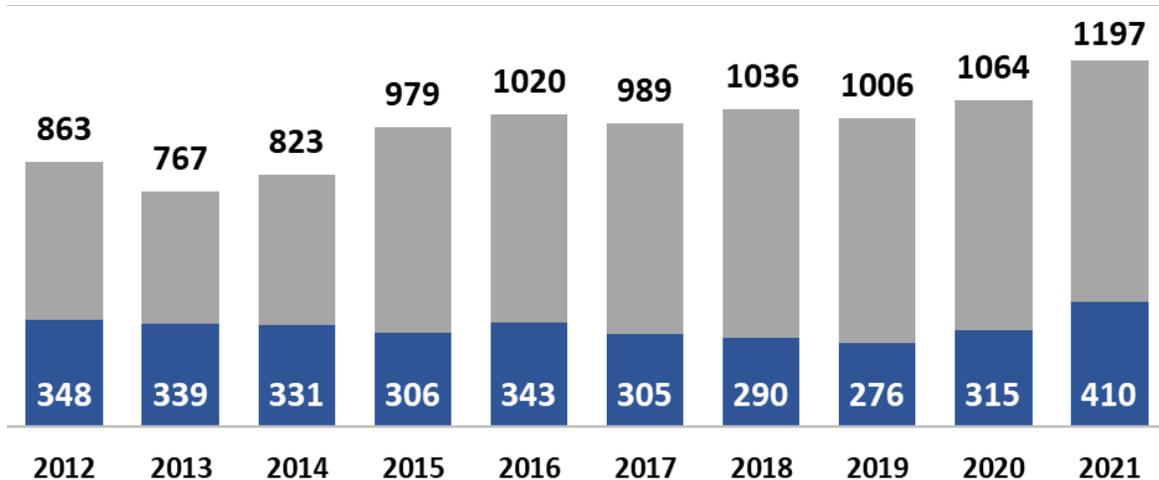
South Carolina Mileage Death Rate



Note: The MDR is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data.

According to NHTSA, the number of alcohol-impaired driving fatalities (a driver with a BAC of .08 or more involved in the collision) was 339 in 2013, accounting for 44.2% of the total number of traffic fatalities that year. This was the highest percentage of alcohol-impaired driving fatalities in South Carolina during the 10 year span (2012-2021). Despite the high percentage of impaired driving traffic fatalities when compared to the total number of traffic fatalities in 2013, this year marked the beginning of a three-year downward trend in the number of alcohol-impaired driving traffic fatalities. The downward trend ended in 2016 with a spike of 343. The following year, in 2017, NHTSA’s Fatality Analysis Reporting System (FARS) Annual Report File (ARF) indicated 305 fatalities involving an alcohol-impaired driver, which is a decrease of 11.1% from 2016. From 2017 to 2019, a second three-year downward trend occurred. The total number of alcohol-impaired driving fatalities, as well as the percentage of alcohol-impaired driving fatalities, reached its lowest of the 10 year span in 2019, with 276 and 27.4%, respectively. The second lowest percentage of the period occurred in 2018, with approximately 28.0%. The second spike of the ten-year period occurred in 2020 with 315 alcohol-impaired driving fatalities, which is an increase of 14.1% from 2019. The 2021 percentage of alcohol-impaired driving fatalities compared to total traffic fatalities was 34.3%, the fourth highest percentage during the ten-year span.

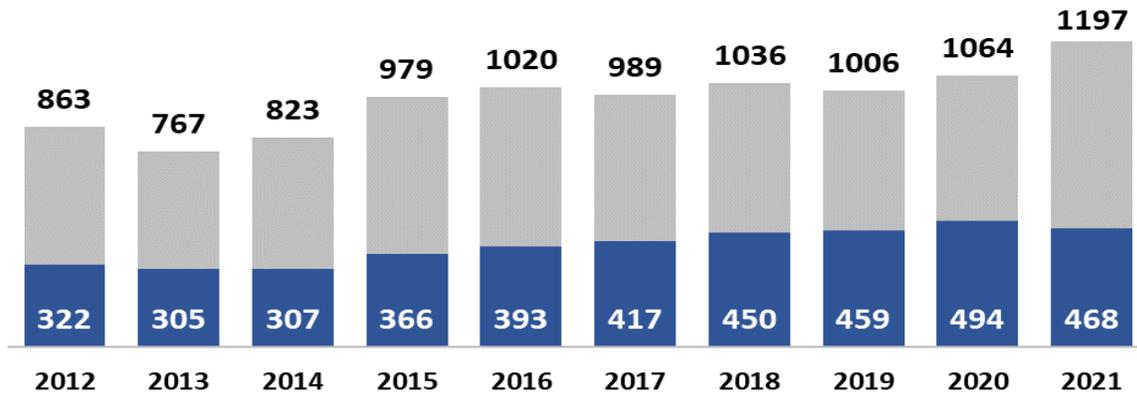
South Carolina Alcohol-Impaired Driving Fatalities



Note: The number of alcohol-impaired driving traffic fatalities and of total fatalities is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data.

South Carolina experienced the lowest percentage of speeding-related fatalities (37.3%) in 2012 and 2014. Since then, speeding-related fatalities have increased considerably; however, preliminary state data for 2021 indicates the percentage of speeding-related fatalities is 39.1%. Although this is the fifth lowest in the ten-year period of 2012-2021, this year also marks the highest number of total traffic fatalities during the period.

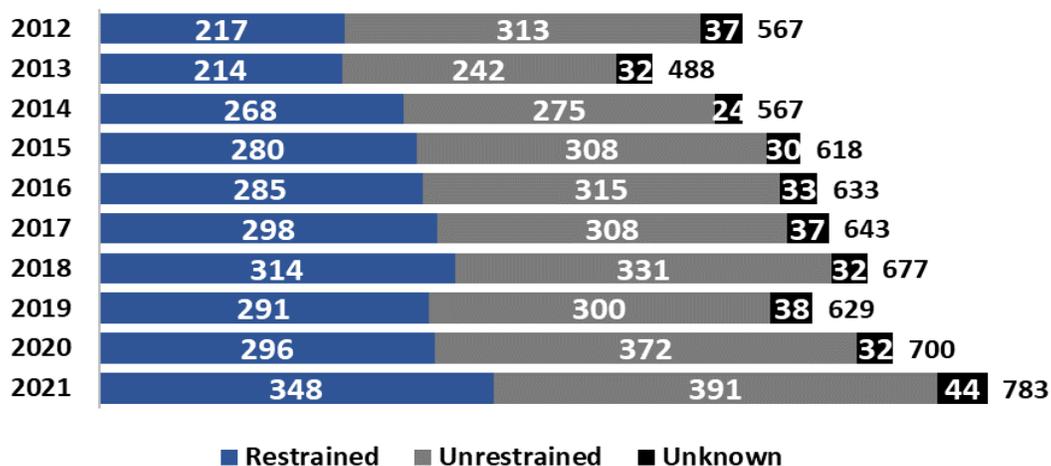
South Carolina Speeding-Related Fatalities



Note: The number of speeding-related traffic fatalities and total fatalities is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data.

In South Carolina, passenger vehicle occupant fatalities constitute the largest proportion of traffic fatalities in the state. NHTSA defines passenger vehicle occupants as drivers, passengers, and “unknown occupant type” of passenger cars, sports utility vehicles (SUVs), pickup trucks, vans, and other light trucks. The upward rise in the number of traffic fatalities from 767 in 2013 is mirrored in the number of passenger vehicle occupant fatalities, with the number increasing steadily from 2013 until the observed decrease in 2019. This upward trend has continued every year since 2013, (excluding the observed decrease in 2019) with the highest number of passenger vehicle occupant fatalities of the ten-year period occurring in 2021.

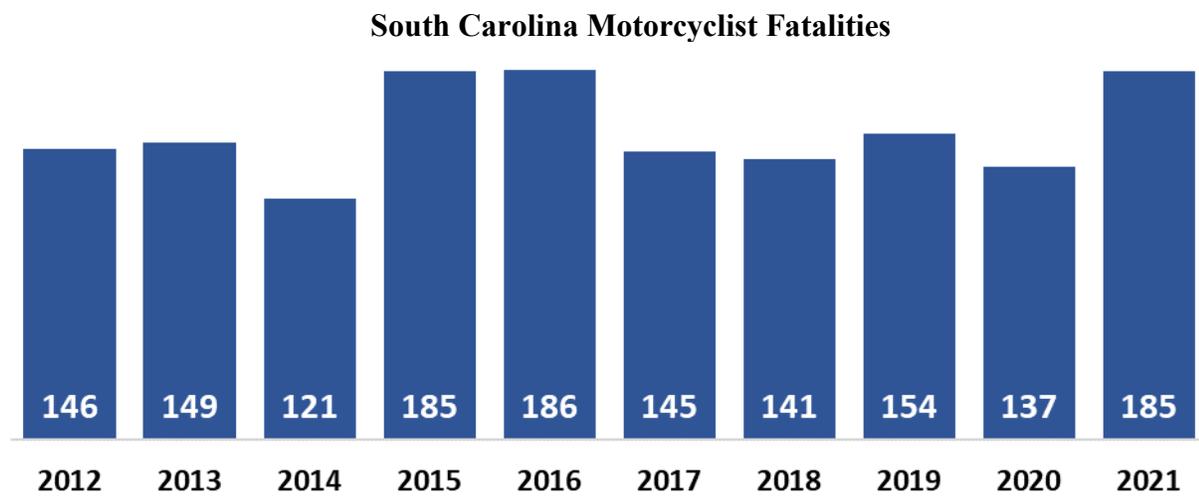
South Carolina Passenger Vehicle Occupant Fatalities (All Seat Positions)



Note: The number of passenger vehicle occupant traffic fatalities (all seat positions) with restraint usage totals is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data

A major factor contributing to the passenger vehicle occupant fatalities is restraint usage. More than half of all passenger vehicle occupant fatalities, where restraint usage was known, were unrestrained from 2012 to 2021. The highest percentage of unrestrained passenger vehicle occupant fatalities, where restraint usage was known, occurred in 2008 at 65.7% (412 out of 627). In the last ten years, the highest percentage (59.1%) occurred in 2012, and the lowest percentage (50.6%) occurred in 2014.

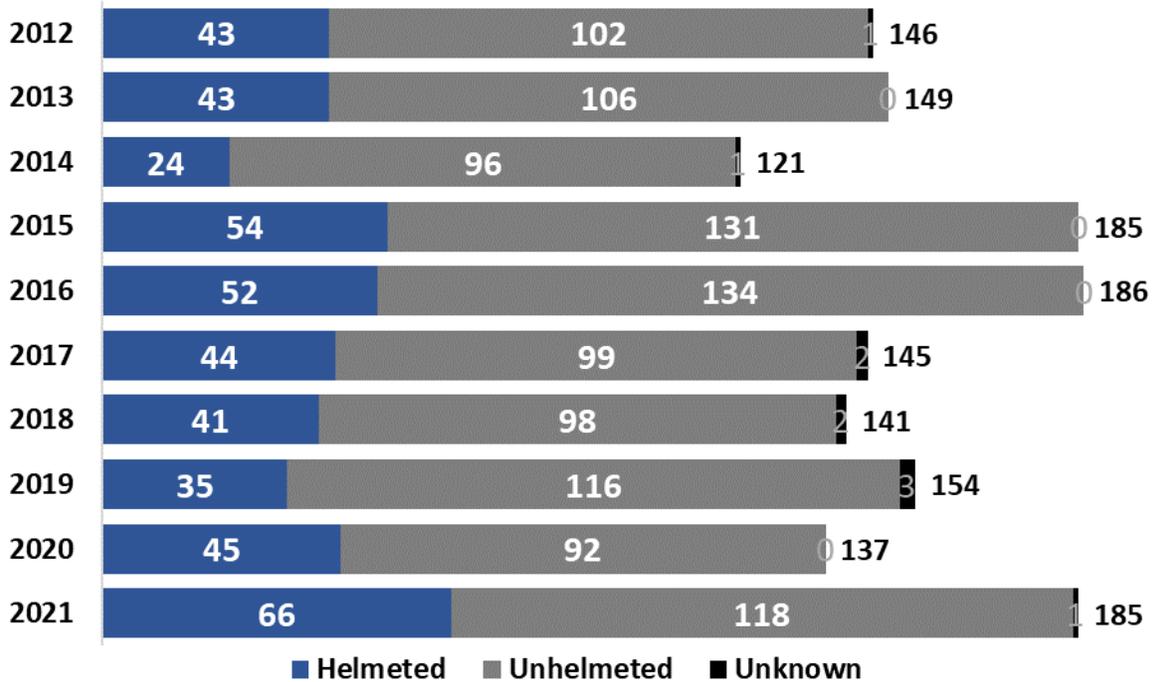
Motorcyclist fatalities decreased by 22% to 145 in 2017 from 186 in 2016. This downward trend continued through 2020 (with a slight spike in 2019) until 2021 when motorcyclist fatalities increased by 35.0%, from 137 in 2020 to 185 in 2021. The motorcyclist figures include moped rider data to be consistent with FARS reporting.



Note: The number of motorcyclist fatalities is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data. FARS motorcyclist fatalities include moped riders.

A major factor contributing to motorcyclist fatalities is helmet use. More than half of all motorcyclist fatalities were considered “unhelmeted” from 2012 to 2021. The highest percentage of unhelmeted motorcyclist fatalities occurred in 2014 at 79.3%. The lowest percentage from the last ten years occurred in 2021 at 63.8% (preliminary). South Carolina’s helmet law only requires motorcyclists (operators and passengers) to wear a helmet if they are under the age of 21.

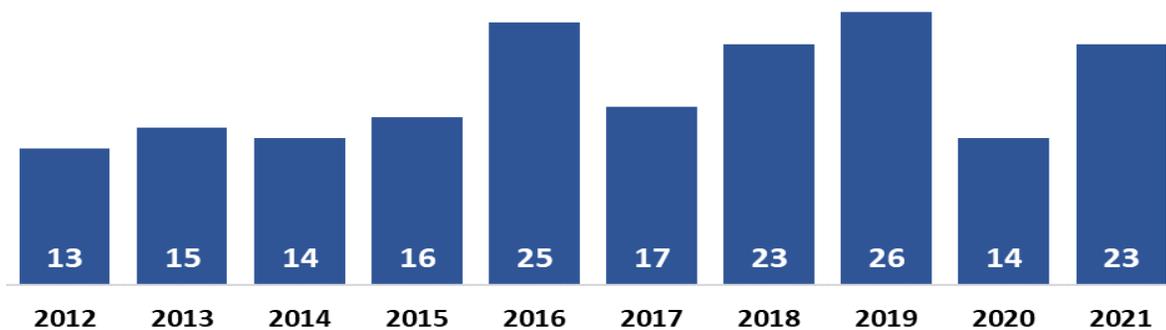
South Carolina Motorcyclist Fatalities Helmet Usage



Note: The number of motorcyclist fatalities (helmeted, unhelmeted, and unknown) is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data. South Carolina’s current helmet law states operators and passengers under the age of 21 is required to wear a helmet (Section 56-5-3660). FARS motorcyclist fatalities include moped riders.

South Carolina’s bicyclist fatalities have fluctuated over the past ten years. The lowest number of bicyclist fatalities occurred in 2012, with 13 fatalities. Since then, bicyclist fatalities trended upward, with a spike in fatalities occurring in 2016. The 2016 figure, 25, represents an increase of 56.3% when compared to 2015. Bicyclist fatalities declined in 2017, from 25 fatalities to 17 fatalities. After 2017, bicyclist fatalities trended upward again; the second highest increase occurred in 2018, with 23 fatalities. The 2018 figure, 23, represents a 35.3% increase when compared to 2017. After reaching 26 bicyclist fatalities in 2019, the highest number in the ten-year period, fatalities decreased to 14 in 2020. The 2020 figure, 14, represents a decrease of 12 fatalities, or 46.1%, the largest decline during the period. Finally, bicyclist fatalities increased to 23 fatalities in 2021, an increase of 9 fatalities, or 64.3%, which is the highest percentage increase during the ten year period.

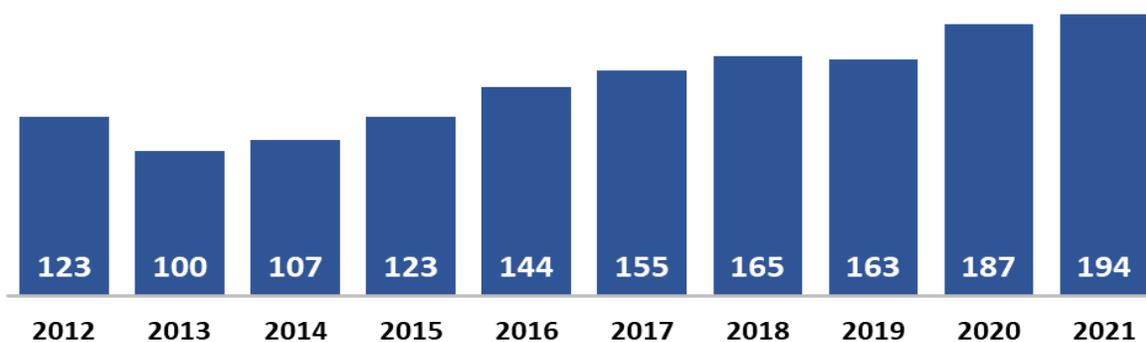
South Carolina Bicyclist Fatalities



Note: The number of bicyclist fatalities is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data.

In 2012, South Carolina experienced 123 pedestrian fatalities. The 2013 figure, 100, represents an 18.7% decrease when compared to 2012. Since 2013, pedestrian fatalities have been on the rise. In 2021, South Carolina experienced an increase of 3.7% when compared to 2020. The increase in 2021 resulted in an overall increase in pedestrian traffic fatalities of 94.0% from 2013 to 2021.

South Carolina Pedestrian Traffic Fatalities



Note: The number of pedestrian fatalities is provided by FARS 2012-2019 Final File, FARS 2020 ARF, and 2021 SC state data.

Statewide Performance Targets and Results

Listed in the table below are South Carolina’s Highway Safety Performance Measures which were established in the 2022 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor’s Highway Safety Association (GHSA). The table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

Performance Measures	Results
Traffic fatalities will increase by 5.6% from a five-year baseline moving average of 1,005 in 2015-2019 to a five-year moving average of 1,061 for 2018-2022.	Goal Not Met: Based on current projections, the state is not expected to meet its 2018-2022 average fatality goal of 1,061. The OHSJP will examine 2022 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.
To decrease serious traffic injuries by 4.2% from the 2015-2019 baseline average of 2,974 to 2,850 for 2018-2022.	Goal Met: Based on current projections, the state is expected to meet its 2018-2022 average serious traffic injuries goal of 2,850.
To decrease traffic fatalities/VMT by 0% from a five-year baseline moving average of 1.82 in 2015-2019 to a five-year moving average of 1.82 for 2018-2022.	Goal Not Met: Based on current projections, the state is not expected to meet its 2018-2022 average fatality goal of 1.82. The OHSJP will examine 2022 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.
To decrease traffic fatalities/VMT (Rural) by 0.4% from the 2015-2019 baseline average of 2.57 to 2.56 by December 31, 2022.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease traffic fatalities/VMT (Urban) by 1.7% from the 2015-2019 baseline average of 1.20 to 1.18 by December 31, 2022.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease unrestrained motor vehicle occupant fatalities by 0.3% from the 2015-2019 baseline average of 312 to 311 by December 31, 2022.	Goal Not Met: Based on current projections, the state is not expected to meet its 2022 unrestrained motor vehicle occupant fatalities goal of 311. The OHSJP will examine 2022 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

To decrease alcohol-impaired driving fatalities by 0.3% from the 2015-2019 baseline average of 306 to 305 by December 31, 2022.	Goal Not Met: Based on current projections, the state is not expected to meet its 2022 alcohol-impaired driving fatalities goal of 305. The OHSJP will examine 2022 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease speeding-related traffic fatalities by 0.2% from the 2015-2019 baseline average of 417 to 416 by December 31, 2022.	Goal Met: Based on current projections, the state is expected to meet its 2022 speeding-related fatalities goal of 416.
To decrease motorcyclist fatalities by 1.2% from the 2015-2019 baseline average of 162 to 160 by December 31, 2022.	Goal Not Met: Based on current projections, the state is not expected to meet its 2022 motorcyclist fatalities goal of 160. The OHSJP will examine 2022 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease unhelmeted motorcyclist fatalities by 0.9% from the 2015-2019 baseline average of 115 to 114 by December 31, 2022.	Goal Not Met: Based on current projections, the state is not expected to meet its 2022 unhelmeted motorcyclist fatalities goal of 114. The OHSJP will examine 2022 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2015-2019 baseline average of 116 to 115 by December 31, 2022.	Goal Met: Based on current projections, the state is expected to meet its 2022 drivers age 20 and under involved in fatal crashes goal of 115.
To decrease pedestrian traffic fatalities by 0.7% from the 2015-2019 baseline average of 149 to 148 by December 31, 2022.	Goal Met: Based on current projections, the state is expected to meet its 2022 pedestrian traffic fatalities goal of 148.
To decrease bicyclist traffic fatalities by 4.8% from the 2015-2019 baseline average of 21 to 20 by December 31, 2022.	Goal Met: Based on current projections, the state is expected to meet its 2022 bicyclist traffic fatalities goal of 20.
To decrease moped traffic fatalities by 2.9% from the 2015-2019 baseline average of 35 to 34 by December 31, 2022.	Goal Met: Based on current projections, the state is expected to meet its 2022 moped traffic fatalities goal of 34.
To increase observed seatbelt usage rate by 0.1 percentage points from the 2019 baseline average of 90.3% to 90.4% by December 31, 2022.	Goal Met: Data for South Carolina Statewide Survey of Safety Belt Use for 2022 showed a 90.6% usage rate.

Annual Activity Performance Measures Tracker

Seatbelt Citations	FFY 2017: 126,541 FFY 2018: 123,659 FFY 2019: 125,909 FFY 2020: 53,156 FFY 2021: 57,550
Impaired Driving Arrests	FFY 2017: 18,678 FFY 2018: 20,832 FFY 2019: 18,165 FFY 2020: 15,081 FFY 2021: 17,419
Number of Speeding Citations	FFY 2017: 352,000 FFY 2018: 327,614 FFY 2019: 330,174 FFY 2020: 198,191 FFY 2021: 279,340

Federal Grant Projects by Program Area

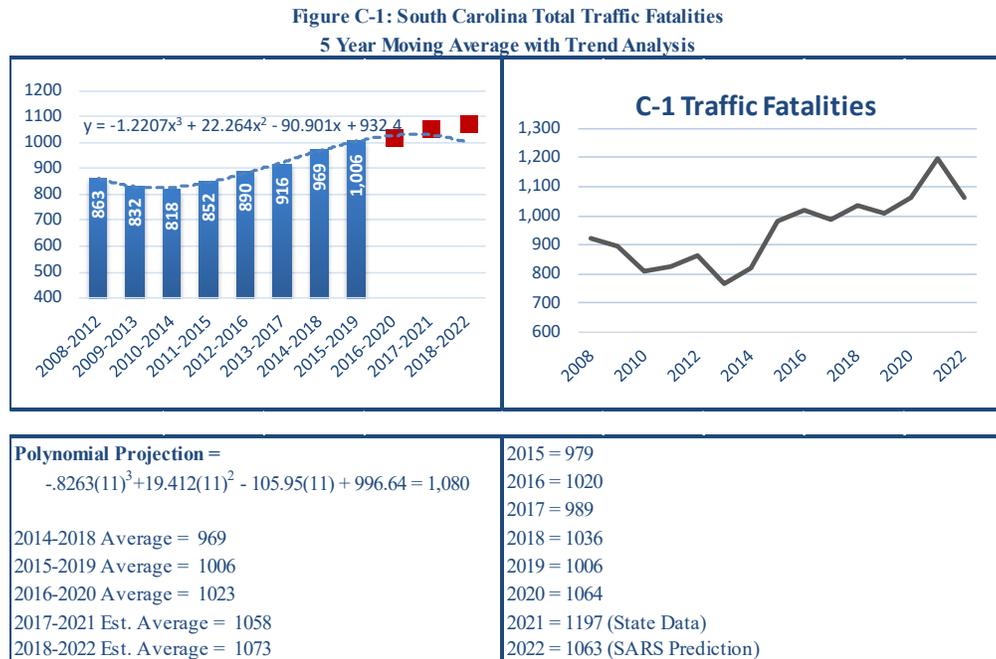
Planning and Administration Program Overview

The Primary activities of the Planning and Administration Program Area include:

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

Planning and Administration Program Goals:

- Traffic fatalities will increase by 5.6% from a five year baseline moving average of 1,005 in 2015-2019 to a five-year moving average of 1,061 for 2018-2022.



The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1,073 traffic fatalities by December 31, 2022. Based on current projections, the state is not expected to meet its 2018-2022 average fatality goal of 1,061. Although this performance target has not been met, the state successfully implemented changes in FFY 2022 that were intended to improve fatality outcomes. For example, in FFY 2022 the state achieved a 52% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. The state also began engaging underserved audiences and hard-to-reach populations through its partnership with the Catawba Indian Nation. During FFY 2022, child passenger safety education and outreach materials were provided for the Catawba Indian Nation, and a child passenger safety education and seat check event was held on the Catawba Indian Nation's reservation during National CPS week. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; an increase in overall participation across the state during *Sober or Slammer!* (13%) and *Operation Southern Slow Down* (14%) as well as increased sustained enforcement and nighttime seat belt activity during FFY 2022.

In FFY 2023, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP's pilot program for overtime enforcement grant projects and enhanced project development efforts. The improvements to the solicitation process, enhanced project development efforts, and the addition of the pilot overtime enforcement program resulted in a 39% increase in the number of

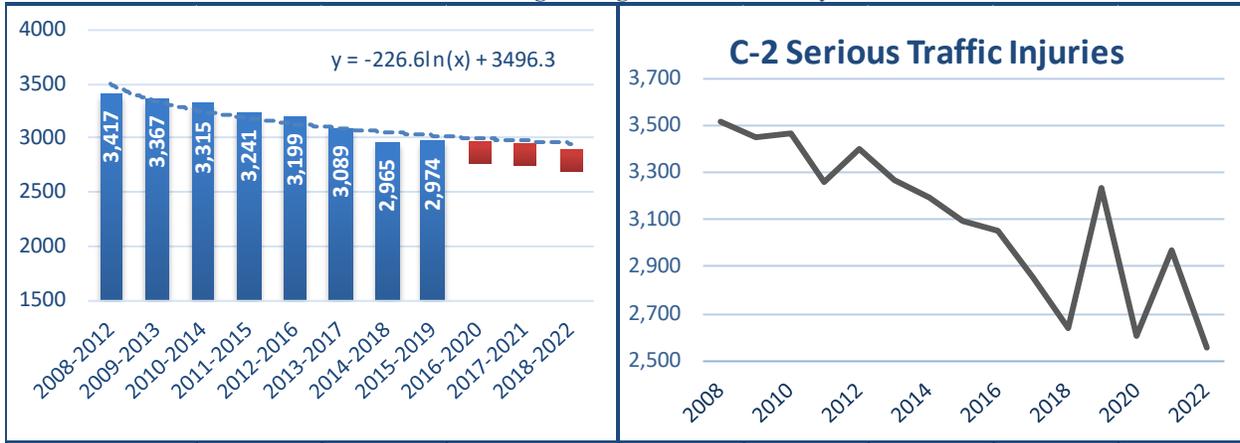
subrecipients for FFY 2023 and yielded new partnerships with law enforcement agencies, Students Against Destructive Decisions (SADD), and the South Carolina Judicial Branch's Court Administration.

In FFY 2023, the state improved upon its Vulnerable Road User (VRU) educational campaign. Historically, this campaign, with its focus on pedestrians and bicyclists, occurred in September and relied heavily upon billboard ads and social media in FFY 2022. For FFY 2023, the campaign efforts continued to rely upon billboard ads and social media; however, the paid media campaign transitioned from September to October. This enabled coordination between this campaign and the state's Pedestrian Safety Month efforts. New messaging was also released in FFY 2023, educating bicyclists on the state law requiring the use of lights and reflectors. Thus, the FFY 2023 VRU effort successfully included messaging for all groups: motorists, pedestrians, and bicyclists as the messaging from FFY 2021, which educated motorists on the state law requiring them to keep a safe distance while passing a bicyclist, and one educating pedestrians of the law requiring the use of a crosswalk when one is present, was used in addition to the messaging launched in FFY 2023. FFY 2023 also marks the first year of implementation for the state's pilot program for overtime enforcement grant projects. The goal of the pilot program is to increase enforcement efforts throughout the state. Data obtained through evaluation of the pilot program will be used to inform future program efforts. Feedback will be solicited from program participants throughout the pilot year(s), and this data, along with progress towards fulfilling the program's objectives, will help the OHSJP determine what does and does not work. It will also allow the OHSJP to troubleshoot issues and ultimately address any challenges or issues identified during the pilot prior to moving forward with additional overtime enforcement project opportunities. In addition to the implementation of the pilot overtime enforcement program, the OHSJP will continue to share high-collision corridor data with enforcement subgrantees in order to focus enforcement efforts in the locations in which fatal and serious injury collisions are occurring. Resources, which included best practices, were provided for all new FFY 2023 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2023, and the state will share the FFY 2022 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2024 HSP, the OHSJP will utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects. Final data from CY 2022 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2024 performance targets are developed. To assist the state's achievement of performance target C-1, several adjustments will be made in FFY 2024. These adjustments will include, but will not be limited to, the inclusion of sociodemographic data in the analysis of the state's overall highway safety problems. This will enhance the state's ability to reach overrepresented populations with identifiable data-driven highway safety issues and needs. Approaches to develop relationships at the community-level in order to address areas where vulnerable users are most at risk will also be utilized, and the state will incorporate public participation and engagement in its highway safety planning process. SHSO staffing will be expanded to include a Diversity, Equity and Inclusion (DE & I) Coordinator to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly, further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

- To decrease serious traffic injuries by 4.2% from the 2015-2019 baseline average of 2,974 to 2,850 for 2018-2022.

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

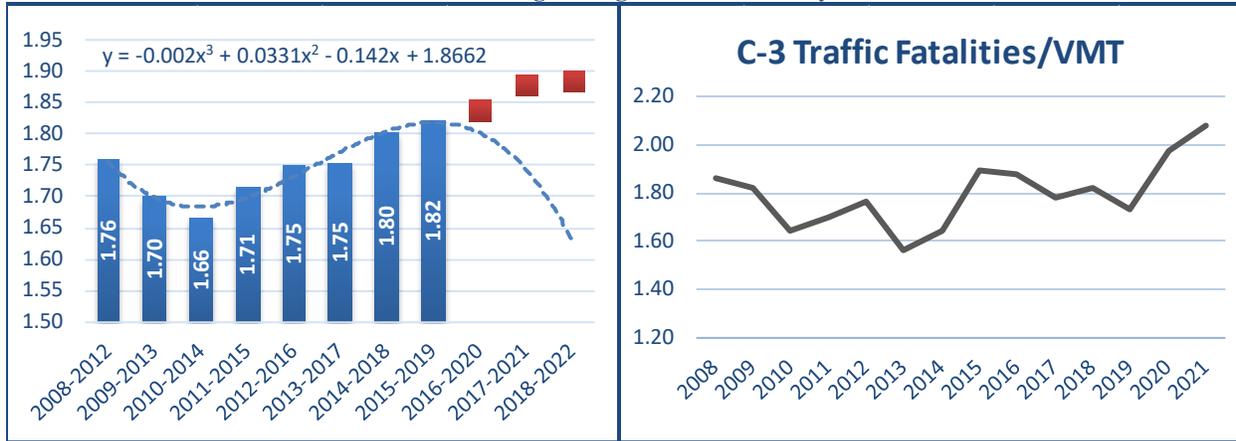


Logarithmic Projection = $-253.1\ln(11) + 3604.5 = 2,998$ 2014-2018 Average = 2965 2015-2019 Average = 2974 2016-2020 Average = 2877 2017-2021 Est. Average = 2861 2018-2022 Est. Average = 2802	2015 = 3092 2016 = 3049 2017 = 2851 2018 = 2642 2019 = 3237 2020 = 2607 2021 = 2970 (State Data) 2022 = 2556 (SARS Prediction)
---	---

The OHSJP projects that the 2018-2022 average number of serious traffic injuries will be 2,802. Based on current projections, the state is expected to meet its 2018-2022 average serious traffic injuries goal of 2,850.

- To decrease traffic fatalities/VMT by 0% from a five-year baseline moving average of 1.82 in 2015-2019 to a five year moving average of 1.82 for 2018-2022.

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



SCDOT VMT Estimated Growth: 2% annually for 2020-2021	2015 = 1.89
Estimated Fatality Reduction: 1.75% annually for 2020-2021	2016 = 1.87
2014-2018 Average = 1.8	2017 = 1.78
2015-2019 Average = 1.82	2018 = 1.82
2016-2020 Average = 1.84	2019 = 1.74
2017-2021 Est. Average = 1.88	2020 = 1.98
2018-2022 Est. Average = 1.89	2021 = 2.08 (State Data)
	2022 = 1.81 (SARS Prediction)

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1.89 traffic fatalities/VMT by December 31, 2022. Based on current projections, the state is not expected to meet its 2018-2022 average fatality goal of 1.82. Although this performance target has not been met, the state successfully implemented changes in FFY 2022 that were intended to improve fatality outcomes. For example, in FFY 2022 the state achieved a 52% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. The state also began engaging underserved audiences and hard-to-reach populations through its partnership with the Catawba Indian Nation. During FFY 2022, child passenger safety education and outreach materials were provided for the Catawba Indian Nation, and a child passenger safety education and seat check event was held on the Catawba Indian Nation’s reservation during National CPS week. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; an increase in overall participation across the state during *Sober or Slammer!* (13%) and *Operation Southern Slow Down* (14%) as well as increased sustained enforcement and nighttime seat belt activity during FFY 2022.

In FFY 2023, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP’s pilot program for overtime enforcement grant projects and enhanced project development efforts.

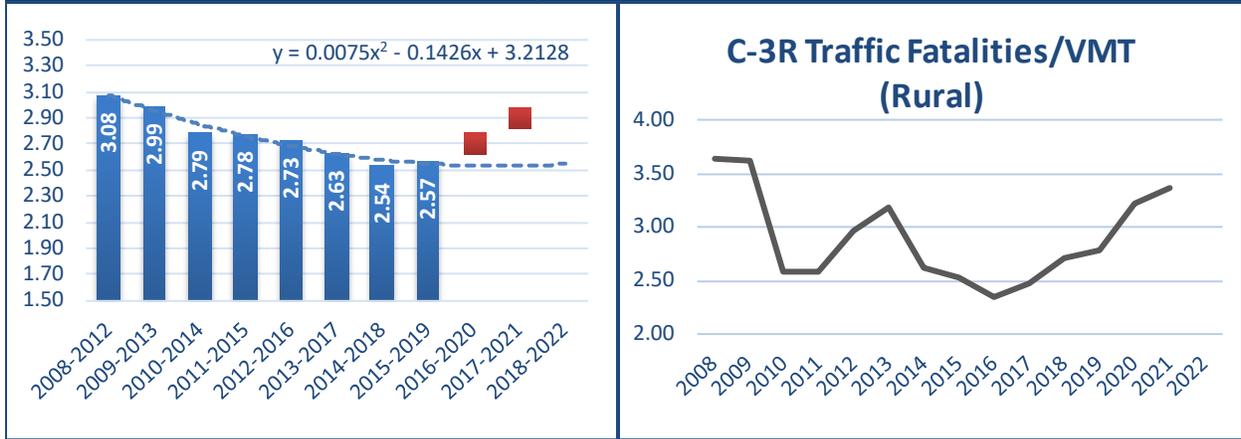
The improvements to the solicitation process, enhanced project development efforts, and the addition of the pilot overtime enforcement program resulted in a 39% increase in the number of subrecipients for FFY 2023 and yielded new partnerships with law enforcement agencies, Students Against Destructive Decisions (SADD), and the South Carolina Judicial Branch's Court Administration.

In FFY 2023, the state improved upon its Vulnerable Road User (VRU) educational campaign. Historically, this campaign, with its focus on pedestrians and bicyclists, occurred in September and relied heavily upon billboard ads and social media in FFY 2022. For FFY 2023, the campaign efforts continued to rely upon billboard ads and social media; however, the paid media campaign transitioned from September to October. This enabled coordination between this campaign and the state's Pedestrian Safety Month efforts. New messaging was also released in FFY 2023, educating bicyclists on the state law requiring the use of lights and reflectors. Thus, the FFY 2023 VRU effort successfully included messaging for all groups: motorists, pedestrians, and bicyclists as the messaging from FFY 2021, which educated motorists on the state law requiring them to keep a safe distance while passing a bicyclist, and one educating pedestrians of the law requiring the use of a crosswalk when one is present, was used in addition to the messaging launched in FFY 2023. FFY 2023 also marks the first year of implementation for the state's pilot program for overtime enforcement grant projects. The goal of the pilot program is to increase enforcement efforts throughout the state. Data obtained through evaluation of the pilot program will be used to inform future program efforts. Feedback will be solicited from program participants throughout the pilot year(s), and this data, along with progress towards fulfilling the program's objectives, will help the OHSJP determine what does and does not work. It will also allow the OHSJP to troubleshoot issues and ultimately address any challenges or issues identified during the pilot prior to moving forward with additional overtime enforcement project opportunities. In addition to the implementation of the pilot overtime enforcement program, the OHSJP will continue to share high-collision corridor data with enforcement subgrantees in order to focus enforcement efforts in the locations in which fatal and serious injury collisions are occurring. Resources, which included best practices, were provided for all new FFY 2023 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2023, and the state will share the FFY 2022 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2024 HSP, the OHSJP will utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects. Final data from CY 2022 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2024 performance targets are developed. To assist the state's achievement of performance target C-3, several adjustments will be made in FFY 2024. These adjustments will include, but will not be limited to, the inclusion of sociodemographic data in the analysis of the state's overall highway safety problems. This will enhance the state's ability to reach overrepresented populations with identifiable data-driven highway safety issues and needs. Approaches to develop relationships at the community-level in order to address areas where vulnerable users are most at risk will also be utilized, and the state will incorporate public participation and engagement in its highway safety planning process. SHSO staffing will be expanded to include a Diversity, Equity and Inclusion (DE & I) Coordinator to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly, further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

4. To decrease traffic fatalities/VMT (Rural) by 0.4% from the 2015-2019 baseline average of 2.57 to 2.56 by December 31, 2022.

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

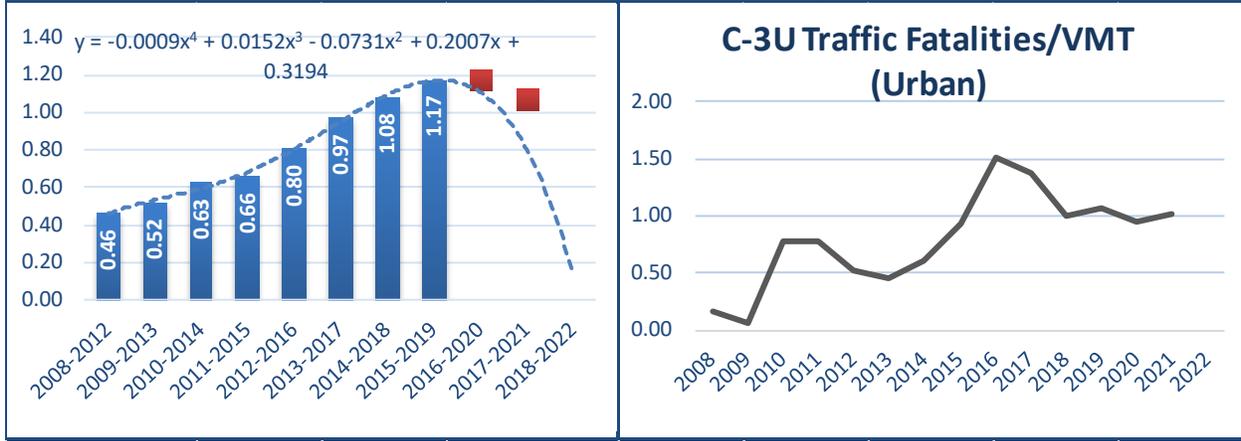


SCDOT VMT Estimated Growth: 2% annually for 2020-2021 Estimated Fatality Reduction: 1.75% annually for 2020-2021 2014-2018 Average = 2.54 2015-2019 Average = 2.57 2016-2020 Average = 2.71 2017-2021 Average = 2.91 2018-2022 Est. Average = Unknown	2015 = 2.52 2016 = 2.35 2017 = 2.47 2018 = 2.72 2019 = 2.79 2020 = 3.21 2021 = 3.37 (State Data) 2022 = Unknown
---	--

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

- To decrease traffic fatalities/VMT (Urban) by 1.7% from the 2015-2019 baseline average of 1.20 to 1.18 by December 31, 2022.

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



SCDOT VMT Estimated Growth: 2% annually for 2020-2021 Estimated Fatality Reduction: 1.75% annually for 2020-2021 2014-2018 Average = 1.08 2015-2019 Average = 1.17 2016-2020 Average = 1.18 2017-2021 Average = 1.08 2018-2022 Est. Average = Unknown	2015 = 0.93 2016 = 1.51 2017 = 1.37 2018 = 1 2019 = 1.07 2020 = 0.96 2021 = 1.02 (State Data) 2022 = Unknown
---	---

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

Planning and Administration Project:

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs

Project Number: PA-2022-HS-01-22

Project Title: Highway Safety Planning and Administration

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

In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were anticipated for the Planning and Administration grant: one (1) Director (30%), one (1) Grants Administration Manager (45%), and one (1) Highway Safety Grant Program Manager (90%).

Planning and Administration Project Summary

Activities Funded/Implemented	Results
To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.	In Federal Fiscal Year (FFY) 2022, the following staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Grants Administration Manager (45%), and one (1) Highway Safety Grant Program Manager (90%).
To plan and conduct a Project Management course for all new Highway Safety Project Directors by 12/15/2021.	The Project Management Workshop was held on October 5, 2021 to ensure all Highway Safety Project Directors and financial representatives were properly trained.
To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects by 12/30/2021.	The FFY 2023 Funding Guidelines were issued on December 30, 2021.
To plan and conduct workshops on the FFY 2023 Highway Safety Funding Guidelines, to include how to write a highway safety grant, by 12/30/2021.	The announcement of and planning for the OHSJP's FFY 2023 Grant Solicitation Workshop was completed by December 30, 2021; however, the Grant Solicitation Workshop was held on January 19, 2022. The workshop covered eligible project types, financial requirements and the application submission process, which included information on how to write a highway safety grant.
To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council by 6/30/2022.	The OHSJP received and reviewed 51 applications for funding under its grant solicitation. A two-part review process was conducted prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC) on May 23, 2022. The first segment of the staffing process allowed OHSJP staff to review applications against established criteria and determine the written quality of grant applications. A formal process for discussion of every application was implemented. At the close of discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval. The second stage of the grant review process was based on discussions among the Grants Administration Manager, Highway Safety Grant Program Manager, Business Manager, Highway Safety Grants Accounting Manager, and the OHSJP Director. The goal was to reach a general consensus on each of the grant applications. The information was then compiled in the Summaries and Recommendations document which was provided to the members of the SCPSCC in advance of the May 23, 2022 meeting. Forty-seven projects were recommended for funding in FFY 2023.

To develop an Annual Highway Safety Plan for submittal to NHTSA by 7/1/2022.	The FFY 2023 Highway Safety Plan and relevant incentive grant applications were submitted on June 28, 2022.
To award all FFY 2022 approved grants by 10/1/2021, or upon receipt of the FFY 2021 Obligation Limitation from NHTSA.	The approved FFY 2022 grants were awarded by the October 1, 2021 deadline. Award notifications were emailed to each subrecipient.
To conduct programmatic and financial on-site and/or virtual monitoring visits on 100% of all current Highway Safety grants by 9/30/2022.	<p>The OHSJP's monitoring procedures were revised in FFY 2020 to allow virtual visits as a result of the COVID-19 Pandemic. In FFY 2022, the majority of the monitoring visits were conducted virtually by the Program Coordinators for each program area and one of the OHSJP's Grants Administration Accountants. All subgrantees received at least one programmatic and financial monitoring visit by September 30, 2022.</p> <p>Routine desk-monitoring occurred throughout the grant year for all subgrantees.</p>
To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials.	Technical assistance was provided to all subgrantees throughout the grant period, primarily from the Program Coordinators and the Grants Administration Accountants. Assistance was provided through monthly telephone calls, emails, and virtual visits as needed, and dissemination of technical materials. Management staff were always available throughout the grant period and assisted as needed.
To provide technical training for the staff of the Office of Highway Safety and Justice Programs through participation in seminars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available and are safe to attend.	The OHSJP Highway Safety staff participated in relevant virtual trainings as they became available. In addition, the OHSJP's Occupant Protection/Police Traffic Services Program Coordinator participated in Child Passenger Safety (CPS) Technician training during FFY 2022 and is now a Certified CPS Technician.
To prepare and submit an evaluation report on all FFY 2021 Highway Safety projects funded by 12/30/2021.	The Annual Report for FFY 2021 was submitted to NHTSA on December 29, 2021.
To utilize a Contractor to maintain the Highway Safety portion of the online Grants Management System, SCDPS Grants by 10/1/2021.	The OHSJP utilizes K2Share to maintain its SCDPS Grants grants management system.

Planning and Administration Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PA-2022-HS-01-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$221,959	\$110,103.33	FAST Act NHTSA 402
PA-2022-HS-01-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration		\$110,103.33	State
Total All Funds				\$220,206.66	
State Funds				\$110,103.33	State
FAST ACT NHTSA 402 Total				\$110,103.33	FAST Act NHTSA 402

Alcohol Countermeasures Program Overview

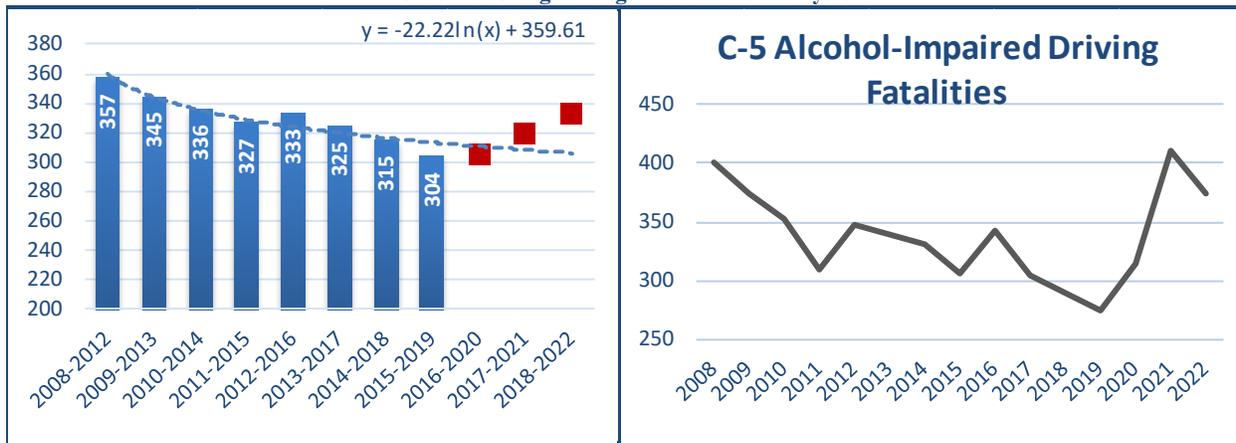
Alcohol Countermeasures Program Area

The alcohol-impaired driving countermeasures grant program in South Carolina adopts and implements effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. In 2022, the state sought to implement a variety of programs and strategies to attack the state’s impaired driving problems through the following efforts: a high-visibility law enforcement campaign, the use of safety checkpoints and saturation patrols, the effective utilization of media support for campaign efforts, the funding of specialized DUI enforcement and prosecutorial efforts, maintaining a statewide impaired driving task force, and effective program management.

Alcohol Countermeasures-Program Management Goals:

1. To decrease alcohol-impaired driving fatalities by 0.3% from the 2015-2019 baseline average of 306 to 305 by December 31, 2022.

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



<p>Logarithmic Projection = $-29.02\ln(11) + 378.15 = 309$</p> <p>2014-2018 Average = 315 2015-2019 Average = 304 2016-2020 Average = 306 2017-2021 Est. Average = 319 2018-2022 Est. Average = 333</p>	<p>2015 = 306 2016 = 343 2017 = 305 2018 = 290 2019 = 276 2020 = 315 2021 = 410 (State Estimate) 2022 = 374 (SARS Prediction)</p>
--	--

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that the 2022 number of alcohol-impaired traffic fatalities will be 374. Based on current projections, the state is not expected to meet its 2022 alcohol-impaired driving fatalities goal of 305. Although this performance target has not been met, the state successfully implemented changes in FFY 2022 that were intended to improve alcohol-impaired driving fatality outcomes. For example, in FFY 2022 the state achieved a 52% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; an increase in overall participation across the state during *Sober or Slammer!* (13%) and *Operation Southern Slow Down* (14%) as well as increased sustained impaired driving enforcement and nighttime seat belt activity during FFY 2022.

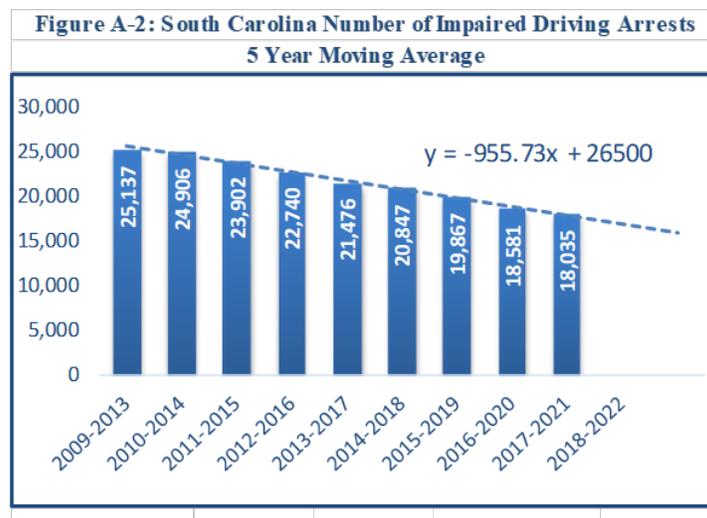
In FFY 2023, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP's pilot program for overtime enforcement grant projects and enhanced project development efforts. The improvements to the solicitation process, enhanced project development efforts, and the addition of the pilot overtime enforcement program resulted in a 39% increase in the number of subrecipients for FFY 2023 and yielded new partnerships with law enforcement agencies, Students Against Destructive Decisions (SADD), and the South Carolina Judicial Branch's Court Administration.

FFY 2023 also marks the first year of implementation for the state's pilot program for overtime enforcement grant projects. The goal of the pilot program is to increase enforcement efforts throughout the state. Data obtained through evaluation of the pilot program will be used to inform future program efforts. Feedback will be solicited from program participants throughout the pilot year(s), and this data, along with progress towards fulfilling the program's objectives, will help the OHSJP determine what does and does not work. It will also allow the OHSJP to troubleshoot issues and ultimately address any challenges or issues identified during the pilot prior to moving forward with additional overtime enforcement project opportunities. In addition to the implementation of the pilot overtime enforcement program, the OHSJP will continue to share high-collision corridor data with enforcement subgrantees in order to focus enforcement efforts in the locations in which fatal and serious injury collisions are occurring. Resources, which included best practices, were provided for all new FFY 2023 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2023, and the state will share the FFY 2022 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2024 HSP, the OHSJP will utilize the recommendations included in the 2019 Impaired Driving Program Assessment to enhance and develop projects. Final data from CY 2022 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2024 performance targets are developed. To assist the state's achievement of performance target C-5, several adjustments will be made in FFY 2024. These adjustments will include, but will not be limited to, the inclusion of sociodemographic data in the analysis of the state's overall highway safety problems. This will enhance the state's ability to reach overrepresented populations with identifiable data-driven highway safety issues and needs. Approaches to develop relationships at the community-level in order to address areas where vulnerable users are most at risk will also be utilized, and the state will incorporate public participation and engagement in its highway safety

planning process. SHSO staffing will be expanded to include a Diversity, Equity and Inclusion (DE & I) Coordinator to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly, further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

Activity Measure A-2 shows the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending downward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2022 Highway Safety Plan. Thus, Figure A-2 below is presented as demonstration of an overall downward trend of enforcement activity over the last eight data points relative to this type of citation.



Since 2015, the state has experienced an overall decline in the number of reported impaired driving arrests made. In 2017, there were 18,678 impaired driving arrests made. The number of arrests increased by 11.5% in 2018 to 20,832, the highest number of DUI arrests made during the five-year period. A decrease of 12.8% was observed in 2019 when the number of DUI arrests declined to 18,165. The 2020 figure, 15,081, represents the lowest number of DUI arrests made during the five-year period. This is likely due to the COVID-19 pandemic and the ‘last-call’ executive order issued by SC’s governor. The order prohibited the sale of alcoholic beverages after 11 P.M. From 2020 to 2021, the number of DUI arrests increased 15.5% to 17,419. COVID-19 restrictions were lifted in many areas of the state by May of 2021, which allowed bars and restaurants to serve patrons at maximum capacity and continue the sale of alcohol beverages after 11 P.M; however, DUI arrests did not return to nor surpass the 2017, 2018, or 2019 figures. Although the COVID-19 pandemic hindered impaired driving countermeasures enforcement activity in 2020 and for nearly half of 2021, the decline in overall citation data since 2010 is likely attributed to a number of factors, including budget cuts, personnel issues, and a decline in the number of agencies participating in the Target Zero Challenge.

South Carolina has struggled for many years to effectively address impaired driving problems due to many factors, including but not limited to weak DUI laws and the fact that many of our law enforcement officers prosecute their own traffic offense cases, including those resulting from a

DUI arrest. For many years, South Carolina was classified as a high-range state when qualifying for impaired driving funds, and our office has been working diligently to make improvements in the areas of impaired driving. In FFY 2021, South Carolina moved from a high-range state to a mid-range state. This change is also reflected when examining the data related to alcohol-impaired driving fatalities, which have been trending downward since 2016. The OHSJP has employed countermeasure strategies aimed at deterrence including enforcement, prosecution and adjudication as well as those aimed at prevention, intervention, communications, and outreach.

South Carolina utilizes high-visibility enforcement (HVE); however, state law prohibits the use of sobriety checkpoints. Rather, we utilize Public Safety Checkpoints, which are intended to detect all traffic offenses but often result in the detection and arrest of impaired drivers. The state also utilizes saturation patrols and what is labeled in the 10th edition of *Countermeasures that Work* as integrated enforcement by directing enforcement activity at offenses such as speeding and seat belt violations, which provide an opportunity for the detection of impaired drivers.

In addition to the previously listed enforcement activities, the SHSO coordinates activities of the SCLN. The SCLN is comprised of 16 individual circuit law enforcement networks (LEN) that encompass all 46 South Carolina counties. The networks are made up of local and state traffic enforcement officers, members of Federal law enforcement agencies and prosecutors from each region of the state. The networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives, coordinate joint traffic enforcement and media events and to support statewide traffic safety campaigns. In FFY 2022, participation in the networks increased by 52% and an appropriate, corresponding increase in enforcement activity was also achieved.

Additional efforts implemented by the SC OHSJP that have been effective have included the addition of a State Judicial Outreach Liaison (SJOL) and continuing the Special DUI Prosecutor program to serve counties/jurisdictions with a backlog of DUI cases and a documented problem of effectively prosecuting DUI jury trials. These experienced prosecutors are often better equipped to convict DUI offenders as the law enforcement personnel who typically have to prosecute their own cases are often outmaneuvered by defense attorneys who specialize in defending DUI cases. In addition to increasing the conviction rate of DUI offenders, the use of DUI prosecutors allows officers to focus their efforts on traffic enforcement, rather than the prosecution of DUI cases which is traditionally a better use of their time. The state's paralegal project continued in FFY 2022 as well. The project maintains the employment of a paralegal to process discovery requests forwarded to troopers in SC Highway Patrol Troop 6 and to assist in the scheduling of the Office of Motor Vehicle Hearings (OMVH) appearances related to the troopers' DUI arrests. This project has ultimately enabled enhanced impaired driving enforcement activity by the Troop 6 law enforcement officers and affected the number of administrative dismissals of impaired driving cases in Troop 6. The state also uses data-driven and innovative media strategies (e.g. paid, earned, owned, and social media) to accompany its law enforcement efforts specifically targeting impaired drivers in South Carolina.

Alcohol Countermeasures – Program Management Project

Subgrantee: SCDPS, Office of Highway Safety and Justice Programs
Project Number: M4HVE-2022-HS-25-22
Project Title: Impaired Driving Countermeasures Program Management

The Impaired Driving Countermeasures grant project provides funding for the employment of an Impaired Driving Countermeasures Program Coordinator (IDCPC) (100%), two (2) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Manager (4.5%), one (1) Administrative Assistant (40%), two (2) Statisticians (2.5% and 5.83%), one (1) Project Development Coordinator (60%), one (1) Fiscal Tech I (25%), and two (2) Senior Accountants (50% each) to administer impaired driving highway safety grants during the course of the year.

Ongoing administration of impaired driving countermeasures grant projects funded through the highway safety program included providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, on-site and virtual monitoring, and responding to requests for grant revisions during the grant period. Assistance was also provided to the Public Affairs Coordinator of the OHSJP, who worked with the agency's contractor to develop and implement a statewide DUI public information and education campaign to support law enforcement DUI mobilization crackdowns during the 2021-2022 Christmas/New Year's and 2022 Labor Day holiday time periods.

Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p>To work with the SCDPS Contractor for the development and implementation of a statewide PI&E campaign with an emphasis on impaired driving behaviors and issues during the grant year.</p>	<p>Throughout the FFY 2022 grant year, the Office of Highway Safety and Justice Programs (OHSJP) worked with the agency contractor for the development and implementation of a statewide PI&E campaign that emphasized impaired driving-related behaviors and issues. The agency contractor, 9RoofTops, distributed PSAs to enhance the public’s awareness of impaired driving-related behaviors and issues. The PSAs were released to correspond with DUI enforcement weekends spearheaded by the SC Highway Patrol and to support the 2022 Law Enforcement Target Zero Challenge. The objective was met.</p>
<p>To work with state and local law enforcement agencies to develop and implement the enforcement aspect of the 2021-2022 Christmas/New Year's and 2022 Labor Day <i>Sober or Slammer!</i> campaigns.</p>	<p>The 2022 Law Enforcement DUI Challenge ran from December 1, 2021 through September 5, 2022. Approximately 49% of the state’s local law enforcement agencies participated in the Challenge. The South Carolina Highway Patrol and State Transport Police, which both have statewide jurisdiction, also participated.</p> <p>During the 2022 Challenge, participating state and local law enforcement agencies collectively reported 12,317 DUI arrests and issued 45,709 citations for seatbelt violations and 326,125 citations for speeding violations.</p> <p>Of the 12,317 DUI arrests made during the Challenge period, 823 were made during the Christmas/New Year’s 2021/2022 <i>Sober or Slammer! (SOS!)</i> enforcement mobilization period and 875 were made during the 2022 Labor Day <i>SOS!</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement for campaign efforts. They also participated in state-led press events regarding the enforcement emphases.</p>

	<p>The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of December 2021 through August 2022, supported by radio advertising. The objective was met.</p>
<p>To organize at least two meetings of the SC Impaired Driving Prevention Council during the grant period.</p>	<p>During the FFY 2022 grant period, two meetings of the SC Impaired Driving Prevention Council (SCIDPC) were organized. The Planning and Evaluation Coordinator of the OHSJP provided assistance in the coordination of each meeting.</p> <p>The first meeting was held on June 14, 2022 and was conducted in-person, with a virtual WebEx option for those who were unable to attend in person. During this meeting, Joi Brunson provided office updates and discussed the upcoming federal fiscal year. Ms. Brunson informed the council that the OHSJP added overtime enforcement grants to the FFY 2023 Grant Solicitation. Rafael Hellebuyck provided statistics on the priority counties for impaired driving-related fatalities for 2016-2020. Jasmine Simmons presented the 2023 Impaired Driving Countermeasures Plan, which was unanimously approved by the Council. The four subcommittees briefed the Council on impaired driving-related issues; topics of discussion included pending traffic safety-related legislation in the state; the coordinated, data-driven impaired driving enforcement efforts conducted by the SC Highway Patrol and State Transport Police; and the potential of pre-trial intervention for DUI and DUAC offenders in our state.</p> <p>The second meeting was conducted in-person on September 29, 2022. During this meeting, the Council held an election for a new Chairman and Vice-Chairman. The four subcommittees briefed the council on impaired driving-related issues; topics of discussion included the following: MADD SC’s court monitoring program; DUI prosecution and the need for additional DUI prosecutors in Solicitor’s Offices and other priority areas in the state; the SCDMV’s new DUI-case strategy of focusing on CDL hearings; and the state’s Alcohol and Drug Safety Action Program (ADSAP). The objective has been met.</p>

<p>To work with the SCDPS Contractor in developing Diversity Outreach components for the 2021-2022 Christmas/New Year's and 2022 Labor Day SOS! campaigns.</p>	<p>During the FFY 2022 grant period, the agency contractor produced a diversity outreach component for the <i>SOS!</i> campaign initiatives occurring during the Christmas/New Year's and Labor Day Holiday periods. Through issued Scopes of Work, the development of a diversity outreach component for the campaigns was required. The PSAs developed for the highway safety DUI campaigns were produced in English and Spanish, and advertising was secured to reach minority populations across the State. Additionally, the PSAs utilized the state's anti-DUI slogan <i>Sober or Slammer!</i>, and national slogan, <i>Drive Sober or Get Pulled Over</i>. The objective was met.</p>
<p>To maintain the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period.</p>	<p>The OHSJP has maintained the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period. The objective was met.</p>
<p>To continue to develop new impaired driving countermeasure project applications in problem areas and review all grant applications submitted by assigned deadlines.</p>	<p>During the FFY 2022 grant period, the OHSJP held a Problem Identification meeting to identify locations that are problematic for impaired driving-related collisions, injuries, and fatalities. The identified problem areas were targeted for the development of impaired driving countermeasures highway safety grant projects. The FFY 2023 Grant Solicitation Workshop was announced on December 30, 2021 and the Funding Guidelines were placed on the OHSJP website on the same day. The Workshop was held during the second quarter of the grant period, on January 19, 2022. All impaired driving countermeasures grant applications submitted by the established deadline of February 25, 2022 were reviewed and considered by the OHSJP staff and were included in the <i>Summaries and Recommendations for FFY 2023 Highway Safety Projects</i>. The Summaries and Recommendations were presented to the SC Public Safety Coordinating Council (SCPSCC) on May 23, 2022. The objective was met.</p>
<p>To provide technical assistance to Impaired Driving Countermeasures programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested during the grant period.</p>	<p>Throughout the FFY 2022 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures Program subgrantees. Technical assistance included the following: responding to correspondences and revision requests, making monthly contacts, and desk monitoring projects. Other technical assistance was provided at the request of the subgrantee. The objective was met.</p>

To prepare the Impaired Driving Countermeasures sections of the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report by assigned deadlines.

During the FFY 2022 grant period, the Impaired Driving Countermeasures sections of the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report were completed and submitted by the established deadlines. The objective was met.

Alcohol Countermeasures – IDC Enforcement Projects

There were eight (8) IDC enforcement projects funded during FFY 2022. The projects funded statewide include the following:

Project Number	Agency
164AL-2022-HS-37-22	City of Goose Creek Police Department
164AL-2022-HS-39-22	Berkeley County Sheriff's Office
164AL-2022-HS-40-22	Lexington County Sheriff's Department
164AL-2022-HS-42-22	City of Easley Police Department
164AL-2022-HS-45-22	Lancaster County Sheriff's Office
164AL-2022-HS-47-22	Town of Summerville Police Department
164AL-2022-HS-53-22	North Augusta Department of Public Safety
164AL-2022-HS-54-22	York County Sheriff's Office

The IDC enforcement grant projects referenced above developed or enhanced IDC enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized IDC enforcement was the priority for these enforcement projects; however, these projects also focused on other violations which, when manifested, lent themselves to a determination of possible impaired driving. The state contracted with eight (8) law enforcement agencies to perform project activity hours during the grant period. Through the diligent and committed efforts of the officers assigned to perform activity hours, an impact was made in their communities. This impact is evidenced by the 524 DUI arrests, which removed 524 impaired drivers from South Carolina's roadways. These efforts, and many others, all contributed to the effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Activities Funded/Implemented	Results
To conduct a minimum of 32 public safety checkpoints by September 30, 2022.	During the FFY 2022 grant period, 72 public safety checkpoints were conducted. The objective was met.
To conduct a minimum of 96 saturation patrols by September 30, 2022.	During the FFY 2022 grant period, 110 saturation patrols were conducted. The objective was met.
To have an appropriate, corresponding increase in DUI arrests by September 30, 2022 due to enhanced traffic enforcement efforts over the course of the grant period.	During the FFY 2022 grant period, grant activity performing IDC enforcement officers collectively made 524 DUI arrests. The objective was met.
To submit a Monthly Enforcement Data Report Form by the 10th of each month for the previous month, and include the officers' work schedules with the monthly report forms.	The Monthly Enforcement Data Report Form was submitted monthly throughout the duration of the FFY 2022 grant period, and the work schedules of the officers performing grant activity were submitted with the monthly report forms. The objective was met.
To participate actively in the local Law Enforcement Networks.	The eight (8) IDC enforcement projects funded during FFY 2022 participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity. The objective was met.
To participate in all aspects (enforcement, education and media) of the <i>Sober or Slammer!</i> sustained DUI enforcement during the Christmas/New Year's and Labor Day enforcement crackdowns.	The eight (8) IDC enforcement projects funded during FFY 2022 participated in all aspects of the Christmas/New Year's and Labor Day <i>Sober or Slammer!</i> enforcement crackdowns. The objective was met.
To meet with local judges and magistrates to inform them of the grant's activities by the end of the first quarter of the grant.	IDC enforcement projects met with their local judges and magistrates to inform them of the grant's activities, goals, and objectives by the end of the first quarter of the grant period. The objective was met.
To ensure that the officer(s) assigned to the grant has the appropriate Office of Highway Safety and Justice Programs' (OHSJP)-recommended certifications and training within 90 of the start of the grant.	Prior to their assignment to perform grant activity hours, all officers completed Basic Law Enforcement training and were certified in Standardized Field Sobriety Testing. The objective was met.
To issue monthly press releases to the local media outlets or social media posts detailing the activities of the Traffic Unit.	The IDC enforcement projects issued monthly press releases and/or social media posts during the grant period. The objective was met.
To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.	All agencies with IDC enforcement grant projects reported public contact warnings according to SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS. The objective was met.

Alcohol Countermeasures – Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy
Project Number: M5TR-2022-HS-26-22
Project Title: Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the employment of a Training & Development Director I/Impaired Driving Countermeasures Training Coordinator (IDCTC) to continue the growth and expansion of the Drug Recognition Expert (DRE) Program and to provide advanced training for the detection of impaired drivers with Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standardized Field Sobriety Testing (SFST). The IDCTC ensures that officers participating in the DRE, ARIDE, and SFST programs are equipped with the knowledge, tools, and training needed to detect, arrest, and convict impaired drivers. Each of these classes is supported by the National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police (IACP). Through these classes, officers are better able to detect drivers impaired by drugs and alcohol.

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

The IDCTC taught 48 classes to 1,404 students over the course of the grant year. This resulted in 22 officers being awarded Drug Recognition Expert certifications, and two officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs completed a total of 485 DRE evaluations from October 1, 2021 through September 30, 2022; of the total number of evaluations, 119 were enforcement evaluations and 366 were training evaluations. The DRE program not only provides the officers of the state of South Carolina with the knowledge to make the appropriate charges, but also enables the officers to work in proactive ways to reduce collision rates and ultimately aid in reducing the number of overall fatalities in the state.

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

Activities Funded/Implemented	Results
<p>To increase the number of law enforcement officers trained and actively certified as Drug Recognition Experts (DREs) and Drug Recognition Expert Instructors in South Carolina by 15% (105 DREs and 26 DRE Instructors as of the end of FFY 2020) by the end of the FFY 2022 grant period.</p>	<p>During the grant period, the IDCTC conducted two combined DRE Schools and one DRE Instructor school and certified 24 new officers in the DRE Program: 22 DREs and two (2) DRE Instructors. At the end of the FFY 2021 grant period, the state had a total of 98 active DREs, with 25 also certified as DRE Instructors. By the end of the FFY 2022 grant period, there were a total of 116 active DREs, with 25 also certified as DRE Instructors. The subgrantee did not meet the program goal of a 15% increase; however, the subgrantee did achieve a 10.5% increase in active DREs from FFY 2020, and an 18.4% increase in active DRES compared to FFY 2021.</p> <p>The number of DREs fluctuates due to various reasons: certified officers leaving South Carolina or leaving law enforcement entirely, retirement, other personal reasons and failure to recertify. The statewide lack of manpower also played a role as it resulted in lower class attendance. The IDCTC worked to offset attrition by contacting expired DREs and re-enrolling them in the program, enabling them to complete the training and evaluations required for recertification.</p>
<p>To increase by 15% the number of law enforcement officers in South Carolina that have been trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) (1,306 as of the end of FFY 2020) by the end of the FFY 2022 grant period.</p>	<p>During the grant period, the IDCTC conducted 19 ARIDE courses and trained 193 officers. By the end of the FFY 2022 grant period, there were 1,773 officers trained in ARIDE. This represents a 35.8% increase in the number of ARIDE trained law enforcement officers in the state compared to FFY 2020. The program goal of a 15% increase was met.</p>
<p>To increase by 5% the number of active Standardized Field Sobriety Testing (SFST) Instructors in the state (528 as of the end of FFY 2020) by the end of the FFY 2022 grant period.</p>	<p>During the grant period, a total of six (6) DUI/SFST Instructor classes, were conducted, and two (2) of the six (6) trainings were taught by the IDCTC. A total of 95 students successfully completed the class and received their SFST Instructor certifications. Representing an increase in the number of active SFST instructors of approximately 33% compared to FFY 2020.</p>

<p>The SCCJA will maintain the employment of a Training & Development Director/Impaired Driving Countermeasures Training Coordinator (IDCTC) to coordinate and participate in aspects of the grant project. The IDCTC will also be required to maintain the necessary hours of continued education to maintain his/her credentials as an IDCTC/DRE trainer.</p>	<p>The IDCTC/State DRE Coordinator’s employment and credentials continued to be maintained throughout the grant year. The IDCTC stayed abreast of emerging trends and conducted research related to impaired driving and efforts to combat the behavior through education and enforcement. The IDCTC attended the 2022 Institute of Police Technology and Management (IPTM) Symposium and Traffic Safety, as well as the 2022 International Association of Chiefs of Police (IACP) Impaired Driving & Traffic Safety Conference. The IDCTC received the necessary hours of continued education to maintain his credentials as the state’s DRE Coordinator by attending these conferences; his attendance also allowed him to maintain a professional relationship with the IACP’s Drug Evaluation and Classification program personnel. The objective was met.</p>
<p>The IDCTC will coordinate at least two (2) combined Drug Recognition Expert Schools and one (1) Drug Recognition Expert Instructor school by the end of the FFY 2022 grant period.</p>	<p>The IDCTC coordinated two (2) combined DRE Schools and one (1) DRE Instructor School during the FFY 2022 grant period. The combined DRE Schools were held on October 25, 2021 – November 5, 2021 and March 9–18, 2022. The DRE Instructor school was held on March 3–4, 2022. The IDCTC also coordinate DRE Recertification courses on April 15, 2022 and August 16, 2022. The subgrantee submits rosters for each course. The objective was met.</p>
<p>The IDCTC will coordinate at least twelve (12) Advanced Roadside Impaired Driving Enforcement (ARIDE) classes by the end of the FFY 2022 grant period.</p>	<p>The IDCTC coordinated and/or taught nineteen (19) ARIDE classes during the FFY 2022 grant period. A total of 193 students successfully completed the program. The subgrantee submits rosters for each course. The objective was met.</p>
<p>The IDCTC will coordinate at least two (2) Standardized Field Sobriety Testing Instructor courses by the end of the FFY 2022 grant period</p>	<p>The IDCTC coordinated two (2) DUI/SFST Instructor courses during FFY 2022. A total of 29 students successfully completed the classes and obtained their instructor certifications. These classes were held on October 4-8, 2021 and April 4-8, 2022. The grant project coordinated an additional four (4) SFST Instructor classes during which 66 students successfully obtained their instructor certifications. The subgrantee submits rosters for each course. The objective was met.</p>
<p>The IDCTC will work with the SCCJA's Traffic Safety Unit by assisting in the oversight of the instruction of Impaired Driving Countermeasures-related trainings, such as DRE, ARIDE, SFST, and DataMaster DMT throughout the FFY 2022 grant period.</p>	<p>The IDCTC continued to assist in the oversight of the impaired driving countermeasures-related programs at the SCCJA. The DRE, ARIDE and SFST Instructor courses are mentioned above. The IDCTC also assisted with twenty-four (24) Basic Law Enforcement classes (966 students) which certified officers in SFST Practitioner and DMT Operator,</p>

	<p>two (2) field SFST Practitioner classes (23 students), and eighteen (18) DMT Operator classes (169 students). The subgrantee submits rosters for each course. The objective was met.</p>
<p>The IDCTC will monitor the trainings of law enforcement officers statewide and notify them of required trainings to maintain pertinent traffic safety certification(s) in the FFY 2022 grant period.</p>	<p>During the grant period, the IDCTC monitored the training of law enforcement statewide, in particular the DREs, to ensure their certifications stayed current and notified them of the process and requirements of successful renewal of their certifications. The IDCTC collaborated with the IACP to ensure the international standards were maintained. The objective was met.</p>

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: M5CS-2022-HS-27-22
Project Title: Traffic Safety Resource Prosecutor

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

The TSRP coordinated and conducted three (3) training programs during the grant period: two (2) Zoom Webinars and one (1) in-person training, which focused on improving law enforcement officers' and prosecutors' knowledge of and proficiency in DUI law, DUI enforcement, and DUI prosecution across the state. The two Webinar trainings were titled "Prosecuting the Impaired Driver: Datamaster Testing, DREs, & Toxicology Evidence" and "Prosecuting the Impaired Driver: DUI, CDLs, and Avoiding Masking;" The in-person training was titled "Prosecuting the Impaired Driver: Gaining the Cooperation of People and Courtroom Testimony." Program topics included: alcohol breath testing in South Carolina; use of DREs in alcohol and drug impaired driving cases; toxicology and DUI prosecution; proper handling of charges where the defendant has a CDL; CDL disqualifications in South Carolina; effective ways to gain the cooperation of impaired drivers during DUI stops and later as defendants in the prosecution process; preparation by officers and prosecutors for the officer's testimony at trial; and more.

Approximately 179 attendees were present for the TSRP-sponsored trainings during FFY 2022. The TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration's Summary Court Magistrates and Municipal Judges' Orientation trainings on March 25, 2022 and July 27, 2022 and to the SC Summary Court Judges Association on May 25, 2022. Through these presentations, the TSRP was able to reach a total of 108 magistrates and municipal and summary court judges. Additional trainings conducted are referenced in the summary table on the following pages.

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

Activities Funded/Implemented	Results
<p>To prepare at least two newsletters that address DUI, traffic safety and other issues of interest to traffic safety professionals for distribution over the course of the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals and agencies.</p>	<p>The TSRP produced and disseminated two issues of the SC TSRP newsletter, <i>Behind the Wheel</i>, during the grant period. The electronic <i>Behind the Wheel</i> newsletters were distributed via email to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals/agencies dealing with DUI and traffic safety- related issues, e.g. the SCLNAs, Solicitor’s Offices, and to individual law enforcement officers and prosecutors who’ve attended TSRP trainings. The newsletters were issued in August 2022 and September 2022 and received prior approval from the OHSJP before distribution. The objective was met.</p>
<p>Coordinate with the SC State Judicial Outreach Liaison (JOL), the National District Attorneys Association / American Prosecutors Research Institute (NDAA/APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), Mothers Against Drunk Driving (MADD), National association of Prosecutor Coordinators (NAPC), other Traffic Safety Prosecutors from other jurisdictions, the South Carolina Impaired Driving Prevention Council (IDPC), state, county and local law enforcement agencies, Solicitor’s Offices, SCDPS/OHSJP, South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS), South Carolina Law Enforcement Division (SLED) Implied Consent and Toxicology Departments, local hospitals, schools, colleges and universities, and other national, state or local organizations who share an interest in DUI education and/or prevention, enforcement, prosecution and adjudication. The TSRP will disseminate publications provided by these organizations to the community and will market these organizations as training resources to statewide prosecutors, law enforcement, victim advocates, judges, and other traffic safety professionals. The TSRP will also utilize these organizations as resources for technical assistance, research data and support, and obtaining guest instructors for TSRP-sponsored training courses and presentations. The TSRP will</p>	<p>The TSRP is a member of the South Carolina Impaired Driving Prevention Council (SCIDPC) and attended the FFY 2022 meetings on 6/14/22 and 9/29/22. She is also the chair of the ad hoc committee on DUI Diversion, and hosted an ad hoc committee meeting on 3/25/22.</p> <p>The TSRP serves as an ex-officio member of the South Carolina MADD Advisory Board. The TSRP attended MADD Advisory Board meetings on 11/15/21, 1/24/22, 5/18/22, 7/21/22, and 9/26/22. The TSRP also attended the MADD DUI Stakeholder Roundtables on 8/2/22, 8/4/22, and 8/12/22.</p> <p>The TSRP collaborated with the state of Michigan’s TSRP staff regarding resources and protocols for replicating their ZOOM Webinar “Cops in Court” courtroom testimony training at a Microsoft Team meeting on 2/14/22.</p> <p>The TSRP contacted the SC State Judicial Outreach Liaison (JOL) regarding TSRP training during FFY 2022-2023. The JOL agreed to participate as a judge in the “Cops in Court” training and to also make a presentation at one of the Prosecuting the Impaired Driving trainings for prosecutors and law enforcement officers.</p>

<p>serve as a member of the South Carolina Impaired Driving Prevention Council (IDPC) and may also serve other organizations who are involved in traffic safety and DUI prevention in an ex-officio capacity.</p>	<p>The TSRP is a member of the exclusive TSRP Yahoo group designed for all TSRPs, National District Attorney Association (NDAA) members and NHTSA personnel dealing with traffic safety issues. This website serves as a resource tool that facilitates relationships with other experts in the field. The TSRP receives daily emails from forum members and both accessed information provided by others and shared information on the forum. The TSRP utilized the NHTSA website to research traffic safety statistics and to gather important traffic safety information for the newsletter and for reports. Additionally, the TSRP has also utilized the National Traffic Law Center (NTLC) to access impaired driving materials for the purpose of reviewing the materials for use in presentations at future TSRP-sponsored trainings.</p> <p>The objective was met.</p>
<p>To serve as a resource to prosecutors and law enforcement officers on impaired driving enforcement and prosecution by facilitating communication and support among and between prosecutors and law enforcement officers. The TSRP will perform Indirect Prosecution by providing technical assistance and legal research support to prosecutors and law enforcement officers via telephone or email. The TSRP may accept traffic related court cases that arise out of either General Sessions or Summary Court for comprehensive review and/or second chair work.</p>	<p>The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges, law enforcement officers/agencies, paralegals, victim advocates, and other traffic safety partners in the areas of detection, apprehension, and prosecution of impaired drivers. The TSRP responded to a total of 109 requests for support and technical assistance during FFY 2022. Phone contacts and in-person meetings are notated in a rolling log of contacts, and email correspondence is maintained in an internal grant file. Additionally, the TSRP maintains a database of files for problem areas and issues that arise during the prosecution of DUI cases, which allows the TSRP to provide case law and legal strategies to prosecutors and law enforcement. The TSRP also facilitated networking opportunities between prosecutors throughout the state. The objective was met.</p>
<p>To attend and provide impaired driving and traffic safety prosecution training at the annual South Carolina Solicitors' Conference and other state prosecutor, law enforcement and judicial conferences and seminars as requested.</p>	<p>The TSRP attended the 2022 SC Solicitors' Conference on 9/18/22 – 9/21/22 to provide technical assistance and training to DUI prosecutors from across the state who were in attendance. While at the conference, the TSRP provided training on DUI prosecution and led the discussion at a DUI Prosecution Roundtable on 9/19/22. Both in-person and virtual participation opportunities were offered, and a total of 50 people participated. The objective was met.</p>
<p>Additional trainings and presentations will be offered as TSRP time and budget resources permit on an as-needed basis by assessing the</p>	<p>The TSRP provided training for the SCJB's Court Administration's Orientation School for Magistrates and Municipal Judges on 03/25/22</p>

<p>need for specialized training in traffic offense-related areas in both urban and rural settings throughout the state and when requested by law enforcement, the South Carolina Criminal Justice Academy (CJA), South Carolina Court Administration, or community organizations.</p>	<p>and 7/27/22. The TSRP also provided training for the SC Summary Court Judges Association on 5/24/22. Additionally, the third “Prosecuting the Impaired Driver” training was conducted during the MADD Law Enforcement Recognition and Training weekend on 7/15/22; the TSRP chose this venue to reach law enforcement officers and prosecutors who haven’t attended past TSRP trainings. The objective was met.</p>
<p>To maintain and develop a Speaker’s Bureau of volunteers whose purpose will be to assist in the development of course materials and to serve as instructors and presenters at TSRP sponsored training events throughout the state. Engage in ongoing recruitment and training activities designed to maintain and improve the caliber of speakers at TSRP training events.</p>	<p>Throughout the course of the grant year, the TSRP has been in contact with members of the TSRP Speaker’s Bureau regarding legal issues and training ideas. Members of the Speaker’s Bureau participated as speakers at each of the three TSRP-sponsored Zoom Webinar training events, and new members continued to be added to the Speaker’s Bureau. The TSRP maintains a current roster for the TSRP Speaker’s Bureau. The objective was met.</p>
<p>The TSRP will maintain and improve the TSRP’s proficiency in knowledge of DUI law, DUI enforcement, prosecution and adjudication, and best practices for training prosecutors and law enforcement officers by attending professional conferences, Continuing Legal Education Courses, Train the Trainer courses and other DUI/DWI enforcement and prosecution training courses, both online, and in-person. This may include attendance at The National TSRP Conference, the annual NHTSA Region 4 LEL Conference, the Lifesavers National Conference on Highway Safety Priorities, the annual South Carolina Solicitor’s Conference, and the NAPC Conference and trainings for TSRPs. Approval to attend other training or conferences that may be available during the Grant cycle may be requested if TSRP time and budget resources permit.</p>	<p>The TSRP attended the National TSRP Training Conference in Charlotte, NC during the third quarter of the grant period. The TSRP also accomplished this objective by accessing on-demand training provided by the NTLC on the prosecution of DUI cases for CLE credit and educational webinars on DUI and prosecution provided by TSRPs from other jurisdictions. The TSRP also shared these opportunities with prosecutors, law enforcement officers, and LENs throughout the state. Topics covered in online trainings included: “Combating Marijuana Impaired Driving,” “Ethically Advancing Your DUI Case,” “SFST Performance & Impairment in the Drug DUI Case,” “Lethal Weapon Part I and Part II: Crash Investigation and Reconstruction,” “Essential Skills for Interaction with the DUI Suspect,” and others. A full list of these trainings is included in the Final Narrative Report. The objective was met.</p>
<p>To provide legal updates and information about training opportunities to SCLen members via email and/or attendance at South Carolina Law Enforcement Network (SCLen) meetings throughout the state, obtain input from SCLens about DUI enforcement issues and concerns, receive requests for training topics, and solicit volunteers to assist as instructors at TSRP-sponsored trainings.</p>	<p>The TSRP attended four (4) SCLen Meetings and she provided case law updates and conducted Q&A sessions. Throughout the grant year, the TSRP disseminated information via email regarding free webinar training opportunities to the SCLen networks across the state. The TSRP copies the Planning and Evaluation Coordinator on these emails. The objective was met.</p>
<p>To provide at least three TSRP-sponsored specialized trainings in DUI and Felony DUI enforcement, prosecution and adjudication for</p>	<p>The TSRP provided specialized training in DUI and Felony DUI enforcement, prosecution and adjudication for approximately 337 law</p>

law enforcement officers and prosecutors; and make at least one presentation about adjudication of DUI cases to Summary Court judges at a TSRP-sponsored training or at Court Administration sponsored Summary Court Judges Orientation or other similar training events.

enforcement officers, prosecutors, and judges by providing two trainings at the SCJB's Court Administration's Orientation School for Magistrates and Municipal Judges (total attendance 52); a training for the SC Summary Court Judges Association (attendance 56); a "DUI Roundtable: Recent Cases and Legal Issues" training at the SC Solicitors' Conference (attendance 50); a "Prosecuting the Impaired Driver: Datamaster Testing, DREs and Toxicology Evidence" virtual Webinar (attendance 77); a "Prosecuting the Impaired Driver: DUI, CDLs and Avoiding Masking" virtual Webinar (attendance 84); and a "Prosecuting the Impaired Driver: Gaining the Cooperation of People and Courtroom Testimony" in-person training (attendance 59). Each of these courses were approved for accreditation by the appropriate accrediting body or bodies. Through these trainings and the case law update presentations made to officers present at SCLen meetings, the TSRP was able to make contact with approximately 467 law enforcement officers, prosecutors, judges, and traffic-safety professionals. The objective was met.

Alcohol Countermeasures- Adjudication/Prosecution Projects

Subgrantees: Special DUI Prosecutors in Berkeley County, the City of Goose Creek, the Fifth Circuit Solicitor's Office (composed of Richland and Kershaw Counties), the Sixth Circuit Solicitor's Office (composed of Chester, Lancaster, and Fairfield Counties), the Eleventh Circuit Solicitor's Office (composed of Edgefield, Lexington, McCormick, and Saluda Counties), & the Fifteenth Circuit (composed of Georgetown and Horry Counties)

Project Numbers: 164AL-2022-HS-36-22: City of Goose Creek Police Department
164AL-2022-HS-43-22: Berkeley County Sheriff's Office
164AL-2022-HS-44-22: Sixth Circuit Solicitor's Office
164AL-2022-HS-46-22: Fifteenth Circuit Solicitor's Office
164AL-2022-HS-48-22: Eleventh Circuit Solicitor's Office
164AL-2022-HS-51-22: Fifth Circuit Solicitor's Office

Project Titles: Special DUI Prosecutors

The Special DUI Prosecutor projects provided funding for activity hours for seven (7) Special DUI Prosecutors during FFY 2022: one housed in the Berkeley County Sheriff's Office; one housed in the Goose Creek Police Department; one Assistant Solicitor in the Fifth Judicial Circuit (serving Richland and Kershaw Counties); one Assistant Solicitor in the Sixth Judicial Circuit (serving Lancaster, Fairfield, and Chester Counties); two Assistant Solicitors in the Eleventh Judicial Circuit (serving Edgefield, Lexington, McCormick, and Saluda Counties); and one Assistant Solicitor in the Fifteenth Judicial Circuit (serving Georgetown and Horry Counties). Based on FARS and state data, each agency is located in areas identified as priority counties for Impaired Driving Countermeasures efforts for FFY 2022. The Special DUI Prosecutor projects are designed to increase the conviction rate of DUI offenders in priority counties, where there is a backlog of DUI cases as well as a problem of effectively prosecuting DUI jury trials.

During the grant period, the aforementioned subgrantees maintained a Special DUI Prosecutor(s) who tended to the day-to-day direction of case preparation, interviewing of potential witnesses and victims, corresponding with counsel for the defense, researching legal issues, and coordinating the logistics of the actual trial.

These projects allowed Law Enforcement Officers in the counties served by these prosecutors to spend more time conducting enforcement activity as opposed to preparing cases for court. The Special DUI Prosecutors performed activity hours to reduce the backlog of DUI cases made by Sheriff's Deputies in Berkeley County and law enforcement officers in the city of Goose Creek, as well as the backlog of cases made by arresting officers in the other counties served.

Alcohol Countermeasures – Special DUI Prosecutor Projects Summary

Activities Funded/Implemented	Results
<p>To maintain Special DUI Prosecutors to perform grant activity hours to prosecute DUI-related cases in Berkeley County, SC; SC’s Fifth Judicial Circuit (composed of Richland and Kershaw counties); SC’s Sixth Judicial Circuit (composed of Chester, Fairfield, and Lancaster counties); SC’s Eleventh Judicial Circuit (composed of Edgefield, Lexington, McCormick and Saluda Counties); and SC’s Fifteenth Judicial Circuit (composed of Georgetown and Horry Counties).</p>	<p>Special DUI Prosecutors were maintained by the Berkeley County Sheriff’s Office, the City of Goose Creek Police Department, the Fifth Circuit Solicitor’s Office, the Sixth Circuit Solicitor’s Office, the Eleventh Circuit Solicitor’s Office and the Fifteenth Circuit Solicitor’s Office. These prosecutors performed grant activity hours related to the prosecution of DUI-related cases in Berkeley, Chester, Edgefield, Fairfield, Georgetown, Horry, Kershaw, Lancaster, Lexington, McCormick, Richland, and Saluda Counties. The objective was met.</p>
<p>To meet with local judges and magistrates to inform them of the grant project within the first quarter of the grant period.</p>	<p>The grant-assigned Special DUI Prosecutors met with local judges and magistrates to inform them of the grant projects, and to discuss the projects’ goals and objectives. These meetings occurred during the first quarter of the grant period and supporting documentation for these meetings was submitted. The objective was met.</p>
<p>To adequately and efficiently review and prepare for court pending drug and alcohol-related driving offense arrests made by charging Law Enforcement Officers in Berkeley, Chester, Edgefield, Fairfield, Georgetown, Horry, Kershaw, Lancaster, Lexington, McCormick, Richland and Saluda Counties.</p>	<p>All grant-assigned Special DUI Prosecutors carefully reviewed all pending drug and alcohol-related driving offense arrests made by charging law enforcement officers in Berkeley, Chester, Edgefield, Fairfield, Georgetown, Horry, Kershaw, Lancaster, Lexington, McCormick, Richland, and Saluda Counties before preparing those cases for court. The Special DUI Prosecutors worked to identify the oldest cases and prepared them for resolution first in an effort to reduce the backlog within their respective regions. They also continually worked to add new cases to their respective dockets to reduce the length of time it takes to move drug and alcohol-related cases through the judicial system. Collectively, the grant-assigned Special DUI Prosecutors disposed of over 700 DUI-related cases during FFY 2022. The objective was met.</p>

<p>To meet with charging Law Enforcement Officers to conduct pre-trial conferences of scheduled trials for drug and alcohol-related driving offenses.</p>	<p>The grant-assigned prosecutors met with charging law enforcement officers monthly about DUI-related cases as those cases appeared on the dockets. Prosecutors also met with larger groups of law enforcement officers through SCLLEN meetings and other avenues during the grant period to discuss various legal issues and to provide guidance and input on why previous cases have been dropped so as to prevent the same issues from re-occurring in the future. The objective was met.</p>
<p>To maintain a tracking system for the cases handled by the prosecutor. This system will be utilized throughout the grant period.</p>	<p>All grant-assigned Special DUI Prosecutors maintained systems to track all cases handled. The systems were utilized throughout the grant period. Documentation for these tracking systems was submitted to the OHSJP. The objective was met.</p>
<p>To submit quarterly progress reports and a Final Narrative Report to the OHSJP by established deadlines.</p>	<p>All Special DUI Prosecutor grant projects submitted quarterly progress and Final Narrative reports to the OHSJP by the established deadlines. The objective was met.</p>

Subgrantee: South Carolina Department of Public Safety, Highway Patrol (serving HP Troop 6: Beaufort, Berkeley, Charleston, Colleton, Dorchester, and Jasper Counties)
Project Number: M5CS-2022-HS-24-22
Project Title: SCDPS Paralegal Project

The project maintained the employment of a paralegal to work in SC Highway Patrol Troop 6 (comprised of Beaufort, Berkeley, Charleston, Colleton, Dorchester, and Jasper counties) to process discovery requests that are forwarded to troopers in response to impaired driving cases and to assist in the scheduling of the Office of Motor Vehicle Hearings (OMVH) appearances related to the troopers' DUI arrests. When an arrest is made for DUI and the defendant subsequently refuses to provide breath/urine/blood samples for testing, the defendant's license is automatically suspended. The defendant then has the right to request a contested hearing to challenge his/her suspension with the OMVH. If the arresting officer or trooper misses the court hearing, the OMVH officers can dismiss the proceeding, thereby eliminating the potential deterrent effect that a license suspension carries. Concurrently, when the trooper makes an arrest for DUI, the defendant's attorney sends a discovery, or Rule 5/Brady request, to the Troop Post. These requests require the trooper to provide the evidence that he/she intends to use at trial. If an officer fails to provide a timely response to the defendant's Rule 5 request, the case disposition can result in an administrative dismissal.

During the grant period, the paralegal actively worked to maintain a tracking system to document Post Sergeants' receipt of discovery requests from defense attorneys and maintained a schedule of required OMVH appearances for the troopers. The paralegal worked with the troopers by collaborating in the collection of materials from the Posts and ensuring the defense counsel were notified for timely receipt of discovery; the paralegal also ensured reciprocal discovery requests were being completed on behalf of troopers to assert their rights to discovery.

This project allowed for law enforcement officers and supervisory law enforcement personnel in the counties served by the paralegal to dedicate more time to conducting impaired driving enforcement, as opposed to spending time on the collection of evidentiary materials for the discovery requests from defense attorneys or by attending unnecessary hearings. The project also initiated a proactive strategy for identifying the potential scheduling conflicts between the OMVH and troopers' schedules, to ultimately affect the number of administrative dismissals of impaired driving cases in Troop 6.

Alcohol Countermeasures – Adjudication/Prosecution Projects
SCDPS Paralegal Project Summary

Activities Funded/Implemented	Results
<p>To have the SCDPS Office of General Counsel hire (as needed) and maintain throughout the grant period a paralegal for selected counties in Troop 6 who will 1) process Rule 5/Brady requests forwarded to officers in response to DUI cases and 2) schedule Office of Motor Vehicle Hearings related to DUI arrests.</p>	<p>SCDPS’ Office Of General Counsel maintained a paralegal throughout the grant period. The paralegal processed Rule 5/Brady requests related to DUI cases made by officers in SC Highway Patrol Troop 6, which is composed of Beaufort, Berkeley, Charleston, Colleton, Dorchester, and Jasper counties. SCDPS’ Office of General Counsel and Troop 6 personnel met with the OMVH in the first year of the grant project to discuss the coordination of scheduling through the paralegal to allow for consideration of troopers’ schedules in setting hearing dates and times. This did not come to fruition; however, the paralegal implemented a proactive strategy to identify potential conflicts between OMVH appearances and trooper schedules to address conflicts in advance. The objective was met.</p>
<p>To have the paralegal maintain throughout the grant period a tracking system to document as Post Sergeants receive Rule 5/Brady requests from defense attorneys in selected counties within Troop 6.</p>	<p>The paralegal maintained a tracking system which tracks the progress of discovery requests for Troop 6. The paralegal collaborates in the collection of materials from the post and ensures that defense counsel are noticed for timely receipt of discovery. The paralegal maintains a spreadsheet which tracks the progress of discovery requests for the post; this spreadsheet is saved on the Troop 6 network. All law enforcement officers have “read-only” access to the spreadsheet, so that they can determine due dates, status of requests, and whether the discovery has been obtained in advanced of hearing dates.</p> <p>This tracking system allows the paralegal to review and identify concerns with cases as discovery is received; these concerns are reviewed with the Project Director and are addressed in advance of discovery being released, or in supplemental discovery. Examples include ensuring that affidavits are supplied where videos are inadequate under the DUI/DUAC statute and seeking supplemental discovery from outside/assisting agencies, particularly where cases arise as handoffs from other agencies. Additionally, the paralegal includes reciprocal discovery requests in all responses on behalf of the troopers to ensure that</p>

	<p>troopers assert their rights to discovery, which was historically not done before the implementation of the grant project.</p> <p>During the grant period, the paralegal processed over 200 discovery requests on behalf of the troop. Most recently, the paralegal began including the respective courts on notices to the defendant that discovery was available for pick up to neutralize defendants in court claims that they had not been provided discovery. The subgrantee submits supporting documentation of the tracking system each month. The objective was met.</p>
<p>To have the paralegal maintain a schedule of when Office of Motor Vehicle Hearings appearances are required for SCDPS officers in selected counties within Troop 6.</p>	<p>During the grant period, the paralegal monitored Troop 6 and OMVH schedules to identify potential scheduling conflicts. The paralegal collected and tracked the OMVH scheduling notices and forwarded them to the appropriate posts. The paralegal took a proactive stance in identifying potential conflicts between OMVH appearances and trooper schedules, to allow for outreach from the legal department to work with the troopers to address conflicts in advance. Additional efforts included securing assistance from legal counsel in evaluating cases and working to reach resolutions with the defense bar to eliminate the need for troopers to attend unnecessary hearings, particularly where it poses scheduling conflicts for the trooper. The subgrantee submits supporting documentation of the tracking system each month. The objective was met.</p>
<p>To have the Project Director, with support from the paralegal, submit quarterly progress reports and a Final Narrative Report to the South Carolina Office of Highway Safety and Justice Programs by the established deadline dates.</p>	<p>The Project Director submitted the quarterly progress and Final Narrative reports to the OHSJP by established deadlines. The objective was met.</p>

Subgrantee: Mothers Against Drunk Driving SC (serving Berkeley, Charleston, Greenville, Horry, Lexington, Richland and Spartanburg Counties)

Project Numbers: M5X-2022-HS-23-22: Midlands Upstate Court Monitoring Project
M5X-2022-HS-50-22: Coastal Court Monitoring Project

Project Titles: MADD Midlands Upstate Court Monitoring Program & MADD Coastal Court Monitoring Program

These projects maintained the employment of two (2) Court Monitoring Specialists (one for each grant project) and one (1) Project Coordinator to monitor the outcome of first offense misdemeanor DUI cases in Berkeley, Charleston, and Horry counties (the Coastal project), and in Greenville, Lexington, Richland and Spartanburg counties (the Midlands/Upstate project). These counties are among the most populous in the state, and based on FARS and state data, are in the top twenty counties for the number of fatal and serious injury DUI Alcohol and/or Drug Collisions that occurred during the years 2016-2020. Court Monitoring projects are designed to observe, track, and report on DUI cases, and have been outlined by NHTSA as an effective countermeasure against impaired driving.

Mothers Against Drunk Driving (MADD) SC's Court Monitoring Program provides data on how many cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed, and how these results compare across different judges and different courts. The program's goals are to compile relevant statistics regarding the dispositions of DUI cases in the courtrooms, to raise awareness of the level of public concern regarding the dispositions of DUI cases, and to report information on the dispositions of DUI cases in order to make improvements to the DUI enforcement, prosecution and/or adjudication systems.

During FFY 2022, the Court Monitoring Specialists and Project Coordinator collected specific information on cases by attending court hearings and/or conducting case research online; held Stakeholder Roundtables with law enforcement officers, prosecutors and other traffic safety stakeholders in the law enforcement and prosecution communities to present their findings and assist with interpretation and context of the recorded data; and presented on court monitoring program progress to key groups such as the SC Law Enforcement Networks (SCLLENs), the South Carolina Impaired Driving Prevention Council (SCIDPC), the South Carolina Law Enforcement Officers Association (SCLEOA) and during MADD events. Additionally, grant project staff continued to recruit volunteers throughout the grant year by promoting the program via social media, posting on volunteer websites, networking during MADD events and other task force meetings, and contacting targeted groups such as senior centers and criminal justice faculty and students at colleges/universities. Finally, the grant projects produced and released two court monitoring reports. One report focused on the impact of the COVID-19 pandemic on DUI enforcement and prosecution in the state, and the second was a comprehensive report on the monitoring findings.

Alcohol Countermeasures – Adjudication/Prosecution Projects
MADD Court Monitoring Program Projects Summary

Activities Funded/Implemented	Results
<p>To monitor the outcome of 1,600 or more first offense misdemeanor DUI cases in Berkeley, Charleston, Greenville, Horry, Lexington, Richland and Spartanburg Counties by September 30, 2022.</p>	<p>The grant projects monitored, tracked, and compiled data on a total of 4,079 first offense misdemeanor DUI cases in Berkeley, Charleston, Greenville, Horry, Lexington, Richland and Spartanburg Counties. The breakdown is as follows: Berkeley, 402 DUI cases; Charleston, 761 DUI cases; Greenville, 671 DUI cases; Horry, 967 DUI cases; Lexington, 412 DUI cases; Richland, 476 DUI cases; and Spartanburg, 390 DUI cases. Court data is maintained in MADD’s court monitoring database. The objective was met.</p>
<p>To host two (2) multi-sector Court Monitoring Roundtables with a total of at least 24 participants representing the seven counties where individuals from the professions of law enforcement, judiciary, prosecution, policy making, and prevention can come together to collaboratively discuss the court monitoring data and brainstorm areas for improvement, by September 30, 2022.</p>	<p>Four (4) Zoom virtual Court Monitoring Roundtables were held during the grant year, These roundtables were held on 8/2/22, 8/4/22, 8/10/22, and 8/12/22. Attendees included Law Enforcement Liaisons, the Traffic Safety Resource Prosecutor, prosecutors, law enforcement officers, victims’ advocates, and behavioral health personnel. Organizations such as the SC Highway Patrol, MADD, South Carolina Commission on Prosecution Coordination, police departments, Solicitor’s Offices, and behavioral health centers including the Forrester Center, Shoreline Behavioral Health, and Phoenix Center participated in the roundtables. All seven counties were represented during the meetings and a total of 25 attendees, excluding MADD and OHSJP staff, were present. The objective was met.</p>
<p>To present on court monitoring program progress to at least five key groups such as the Impaired Driving Prevention Council, Law Enforcement Networks, Sheriff’s Association, Solicitors’ meeting, etc. by September 30, 2022</p>	<p>During the grant period, grant project personnel presented on court monitoring program progress to the 5th, 7th, 11th, and 13th LENS; the South Carolina Law Enforcement Officers Association, the South Carolina Impaired Driving Prevention Council, the Forrester Center, and Berkeley County’s Subcommittee Against Impaired Driving. The objective was met.</p>
<p>27 total methods will be used to promote volunteering with the court monitoring program by September 30, 2022. These methods include</p>	<p>A total of 16 methods were used to promote volunteering with the court monitoring program during FFY 2022. Methods included posts on VolunteerMatch, Eventbrite, and MADD’S Facebook and Instagram</p>

<p>promoting the program via MADD SC’s social media pages; presenting on court monitoring at virtual or in-person meetings with civic groups, college classes, LEN meetings, and other task forces; posting on volunteer websites; promoting during MADD events; and contacting targeted groups, such as colleges with criminal justice programs, paralegal schools, or senior centers.</p>	<p>pages; staffing volunteer information tables during the <i>Walk Like MADD</i> and <i>Hands Across the Border</i> events; hosting meetings with two faculty members at Greenville Technical College; and communicating via email with professors at Charleston Southern University, College of Charleston, and Coastal Carolina University. Additionally, information flyers were given to the Conway Senior Center and other similar organizations. The objective was met.</p>
<p>To produce a court monitoring report that summarizes key findings and progress for the seven target counties by September 30, 2022.</p>	<p>The subgrantee produced and released two (2) court monitoring reports during FFY 2022. <i>MADD SC: The Impact of the COVID Pandemic on DUI Enforcement and Prosecution in South Carolina</i> was submitted to our office on May 24, 2022, and the <i>2022 MADD SC Court Monitoring Report: Deadly Result</i> was submitted to our office on September 30, 2022. The objective was met.</p>

Alcohol Countermeasures – Task Force

South Carolina Impaired Driving Prevention Council (SCIDPC)

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is composed of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs [OHSJP], SC Highway Patrol, and State Transport Police), the South Carolina Department of Transportation, the State Senate, the State House of Representatives, and 20 additional federal, state, local, and private entities. The SCIDPC held meetings during the FFY 2022 grant period: June 14, 2022 and September 29, 2022. Major topics of discussion during the grant period included the following: pending traffic safety-related legislation in the state; strengthening the state's Strategic Highway Safety Plan by conducting impaired driving countermeasures enforcement activities in the identified high-crash corridors; the potential of pre-trial intervention for DUI and DUAC offenders; the state's court monitoring program; DUI prosecution in the state and the need for additional DUI prosecutors in Solicitor's Offices and other priority areas in the state; the SCDMV's new DUI-case strategy of focusing on CDL hearings; and updates on the state's SBIRT (Screening, Brief Intervention and Referral to Treatment) efforts and ADSAP (Alcohol and Drug Safety Action Program). Using the 2019 Impaired Driving Program Assessment as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M5HVE-2022-HS-25-22	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures Program Management	\$278,248	\$191,045.07	405d Mid
164PM-2022-HS-25-22	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures Paid Media Alcohol	\$400,000	\$398,392.12	164AL
M4PEM-2022-HS-25-22	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$460,000	\$454,030.77	405d High
M5PEM-2022-HS-25-22	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$350,000	\$66,516.03	405d Mid
M1*AL-2022-HS-25-22	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$90,000	\$8,830.29	405b High
M5X-2022-HS-23-22	Mothers Against Drunk Driving South Carolina	MADD Midlands Upstate Court Monitoring Program	\$90,742	\$71,333	405d Mid
M5CS-2022-HS-24-22	South Carolina Department of Public Safety, Highway Patrol	SCDPS Paralegal Project	\$69,469	\$55,769.55	405d Mid

M5TR-2022-HS-26-22	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$216,470	\$161,482.25	405d Mid
M5CS-2022-HS-27-22	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$172,987	\$137,162.75	405d Mid
M5CS-2022-HS-36-22 164AL-2022-HS-36-22	City of Goose Creek Police Department	Special DUI Prosecutor	\$91,258	\$1,460.00 \$74,664.00	405d Mid 164AL
M5HVE-2022-HS-37-22 164AL-2022-HS-37-22	City of Goose Creek Police Department	Impaired Driving Countermeasures Officer	\$73,110	\$4,334.00 \$68,033.00	405d Mid 164AL
M5HVE-2022-HS-39-22 164AL-2022-HS-39-22	Berkeley County	Building DUI Capacity - 2022	\$86,311	\$2,486.00 \$64,895.00	405d Mid 164AL
M5HVE-2022-HS-40-22 164AL-2022-HS-40-22	Lexington County Sheriff's Department	Impaired Driving Countermeasures Project	\$81,910	\$3,573.00 \$42,312.00	405d Mid 164AL
M5HVE-2022-HS-42-22 164AL-2022-HS-42-22	City of Easley Police Department	Impaired Driving Countermeasures	\$134,557	\$240.00 \$89,590.00	405d Mid 164AL
M5CS-2022-HS-43-22 164AL-2022-HS-43-22	Berkeley County	Special DUI Prosecutor - 2022	\$103,266	\$1,547.00 \$50,925.00	405d Mid 164AL

M5CS-2022-HS-44-22 164AL-2022-HS-44-22	Sixth Circuit Solicitor's Office	DUI Prosecutor	\$85,464	\$1,251.00 \$67,828.00	405d Mid 164AL
M5HVE-2022-HS-45-22 164AL-2022-HS-45-22	Lancaster County Sheriff's Office	Impaired Driving Enforcement	\$100,529	\$15,236.77 \$64,988.23	405d Mid 164AL
M5HVE-2022-HS-46-22 164AL-2022-HS-46-22	Fifteenth Judicial Circuit Solicitor's Office	15 th Judicial Circuit – DUI Prosecutor	\$100,218	\$1,801.00 \$70,051.00	405d Mid 164AL
M5HVE-2022-HS-47-22 164AL-2022-HS-47-22	Town of Summerville	Summerville Specialized DUI Enforcement	\$83,228	\$14,893.00 \$46,905.00	405d Mid 164AL
M5CS-2022-HS-48-22 164AL-2022-HS-48-22	11th Judicial Circuit Solicitor's Office	11 th Circuit Solicitor's Office – DUI Prosecutor	\$86,588	\$0.00 \$46,949.00	405d Mid 164AL
M5X-2022-HS-50-22	Mothers Against Drunk Driving	MADD Coastal Court Monitoring Program	\$82,859	\$62,925	405d Mid
M5CS-2022-HS-51-22 164AL-2022-HS-51-22	Fifth Circuit Solicitor's Office	5th Judicial Circuit DUI Prosecutor	\$100,881	\$17,931.00 \$54,979.00	405d Mid 164AL
M5HVE-2022-HS-53-22 164AL-2022-HS-53-22	North Augusta Department of Public Safety	DUI Enforcement Team	\$167,465	\$12,395.00 \$126,017.00	405d Mid 164AL
M5HVE-2022-HS-54-22 164AL-2022-HS-54-22	York County Sheriff's Office	Alcohol-Impaired Driving Enforcement Program	\$148,687	\$1,210.00 \$88,833.00	405d Mid 164AL
Total All Funds				\$2,642,813.83	All funds
Section 405d Impaired Driving High/Paid and Earned Media				\$454,030.77	405d High

Section 405d Impaired Driving Mid				\$824,591.42	405d Mid
Section 164AL Impaired Driving Paid and Earned Media Alco- hol**				\$398,392.12	164AL - PM
Section 164AL Alcohol Enforcement				\$956,969.23	164AL
Section 405b Occupant Protection High Impaired Driving Campaign				\$8,830.29	405b High

Occupant Protection Program Overview

Occupant Protection Program Area

The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina populace, and, thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years. The state achieved a safety belt usage rate of 91.6 % in 2015 before increasing to 93.9% in 2016, a historic high for the state; however, in 2017, the state saw a decline in safety belt usage to an observed usage rate of 93.2% and the downward trend continued in 2018 with an 89.7% usage rate in 2018. In 2019, the state’s observed safety belt usage rate rose slightly to 90.3%. The state utilized one of the CARES Act waivers in FFY 2020 and did not conduct an annual observed seatbelt usage survey, but the usage rate declined slightly in 2021 to 90.1% compared to the 2019 usage rate (90.3%). A slight improvement was seen in the state’s usage rate during 2022 (90.6%) compared to 2021. Much work remains to be done to ensure safety on the state’s roadways. The following is a synopsis of progress made in this priority area during FFY 2022.

Occupant Protection Program Management Goals:

1. To increase the observed seatbelt usage rate by 0.1 percentage points from the 2019 base-line average of 90.3% to 90.4% by December 31, 2022.

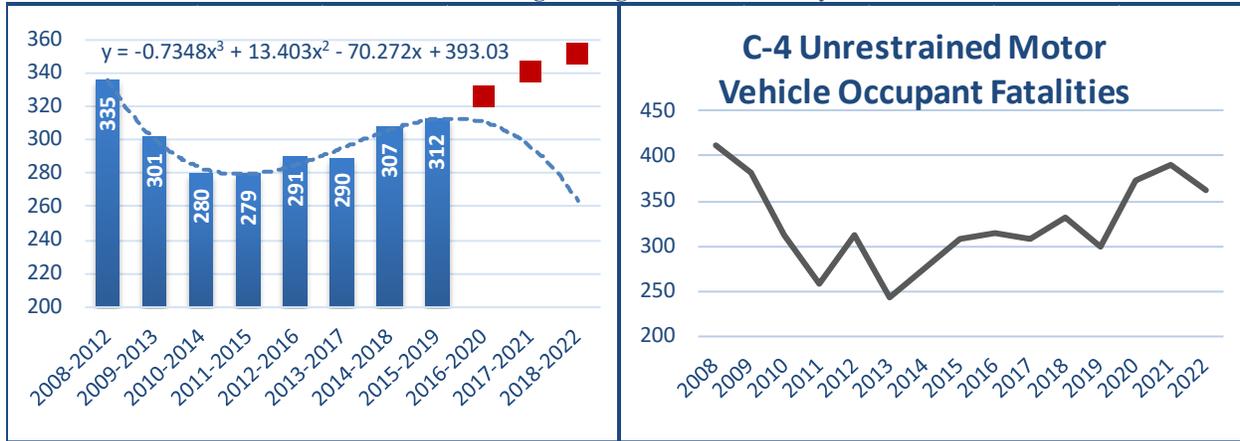
Figure B-1: South Carolina Observed Seatbelt Usage Rate
5 Year Moving Average with Trend Analysis



<p>Logarithmic Projection = $0.0533\ln(11) + 0.8126 = 0.94$</p> <p>2014-2018 Average = 91.5% 2015-2019 Average = 91.6% 2016-2020 Average = 91.3% 2017-2021 Average = 90.5% 2018-2022 Average = 90.2%</p>	<p>2015 = 91.6% 2016 = 93.9% 2017 = 92.3% 2018 = 89.7% 2019 = 90.3% 2020 = 90.3% 2021 = 90.1% 2022 = 90.6%</p>
---	---

- To decrease unrestrained motor vehicle occupant fatalities by 0.3% from the 2015-2019 baseline average of 312 to 311 by December 31, 2022.

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



Polynomial Projection = $-0.351(11)^3 + 9.5136(11)^2 - 69.492(11) + 433.86 = 353$ 2014-2018 Average = 307 2015-2019 Average = 312 2016-2020 Average = 325 2017-2021 Est. Average = 340 2018-2022 Est. Average = 351	2015 = 308 2016 = 315 2017 = 308 2018 = 331 2019 = 300 2020 = 372 2021 = 391 (State Data) 2022 = 361 (SARS Prediction)
--	---

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience 361 unrestrained motor vehicle occupant fatalities by December 31, 2022. Based on current projections, the state is not expected to meet its unrestrained motor vehicle occupant fatalities goal of 311. Although this performance target has not been met, the state successfully implemented changes in FFY 2022 that were intended to improve fatality outcomes. For example, in FFY 2022 the state achieved a 52% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. The state also began engaging underserved audiences and hard-to-reach populations through its partnership with the Catawba Indian Nation. During FFY 2022, child passenger safety education and outreach materials were provided for the Catawba Indian Nation, and a child passenger safety education and seat check event was held on the Catawba Indian Nation’s reservation during National CPS week. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; an increase in overall participation across the state during *Sober or Slammer!* (13%) and *Operation Southern Slow Down* (14%) as well as increased sustained enforcement and nighttime seat belt activity during FFY 2022.

In FFY 2023, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP’s pilot program for overtime enforcement grant projects and enhanced project development efforts.

The improvements to the solicitation process, enhanced project development efforts, and the addition of the pilot overtime enforcement program resulted in a 39% increase in the number of subrecipients for FFY 2023 and yielded new partnerships with law enforcement agencies, Students Against Destructive Decisions (SADD), and the South Carolina Judicial Branch's Court Administration.

In FFY 2023, the state improved upon its Vulnerable Road User (VRU) educational campaign. Historically, this campaign, with its focus on pedestrians and bicyclists, occurred in September and relied heavily upon billboard ads and social media in FFY 2022. For FFY 2023, the campaign efforts continued to rely upon billboard ads and social media; however, the paid media campaign transitioned from September to October. This enabled coordination between this campaign and the state's Pedestrian Safety Month efforts. New messaging was also released in FFY 2023, educating bicyclists on the state law requiring the use of lights and reflectors. Thus, the FFY 2023 VRU effort successfully included messaging for all groups: motorists, pedestrians, and bicyclists as the messaging from FFY 2021, which educated motorists on the state law requiring them to keep a safe distance while passing a bicyclist, and one educating pedestrians of the law requiring the use of a crosswalk when one is present, was used in addition to the messaging launched in FFY 2023. FFY 2023 also marks the first year of implementation for the state's pilot program for overtime enforcement grant projects. The goal of the pilot program is to increase enforcement efforts throughout the state. Data obtained through evaluation of the pilot program will be used to inform future program efforts. Feedback will be solicited from program participants throughout the pilot year(s), and this data, along with progress towards fulfilling the program's objectives, will help the OHSJP determine what does and does not work. It will also allow the OHSJP to troubleshoot issues and ultimately address any challenges or issues identified during the pilot prior to moving forward with additional overtime enforcement project opportunities. In addition to the implementation of the pilot overtime enforcement program, the OHSJP will continue to share high-collision corridor data with enforcement subgrantees in order to focus enforcement efforts in the locations in which fatal and serious injury collisions are occurring. Resources, which included best practices, were provided for all new FFY 2023 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2023, and the state will share the FFY 2022 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2024 HSP, the OHSJP will utilize the recommendations included in the 2019 Occupant Protection Program Assessment to enhance and develop projects. Final data from CY 2022 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2024 performance targets are developed. To assist the state's achievement of performance target C-4, several adjustments will be made in FFY 2024. These adjustments will include, but will not be limited to, the inclusion of sociodemographic data in the analysis of the state's overall highway safety problems. This will enhance the state's ability to reach overrepresented populations with identifiable data-driven highway safety issues and needs. Approaches to develop relationships at the community-level in order to address areas where vulnerable users are most at risk will also be utilized, and the state will incorporate public participation and engagement in its highway safety planning process. SHSO staffing will be expanded to include a Diversity, Equity and Inclusion (DE & I) Coordinator to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly, further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

Activity Measure A-1

Activity Measure A-1 shows the number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2009-2013 data point, in terms of the number of safety belt citations written by law enforcement. According to NHTSA, there is no target required for this activity measure for the FFY 2022 Highway Safety Plan. Thus, the figure below is presented as demonstration of an overall downward trend in enforcement activity over the last eight data points relative to this type of citation. This trend in enforcement activity could be associated with budget cuts and personnel reductions throughout local and state agencies.

**Figure A-1: South Carolina Number of Seatbelt Citations Issued
5 Year Moving Average**



There were 57,550 seatbelt citations issued during 2021. This represents an 8.27% increase from the 2020 number of citations issued (53,156). It should be noted that the COVID-19 pandemic and restrictions implemented by local law enforcement agencies likely contributed to the sharp decline in the number of seatbelt citations issued in 2020 (53,156) when compared to 2019 (125,909). South Carolina will continue its efforts to improve safety belt usage in the state.

Occupant Protection – Program Management Project

Subgrantee: SC Department of Public Safety:
Office of Highway Safety and Justice Programs
Project Number: OP-2022-HS-02-22
Project Title: Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. The Police Traffic Services/Occupant Protection (PTS/OPPC) position is responsible for reviewing, monitoring, and providing technical assistance to project personnel. The project funds one (1) PTS/OPPC (50%), one (1) Program Coordinator (20%), one (1) Administrative Assistant (20%), one (1) Administrative Manager (4.5%), three (3) Senior Accountants (25% each), one (1) Senior Accountant (50%), two Statisticians (2.50% and 11.66%), and one (1) Fiscal Tech I (25%).

Specific activities of the program included planning, coordinating, and participating in special public information events during major campaign periods, such as the *Buckle Up, South Carolina* public information, education, and enforcement campaign and *National Child Passenger Safety Awareness Week* in September 2022.

Occupant Protection – Program Management Project Summary

Activities Funded/Implemented	Results
To maintain the employment of an Occupant Protection Program Coordinator (OPPC) throughout the grant period.	The Occupant Protection Program Coordinator position has been retained throughout the FFY 2022 grant period.
To administer all occupant protection projects funded through the OHSJP, to include on-site programmatic monitoring of grant projects; providing technical assistance to subgrantees as requested; and conducting monthly desk reviews of assigned projects.	The administration of the Occupant Protection grant project with the South Carolina Department of Health and Environmental Control (SCDHEC), funded through the highway safety grant program, is ongoing. The Occupant Protection grant project is monitored throughout the year and receives at least one programmatic and one financial monitoring visit during the grant period. The Occupant Protection project is also desk monitored on a continuous basis throughout the grant cycle. Technical assistance is provided for the subgrantee on an as-needed basis throughout the grant period. The objective was met.
To participate in the planning and coordination of highway safety campaigns such as, <i>Buckle Up South Carolina (BUSC)!</i> and National Child Passenger Safety Week (September).	<p>Throughout the FFY 2022 grant period, OHSJP staff, to include the OP/PTSPC and Public Affairs Coordinator, worked with SCDPS' Communications Office to plan and coordinate special public information events during <i>Buckle Up, South Carolina (BUSC)</i> in May 2022 and National Child Passenger Safety Week in September 2022.</p> <p>During the third quarter of FFY 2022, statewide news coverage was garnered for the <i>Buckle Up, South Carolina (BUSC)</i> Memorial Day campaign. This campaign ran concurrently with the <i>Click it or Ticket</i> national campaign. Agency press releases were posted to the website and sent to media contacts for the <i>BUSC</i> Memorial Day paid media campaign. The SCDPS press releases and campaign information were sent out to all subgrantees; the subgrantees were instructed to release the information to their local media outlets and update their social media pages in order to inform the public of the campaign.</p> <p>Throughout National Child Passenger Week, September 18-24, 2022, both in-person and virtual activities were conducted. A press release was issued on Friday, September 16, 2022 to inform the public of the upcoming week's events. Following the press release, SCDPS utilized social media to kick off the week on Sunday, September 18, 2022 with an interactive quiz question on Instagram and Twitter. A new quiz question was shared each day of the week</p>

	<p>while following-up with the answer to the previous question the next respective day.</p> <p>Educational videos were also posted to SCDPS’ Facebook account every day of the week beginning on Monday, September 19, 2022. Each video featured a Community Relations Officer (CRO) discussing a specific car seat safety-related topic, such as car seat selection, direction, installation, location, and restraints. The SCDPS CPS educational videos can be seen here.</p> <p>SCDPS collaborated with the South Carolina Department of Motor Vehicles (SCDMV) to conduct in-person outreach efforts. A table was set up in front of the entrance to SCDMV headquarters in Blythewood on Monday, September 19, 2022 and Friday, September 23, 2023. OHSJP staff, along with CROs, conducted safety talks and car seat demonstrations and inspections from 9 AM – 11 AM both mornings. English and Spanish CPS law cards and Safety City coloring books were also distributed to parents/caregivers and children. Both events were outlined in the press release to allow media partners and others from the community to plan ahead and join the events.</p> <p>SCDPS partnered with the Catawba Indian Nation in York County, SC to host a car seat inspection event and provide outreach and education on September 20, 2022 and also partnered with the EdVenture Children’s Museum in Columbia, SC on Saturday 24 2022. CPS law cards and coloring books were distributed to parents/caregivers and children during the event. SCDPS posted a graphic to Facebook, Instagram, and Twitter announcing its participation in the event.</p>
<p>To participate in at least three (3) Child Passenger Safety (CPS) events by the end of the grant period.</p>	<p>The OPPC participated in five (5) CPS events during the grant period. On September 19 and September 23, 2022, the OPPC participated in a car seat check event held at SCDPS Headquarters; on September 20, 2022, the OPPC conducted car seat checks at the Catawba Indian Nation in York County, SC; and finally, on September 21 and 24, 2022, the OPPC passed out educational materials (Child Passenger Safety law cards and Safety City coloring books) at the EdVenture Children’s Museum located in Columbia, SC.</p>
<p>To contract with a qualified vendor to conduct a statewide observational safety belt usage survey by December</p>	<p>The state contracted with Bason Research to conduct the statewide observational safety belt usage survey by December 31, 2021 and results of the 2021 survey were submitted to NHTSA for certification in February of 2022.</p>

31, 2021, with results submitted to NHTSA for certification by March 1, 2022.	
--	--

Occupant Protection – Education/Training Project

Subgrantee: SC Department of Health and Environmental Control
Project Number: OP-2022-HS-17-22
Project Title: South Carolina Buckles

The project maintained a program which supported efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle collisions through a partnership between the SC Department of Public Safety (SCDPS), Safe Kids South Carolina, and the SC Department of Health and Environmental Control (SCDHEC). The main focus of the project was to educate and train local law enforcement officers, first responders, public health agency staff, and parents and caregivers concerning Child Passenger Safety (CPS) and proper occupant restraint usage.

Occupant Protection - SC Vehicle Occupant Protection Project Summary

Activities Funded/Implemented	Results
To increase the number of permanent Child Passenger Safety Fitting Stations in the state by 5, from 131 (2020) to 136 by the end of the grant period.	The subgrantee established a total of ten (10) new fitting stations in the state during FFY 2022. New stations were established at the following sites: Dorchester County Fire and Rescue, Clarendon County Fire Rescue, Laurens County Sheriff's Office, Carolina Health Centers in Greenwood County, the Eli Collins Foundation for Premature Babies in Williamsburg County, Clemson-Seneca Pediatrics in Pickens County, The Therapy Place in Richland County, Prisma Health Children's Hospital-Midlands in Richland County, Lowcountry Pregnancy Center in Dorchester County, and Goose Creek Rural Fire Department in Berkeley County. Although 10 stations were established during the grant period, 10 fitting stations also closed. Thus, the net increase of fitting stations in the state during FFY 2022 was zero (0). The subgrantee also worked on stabilizing their overall technician numbers; however, during the first two quarters of the grant period, the state lost CPS technicians and their respective fitting stations due to the COVID-19 pandemic.
To increase the seat belt usage rate in South Carolina from 90.3% in 2019, to 91.3% by the end of the grant period.	The seatbelt usage rate for CY 2021 was 90.1%, which represents a decrease of 0.2 percentage points compared to the rate in 2019 & 2020.
To maintain two (2) full time Program Assistants (certified Child Passenger Safety (CPS) Technician/Instructors) throughout the grant period and purchase all CPS training supplies before the end of the second quarter.	One full-time Program Assistant, a nationally certified CPS Technician Instructor, was retained throughout the duration of the grant year. The grant's Project Director is also a certified CPS Technician Instructor, so the program was able to continue with limited impact until the second full-time Program Assistant was hired and completed CPS Technician training during the second quarter of the grant period. Because of the required waiting period, the new Program Assistant did not become a fully certified Child Passenger Safety Instructor until the beginning of FFY 2023 on October 3, 2022. New training dolls were ordered during the fourth quarter with adequate justification; all other necessary training supplies were ordered and received before the conclusion of the FFY 2022 grant period.
To conduct at least 50 educational presentations on the State's Primary Seat Belt law and the proper usage of seatbelts and child restraint devices by September 30, 2022.	During the grant year, a total of 51 educational presentations on the State's Primary Seat Belt law and the proper usage of seatbelts and child restraint devices were conducted. Two additional presentations were scheduled;

	however, these presentations had zero attendees. Through these presentations, the subgrantee was able to reach 800 individuals.
To conduct at least 12 NHTSA Certified CPS Technician classes by September 30, 2022.	During the grant year, a total of 15 NHTSA Certified CPS Technician classes were conducted, resulting in a total of 120 Technicians trained.
To conduct at least three (3) continuing education classes to recertify CPS technicians by September 30, 2022.	During the grant year, a total of five (5) continuing education classes were conducted with 150 attendees.
To establish at least five (5) new CPS Fitting Stations in the state with a primary focus on the counties of Cherokee, Abbeville, Allendale, Bamberg, Colleton, Dillon, Laurens, Lee, and McCormick, where many of the state's minority populations (Hispanic and African Americans) reside by September 30, 2022.	During FFY 2022, a total of ten (10) new CPS fitting stations were established within the state. New stations were established at the following sites: Dorchester County Fire and Rescue, Clarendon County Fire Rescue, Laurens County Sheriff's Office, Carolina Health Centers in Greenwood County, the Eli Collins Foundation for Premature Babies in Williamsburg County, Clemson-Seneca Pediatrics in Pickens County, The Therapy Place in Richland County, Prisma Health Children's Hospital-Midlands in Richland County, Lowcountry Pregnancy Center in Dorchester County, and Goose Creek Rural Fire Department in Berkeley County.
To conduct at least 50 child safety seat events by September 30, 2022.	During the FFY 2022 grant year, 50 child safety seat events were scheduled resulting in a total of 332 seats checked.
To fully participate in the 2022 statewide seat belt enforcement and public information and education campaign, <i>Buckle up South Carolina (BUSC). It's the law and it's enforced</i> (May).	The importance of using proper child passenger safety seats and seat belt usage are emphasized in all presentations, school transportation safety assessments, technician trainings, and CPS booth events. During the month of May, social media posts were posted to DHEC's social media pages with <i>Buckle Up, South Carolina</i> messaging.
To plan and conduct educational activities in support of the 2022 National Child Passenger Safety Week (September).	Project staff participated in seven (7) safety seat inspections events during National Child Passenger Safety Week and facilitated the inclusion of CPS week information on DHEC's social media platforms.
To coordinate at least one (1) CPS roundtable meeting with CPS partners and stakeholders by September 30, 2022.	During the grant period, the subgrantee conducted two (2) CPS Roundtable meetings with the SC CPS Coalition. The Roundtable meetings were held on November 3, 2021 and April 20, 2022
Recruit three (3) experienced child passenger safety technicians to become technician proxies who can review and approve seat checks for recertification by September 30, 2022.	The program made a strategic decision not to recruit any new technician proxies during the FFY 2022 grant cycle due to consequences of the COVID-19 pandemic in FFY 2020 and FFY 2021. Halting in-person activities to stop the spread of COVID-19 impeded DHEC's ability to identify and support new candidates for the role during FFY 2022. In FFY 2023, the subgrantee plans to maintain a running list of technicians who could potentially become technician proxies in the future.

To establish and lead the Diversity Outreach Project, which will develop strategies to increase seat belt/safety seat use statewide, especially in rural counties and those with a strong Hispanic and African American population. The group will focus its education and outreach efforts in Cherokee, Abbeville, Allendale, Bamberg, Colleton, Dillon, Laurens, Lee, and McCormick counties and will convene by the end of the second quarter.

The subgrantee continues to make efforts to reach disproportionately affected populations in South Carolina. During the grant period, the remainder of the DPS-approved seat belt fact sheets and greater than 15,000 SC Child Passenger Safety law cards were distributed, 5,000 of which were written in Spanish. Additionally, the subgrantee produced and distributed “Car Seat Basics” educational booklets in both English and Spanish. The booklet includes the basics of car seat safety and encourages parents/caregivers to visit a local Fitting Station to receive a free car seat check. A hyperlink and QR code were included in the booklet, which directed parents/caregivers to a website listing each of South Carolina’s inspection stations and contact information. A total of 35,000 copies of this booklet were distributed, 10,000 of which were written in Spanish.

The CPS law cards and Car Seat Basics booklets were distributed to Inspection Stations around the state. The subgrantee supplied all four DHEC health regions with an allotment of the educational materials to be disbursed to each county health department in the state. This strategy was employed to ensure DHEC had an opportunity to deliver education in counties where they’ve faced difficulties in establishing Inspection Stations.

Also, during FFY 2022, DHEC was able to establish two (2) new inspection stations in Laurens County, one at the Laurens County Sheriff’s Office and the other at Prisma Health Laurens County Hospital. Additionally, in FFY 2022, DHEC established a partnership with the Catawba Indian Nation, the only federally recognized tribe in South Carolina. DHEC trained a member of the Nation to be a CPS Technician, and a seat check event was held at the Catawba Indian Nation Reservation during National Child Passenger Safety Week.

Occupant Protection – Safety Belt Survey

NHTSA waived the requirement for States to conduct an annual seat belt survey during calendar year 2020, so the information provided in the chart below includes the results of the state’s 2019 survey for the year 2020. From 2011-2019, the statewide safety belt survey was conducted by the University of South Carolina’s Statistical Laboratory. The Laboratory closed in February 2021; therefore, the 2021 and 2022 statewide safety belt surveys were conducted by a new vendor, Bason Research. The chart below details the results of the state’s 2022 survey.

The statewide safety belt survey conducted by Bason Research concluded that 90.6% of South Carolina drivers and passengers used shoulder style safety belts during the months of June through August 2022. This represents a 0.5 percentage point increase from 90.1% in August-October 2021, and 0.1 percentage points above the 2017-2021* average of 90.5%.

The following chart shows statistical data relative to the last eleven (11) statewide safety belt surveys.

South Carolina Observed Seatbelt Use Rate, 2012-2022											
	6/12	6/13	6/14	6/15	6/16	6/17	6/18	6/19	6/20*	8/21- 10-21	6/22 - 8/22
Male	87.6	89.8	88.3	88.6	92.5	89.7	88.2	87.8	87.8	89.2	93.7
Female	93.3	93.9	91.6	95.0	95.5	94.9	91.6	92.8	92.8	93.2	97.6
Driver	90.0	91.0	89.9	91.5	93.4	91.6	89.5	90.6	90.6	90.1	93.0
Passenger	90.0	94.6	89.3	91.3	95.8	95.7	90.5	88.2	88.2	94.0	97.0
Urban	91.4	91.0	89.0	91.7	93.7	91.7	89.5	90.1	90.1	89.5	95.3
Rural	88.5	94.2	93.1	91.3	94.2	94.3	90.3	91.0	91.0	93.0	94.1
White	91.3	93.1	91.6	92.6	93.9	94.1	91.7	92.0	92.0	90.8	96.1
Non-white	87.8	87.5	85.1	87.5	93.6	86.8	86.1	87.5	87.5	89.9	89.1
Cars	92.0	92.3	90.7	93.1	94.5	92.8	89.9	91.2	91.2	92.1	96.8
Trucks	86.0	90.0	86.9	85.0	90.4	89.7	89.4	86.9	86.9	87.5	90.6
Overall	90.5	91.7	90.0	91.6	93.9	92.3	89.7	90.3	90.3	90.1	90.6

*Waiver obtained for 2020; 2019 results have been utilized for 2020

According to the statewide observational survey conducted by Bason Research, safety belt usage for South Carolina increased during the 2022 observation period (90.6%) from the August-October 2021 rate (90.1%). The survey showed that women continue to be more likely than men to use safety belts (97.6% to 93.7%), and white occupants continue to have a higher rate of usage than non-white occupants (96.1% to 89.1%). During 2022, passengers were belted more often than drivers (97.0% to 93.0%). The gap between rate of safety belt usage for car occupants and truck occupants (96.8% to 90.6%) was wider in 2022 compared to 2021, and the gap between the observed safety belt usage rate for urban and rural drivers (95.3 % to 94.1%) was smaller than that observed in 2021.

Occupant Protection: Budget Summary					
Project Number(s)	Subgrantee	Project Title	Budget	Expenditures	Budget Source
OP-2022-HS-02-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$192,429	\$173,677.65	FAST Act NHTSA 402
M2HVE-2022-HS-02-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$164,836.42	\$164,836.42	405b Low
M2OP-2022-HS-02-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Seatbelt Survey	\$23,000.00	\$23,000.00	405b Low
M1OP-2022-HS-02-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Seatbelt Survey	\$37019.13	\$37,019.13	405b High
M1HVE-2022-HS-02-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$275,144.45	\$148,254.82	405b High
OP-2022-HS-17-22	SC Department of Health and Environmental Control	South Carolina Buckles	\$190,615	\$157,001.32	402
FAST Act/NHTSA 402 Total				\$330,678.97	402
Section 405b OP High FAST Act				\$185,273.95	405b High
Section 405b OP Low FAST Act				\$187,836.42	405b Low
Total All Funds				\$703,789.34	All funds

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

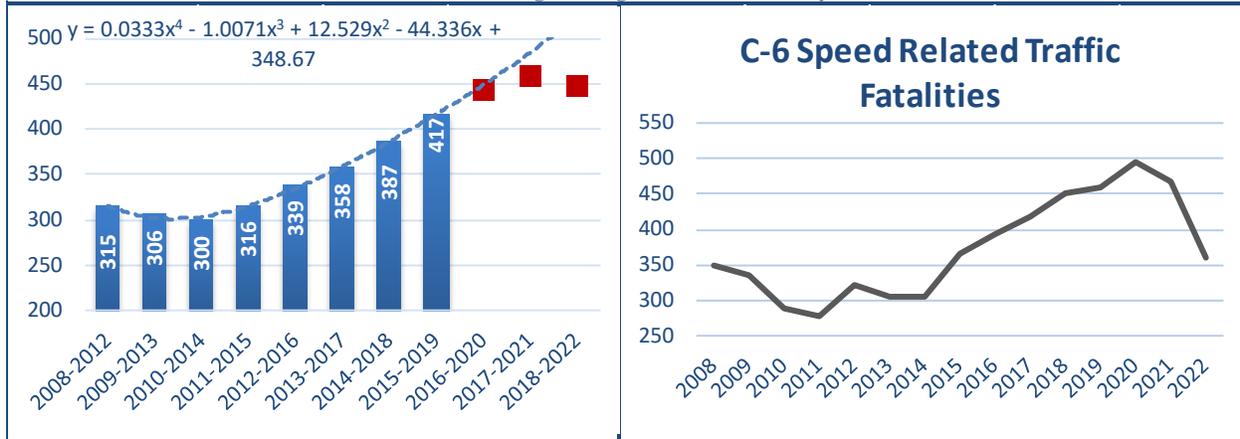
Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible traffic enforcement, public information, education, and training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

The Office of Highway Safety and Justice Programs in South Carolina has assisted numerous law enforcement agencies over the years by providing grant funds for enhanced traffic enforcement activity. Enhanced traffic enforcement activity efforts are comprehensive and involve components such as selective enforcement, public education activities, and accountability standards. These efforts create a noticeable improvement in highway safety. Through this program area, law enforcement agencies have implemented selective DUI enforcement, traffic speed enforcement, and enforcement of the state's occupant protection laws. Law enforcement traffic officers have received training in radar operations, occupant protection issues, and specialized DUI enforcement (SFST, DRE, etc.). They have incorporated speed and DUI detection as well as the detection of safety belt/child restraint violations as the major components of their traffic safety enforcement programs.

Police Traffic Services – Program Management Goals:

1. To decrease speeding-related traffic fatalities by 0.2% from the 2015-2019 baseline average of 417 to 416 by December 31, 2022.

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



Polynomial Projection =

$$-0.039(11)^4 + 0.2689(11)^3 + 6.1133(11)^2 - 45.476(11) + 380.56 = 407$$

2014-2018 Average = 387

2015-2019 Average = 417

2016-2020 Average = 443

2017-2021 Est. Average = 458

2018-2022 Est. Average = 447

2015 = 366

2016 = 393

2017 = 417

2018 = 450

2019 = 459

2020 = 494

2021 = 468 (State Data)

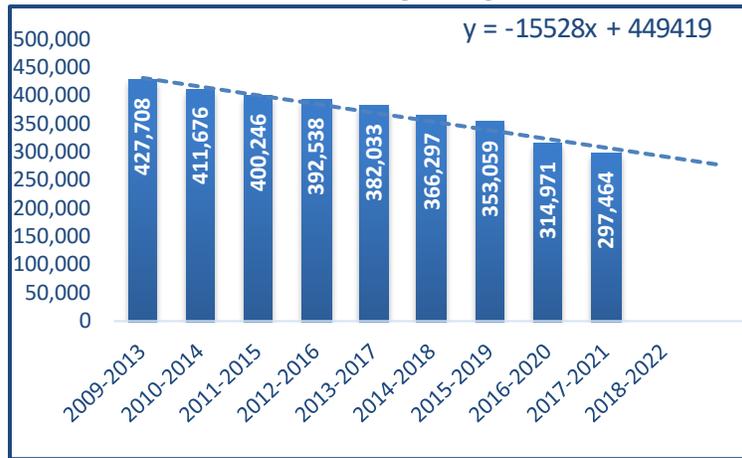
2022 = 362 (SARS Prediction)

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that there will be 362 speeding-related fatalities in 2022. Based on current projections, the state is expected to meet its 2022 speed-related fatalities goal of 416.

Activity Measure A-3

Activity measure A-3 shows the number of speeding citations issued in South Carolina. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2009-2013 data point, in terms of the number of speeding citations written by law enforcement. 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 overall downward trend in speeding citations issued over the last eight data points.

**Figure A-3: South Carolina Number of Speeding Citations Issued
5 Year Moving Average**



In 2021, the number of speeding citations issued was 279,340. This number represents a 40.9% increase from the 198,191 speeding citations issued in 2020.

Police Traffic Services – Program Management Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2022-HS-05-22
Project Title: Police Traffic Services (PTS) Program Management

The Office of Highway Safety and Justice Programs has assisted numerous law enforcement agencies over the years by providing grant funds for enhanced traffic enforcement activity.

This grant project provides oversight, monitoring, project development activities, and technical support for Police Traffic Services projects statewide. The project funds one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator II (20%), one (1) Administrative Assistant (20%), four (4) Senior Accountants (25% each), two (2) Statisticians (2.5% and 5.83%), one (1) Administrative Manager (4.5%), one Project and Development Coordinator (30%) and one (1) Fiscal Tech I (25%).

Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
To provide on-going technical assistance to all PTS programs to include responding to correspondence and grant revision requests, making monthly contacts, and desk monitoring assigned grant projects and other projects as needed.	Throughout the FFY 2022 grant period, on-going technical assistance was provided to all PTS subgrantees. Technical assistance included responding to correspondence and grant revision requests, making monthly contacts via telephone and email, and conducting desk-monitoring for all PTS projects.
To assist in the development of new PTS grant project applications in targeted areas during the grant period.	<p>During FFY 2022, the OP/PTS Program Coordinator assisted in the development and implementation of PTS projects throughout South Carolina in areas that demonstrated a significant problem with the occurrence of speed-related traffic collisions and fatalities. The FFY 2023 Highway Safety Funding Guidelines were posted on the OHSJP website on 12/30/2021, and the Grant Solicitation Workshop was held virtually on January 19, 2022 to solicit new PTS projects in targeted areas for FFY 2023. Assistance in the development of new PTS projects was provided, and all PTS grant applications submitted by the deadline of February 25, 2022 were reviewed and considered for funding by the OHSJP grant staff during the second quarter.</p> <p>PTS enforcement projects were implemented in the following counties: Beaufort, Berkeley, Charleston, Chesterfield, Dorchester, Georgetown, Horry, Lancaster, Lexington, Oconee, Orangeburg, Spartanburg, Sumter, and York. The South Carolina Criminal Justice Academy also received funding to continue their statewide project providing Traffic Safety enforcement training to law enforcement officers throughout the state of South Carolina.</p>
To prepare the PTS section of major documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report by assigned deadlines	During FFY 2022, the PTS sections of major highway safety documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Report were completed by their respective assigned deadlines.
To monitor 100% all Police Traffic Services (PTS) grant projects funded by the highway safety program by the end of the grant period.	All PTS grant projects funded through the highway safety program during FFY 2022 received regular desk-monitoring throughout the grant period. All grant projects received at least one programmatic and

<p>To work with the OHSJP Public Affairs Coordinator in the development and implementation of a PI&E campaign for national and statewide highway safety campaigns such as <i>BUSC</i> (May 2021), and <i>Sober or Slammer!</i> (December 2020 and August 2021).</p>	<p>one financial monitoring visit. Monitoring visits were conducted virtually during the FFY 2022 grant period.</p> <p>During the first quarter of the grant period, SCDPS kicked off the Christmas/New Year's <i>Sober or Slammer!</i> campaign to combat impaired driving and reduce highway fatalities and injuries. The campaign focused primarily on sober driving and arranging a safe ride home for holiday celebrations and ran through January 1, 2022. A press release was issued on December 15, 2021 in support of <i>Sober or Slammer!</i>, and SCDPS' website and agency Facebook and Twitter accounts were updated with information about the consequences of driving while impaired. PSAs were released to television, radio, and digital outlets, and digital billboards and alternative advertising were posted. The SCDPS press release can be found here.</p> <p>On May 17, 2022, SCDPS kicked off the <i>Buckle Up, SC. It's the law and it's enforced. (BUSC)</i> campaign in an effort to curb unrestrained occupant fatalities. <i>BUSC</i> combines enforcement of state seat belt laws with a public education campaign on television, radio, and social media. The <i>BUSC</i> campaign runs in coordination with NHTSA's <i>Click It or Ticket</i> national seat belt enforcement mobilization and ended on June 5, 2022. The annual campaign reminds drivers and passengers of the state's primary safety belt law and to buckle up ahead of summer travel in the weeks before and after Memorial Day. During the campaign, the following occurred: a press release was issued on May 17, 2022 in support of <i>BUSC</i>; SCDPS' website and social media accounts were updated with information about using proper safety restraints; public announcements were released to television, radio, and digital outlets and digital billboards and alternative advertising were posted. The SCDPS press release can be found here.</p> <p>During the fourth quarter, the <i>Sober or Slammer!</i> Labor Day (August/September 2022) campaign ran from August 18-September 6, 2022. A sustained education campaign occurred from March-September 2022. SCDPS issued a press release for the <i>SOS</i> Labor Day campaign, which can be found here.</p>
--	---

Also during the fourth quarter, SCDPS promoted Child Passenger Safety Week, September 18-24, 2022, on the agency's website through a press release and paid social media. The [press release](#) was issued on Friday, September 16, 2022 to inform the public of CPS week. On Sunday, September 18, 2022, CPS week kicked off with an interactive quiz question on Instagram and Twitter. A new quiz question was shared each day of the week while following-up with the answer to the previous question the next respective day. Educational videos were also posted to SCDPS' Facebook account every day of the week beginning on Monday, September 19, 2022. Each video featured a Community Relations Officer (CRO) discussing a specific car seat safety-related topic, such as car seat selection, direction, proper installation, location, and correct harnessing of restraints. Each of the videos can be found [here](#) along with additional virtual CPS information.

Police Traffic Services Program Overview

There were sixteen (16) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2022. The sixteen (16) grant-funded projects are listed below:

Project Number	Agency
PT-2022-HS-08-22	City of Spartanburg Police Department
PT-2022-HS-09-22	Moncks Corner Police Department
PT-2022-HS-12-22	City of Orangeburg Department of Public Safety
PT-2022-HS-13-22	Port Royal Police Department
PT-2022-HS-14-22	Sumter County Sheriff's Office
PT-2022-HS-15-22	Myrtle Beach Police Department
PT-2022-HS-16-22	York County Sheriff's Office
PT-2022-HS-18-22	Chesterfield County Sheriff's Office
PT-2022-HS-19-22	Berkeley County Sheriff's Office
PT-2022-HS-20-22	Town of Mount Pleasant Police Department
PT-2022-HS-21-22	Lexington Police Department
PT-2022-HS-22-22	Town of Summerville Police Department
PT-2022-HS-28-22	Goose Creek Police Department
PT-2022-HS-29-22	Lancaster Police Department
PT-2022-HS-30-22	Georgetown County Sheriff's Office
PT-2022-HS-32-22	Oconee County Sheriff's Office

The above-mentioned projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding-related enforcement was a priority, these projects were also required to focus on impaired driving countermeasures enforcement, occupant protection enforcement, and other moving violations that contribute to traffic collisions, as well as to provide public information/education regarding traffic issues. The state contracted with sixteen (16) law enforcement agencies to perform project activity hours during the grant period. Through the diligent and committed efforts of the officers assigned to perform activity hours, 212 public safety checkpoints were conducted; 20,544 traffic violation citations were written; 8,602 public contacts/warnings were issued; and approximately 4,078 people were reached during 207 safety presentations. These efforts, and many others, produced an impact in individual communities and contributed to the overall effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Police Traffic Services – Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum 192 public safety checkpoints by September 30, 2022.	During the grant period, 212 public safety checkpoints were conducted.
To have an appropriate, corresponding increase in citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2022, due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 8,052 citations were written by subgrantees for traffic violations such as failure to yield right-of-way, following too closely, disregarding a signal/sign, improper turn, improper lane change, and other moving violations as a result of enhanced traffic enforcement efforts.
To have an appropriate, corresponding increase in speeding citations by September 30, 2022, due to enhanced enforcement efforts over the course of the grant period.	By the end of the grant period, 11,132 speeding citations were issued by subgrantees as a result of enhanced enforcement efforts.
To have an appropriate, corresponding increase in DUI arrests by September 30, 2022 due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 223 DUI arrests were made by subgrantees as a result of enhanced traffic enforcement efforts.
To have an appropriate, corresponding increase in citations for safety belt and child restraint violations by September 30, 2022, due to enhanced enforcement efforts over the course of the grant period.	By the end of the grant period, 1,389 citations for seat belt violations and 204 citations for child restraint violations were issued by subgrantees as a result of enhanced traffic enforcement efforts.
To conduct a minimum of 168 traffic safety presentations on topics including, but not limited to, the dangers of speeding, the dangers of distracted driving, the dangers of driving while impaired, and the importance of using appropriate occupant restraint devices for area middle schools, high schools, colleges/universities, businesses, military installations, churches and civic groups by September 30, 2022.	Through a combination of virtual and in-person events, subgrantees conducted 207 traffic safety presentations for 4,078 people in area schools, businesses, military installations, churches, and civic groups during the grant period. The COVID-19 pandemic affected in-person educational presentations as officers maintained safety measures to limit the spread of the virus.
To plan and conduct special enforcement and education activities in support of national and statewide highway safety initiatives, to include BUSC in May 2022 and National Child Passenger Safety Week in September 2022.	Subgrantees conducted special enforcement and education activities during the <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> mobilization in May and National Child Passenger Safety Week in September.
To actively participate (the agency and grant-assigned officers) in the local Judicial Circuit Law Enforcement Network (LEN).	During the grant period, all subgrantees participated actively in their local Judicial Circuit LENs.
To participate in all aspects of the <i>Sober or Slammer!</i> sustained DUI enforcement campaign to include at least one (1) specialized DUI	Subgrantees participated in all aspects of the <i>Sober or Slammer!</i> sustained DUI enforcement campaign. The subgrantees each performed at least one (1)

<p>enforcement activity (checkpoints and saturation patrols) per month and four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's and Labor Day enforcement crackdowns.</p>	<p>specialized DUI enforcement activity (checkpoints/saturation patrols) per month, as well as an additional four (4) nights of specialized DUI enforcement activity, during the Christmas/New Year's 2021-2022 and Labor Day 2022 enforcement crackdowns.</p>
<p>To comply with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).</p>	<p>The subgrantees complied with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).</p>

Police Traffic Services – Law Enforcement Coordination Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2022-HS-06-22
Project Title: Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project also provided Law Enforcement Network grants to established networks around the state. The networks were established to coordinate and promote statewide law enforcement efforts, disseminate information among agencies, and provide necessary training for the officers employed by the state's many agencies. The project funds one (1) Law Enforcement Liaison (100%), one (1) Law Enforcement Manager (90%), one (1) Statistician (2.5%), one (1) Special Programs Manager (35%), and one (1) Fiscal Tech I (25%).

Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
<p>To assist in developing and implementing statewide enforcement campaigns during the course of the grant period, to include all Target Zero efforts such as <i>Buckle Up, South Carolina. It's the law and it's enforced.</i>; <i>Sober or Slammer!</i>; and 100 Days of Summer H.E.A.T. initiatives.</p>	<p>Through the coordinated efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina law enforcement began a sustained impaired driving enforcement campaign (Target Zero Challenge) on December 1, 2021. The campaign concluded on September 5, 2022. South Carolina local and state law enforcement agencies participated in the Christmas/New Year's <i>Sober or Slammer! (SOS!)</i> mobilization, which ran from December 17, 2021–January 1, 2022; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization, which ran from May 23, 2022 – June 5, 2022; <i>Operation Southern Slow Down</i>, which ran from July 17, 2022–July 23, 2022; and the Labor Day <i>Sober or Slammer! (SOS!)</i> mobilization, which ran from August 19, 2022–September 5, 2022.</p> <p>The <i>SOS!</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilizations, and the <i>BUSC</i> mobilization mirrored the national <i>Click It or Ticket</i> effort. The OHSJP Law Enforcement Liaison (LEL) and the Law Enforcement Support Services (LESS) Manager assisted with the formulation, coordination, and implementation of each of the state's high-visibility enforcement mobilizations.</p>
<p>To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.</p>	<p>The LEL and the LESS Manager provided technical and program assistance to 47 county law enforcement agencies (46 county sheriffs' offices and 1 county police department) and 280 state, municipal, military, hospital, and college/university law enforcement agencies during the grant period.</p>
<p>To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.</p>	<p>Through letters, emails, face-to-face conversations and phone calls, the LEL and the LESS Manager requested and secured participation (approximately 49% of local law enforcement agencies statewide) in the sustained impaired driving and high-visibility mobilizations. Participation among law enforcement agencies increased dramatically during FFY 2022, and the LESS Staff will continue their efforts to obtain participation from additional agencies.</p>

<p>To continue to develop and maintain Law Enforcement Networks (LEN) throughout the state.</p>	<p>Each of the state's 16 judicial circuits has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLLEN. Each LEN has a coordinating agency which received a small grant award to fund LEN activities, such as meetings, reporting, and enforcement/media activities. The LEL and the LESS Manager attended the monthly or bi-monthly meetings held by each LEN.</p>
<p>To provide on-going technical assistance to Law Enforcement Network Coordinators in the state.</p>	<p>The LEL and the LESS Manager provided technical assistance and leadership for the 16 Law Enforcement Network Coordinators throughout the grant period through weekly contacts with the Coordinator and/or Assistant Coordinator for each circuit via email, telephone, and/or face-to-face meetings. These contacts served to provide guidance, support, and assistance to ensure the success of each network. The LELs also provided assistance obtaining speakers for the monthly or bi-monthly LEN meetings.</p>
<p>To coordinate Law Enforcement Network Support Grant Awards.</p>	<p>The primary responsibility for handling the grant funding and expenditures was assigned to the LESS Staff during the grant year with input from the Grants Administration Manager when necessary. Each of the LENs received a (\$10,000) support grant, and these funds are used to maintain the network.</p>
<p>To attend at least 75% of Law Enforcement Network meetings statewide during the course of the grant year.</p>	<p>The LEL and the LESS Manager attended more than 99% of the LEN meetings that were held during the grant period. As previously stated, some LEN met monthly and some met bi-monthly (every other month). At each meeting, an LEL presented information on the high-visibility enforcement mobilization, possible grant application periods, traffic statistics and trends, and other related traffic safety information. Attendance at the LEN meetings is an important part of the LEL's duties. COVID-19 restrictions resulted in the cancelation of some monthly and/or bi-monthly meetings for some networks.</p>
<p>To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.</p>	<p>During FFY 2022, through conversations with the LEN Coordinators and Assistant Coordinators, the LESS Manager and the LEL provided assistance in obtaining speakers for the monthly or bi-monthly LEN meetings and coordinating traffic safety education and training opportunities.</p>

	<p>The LESS Manager and LEL provided contact information for traffic safety training personnel to the LEN Coordinators and Assistant Coordinators to assist them with securing guest speakers for the network meetings. Guest speakers included personnel from the SC Criminal Justice Academy's Traffic Safety Unit, Traffic Incident Management Training teams, the SC Department of Alcohol and Other Drug Abuse Services' Alcohol Enforcement Teams, and the Traffic Safety Resource Prosecutor.</p> <p>The LESS Staff, in partnership with the SCCJA, administered three (3) traffic safety trainings (Speed Measurement Device, ARIDE and Advanced Collision Investigation) to law enforcement officers in four areas of the state. Officers at the Dorchester County Sheriff's Office, Florence Airport Police Department, Clinton Police Department and Chester County Sheriff's Office completed these trainings to further their traffic safety education. The LESS Staff also hosted a Data Driven Approaches to Crime and Traffic Safety (DDACTS) workshop in Greenville, SC.</p>
<p>To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.</p>	<p>The LESS Staff submitted all Quarterly Reports and a Final Narrative Report for the FFY 2022 grant period by the established deadlines.</p>

FFY 2022 Grant Period Enforcement Report: 10/1/2021 – 9/30/2022

Agencies Reporting:

State Agencies:	4		Federal Agencies:	0
Local Agencies:	118		County Agencies:	36
Other Agencies:	17			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	3,593
Number of Saturation Patrols Conducted:	3,972

Total Enforcement:

DUI Arrests:	18,261	Speeding:	424,422
Assisted DUI Arrests:	761	Reckless Driving:	6,469
Safety Belt Citations:	65,895	Other Violations:	260,931
Child Safety Citations:	4,682		

2022 Law Enforcement Target Zero Challenge Report: 12/1/2021-9/5/2022

Agencies Reporting:

State Agencies:	4		Federal Agencies:	0
Local Agencies:	115		County Agencies:	37
Other Agencies:	13			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	2,817
Number of Saturation Patrols Conducted:	3,201

Total Enforcement:

DUI Arrests:	14,936	Speeding:	367,744
Assisted DUI Arrests:	635	Reckless Driving:	5,319
Safety Belt Citations:	56,039	Other Violations:	208,899
Child Safety Citations:	3,889		

2021-2022 Christmas/New Year's SOS Enforcement Report: 12/17/2021-1/1/2022

Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	88		County Agencies:	27
Other Agencies:	11			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	97
Number of Saturation Patrols Conducted:	208

Total Enforcement:

DUI Arrests:	823	Speeding:	10,701
Assisted DUI Arrests:	28	Reckless Driving:	148
Safety Belt Citations:	1,657	Other Violations:	9,098
Child Safety Citations:	158		

2022 BUSC Enforcement Report: 5/23/2022-6/5/2022

Agencies Reporting:

State Agencies:	3		Federal Agencies	0
Local Agencies:	78		County Agencies:	28
Other Agencies:	10			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	58
Number of Saturation Patrols Conducted:	149

Total Enforcement:

DUI Arrests:	602	Speeding:	10,439
Assisted DUI Arrests:	24	Reckless Driving:	254
Safety Belt Citations:	3,372	Other Violations:	8,183
Child Safety Citations:	209		

2022 Operation Southern Slow Down Enforcement Report: 7/17/2022-7/23/2022

Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	78		County Agencies:	26
Other Agencies:	9			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	25
Number of Saturation Patrols Conducted:	104

Total Enforcement:

DUI Arrests:	305	Speeding:	6,393
Assisted DUI Arrests:	8	Reckless Driving:	132
Safety Belt Citations:	1,316	Other Violations:	4,045
Child Safety Citations:	87		

2022 Labor Day SOS Enforcement Report: 8/19/2022-9/5/2022

Agencies Reporting:

State Agencies:	4		Federal Agencies:	0
Local Agencies:	74		County Agencies:	25
Other Agencies:	10			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	52
Number of Saturation Patrols Conducted:	160

Total Enforcement:

DUI Arrests:	875	Speeding:	14,076
Assisted DUI Arrests:	15	Reckless Driving:	244
Safety Belt Citations:	3,985	Other Violations:	11,236
Child Safety Citations:	272		

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: PT-2022-HS-07-22
Project Title: Traffic Safety Officer Program

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

In order to obtain a Traffic Safety Officer certification, officers are required to successfully complete and maintain current certifications in the following courses: DMT Operator, Speed Measuring Device (SMD) Operator, SFST/DUI Practitioner, Traffic Collision Investigation (TCI) Phase I (At-Scene), TCI Phase II (Technical), and TCI Phase III (Reconstruction).

SCCJA also continued the Traffic Safety Instructor (TSI) Program. In addition to successfully completing the TSO program, officers seeking designation as a TSI must successfully complete and maintain current certifications in the following courses: Basic Instructor Development or Specific Skills Instructor, SMD Instructor, and SFST/DUI Instructor.

In FFY 2022, SCCJA added a Traffic Collision Reconstructionist designation to their traffic safety program. Officers are required to complete and maintain current certifications in the following courses: TCI Phase I (At-Scene), TCI Phase II (Technical), TCI Phase III (Reconstruction), Motorcycle Reconstruction, Pedestrian/Bicycle Reconstruction, and Commercial Motor Vehicle Collision Reconstruction.

Police Traffic Services – Traffic Safety Officer Program Project Summary

Activities Funded/Implemented	Results
To increase the number of law enforcement officers participating in the Traffic Safety Officer Program by 18%, from 438 in 2020 to 534 by the end of the FFY 2022 grant period.	The Traffic Safety Officer (TSO) program increased the number of officers participating in the program from 438 in 2020 to 467 by the end of the FFY 2022 grant period. The program goal of an 18% increase was not met; however, participation in the TSO program did increase by 6.6%.
To continue the Traffic Safety Instructor Certification program and increase the number of certified TSIs by 20%, from 100 in FFY 2020 to 120 during the FFY 2022 grant period.	During the FFY 2022 grant period, eight (8) officers were certified as Traffic Safety Instructors (TSI) and the number of certified TSIs by the end of the FFY 2022 grant period was 124. This represents a 24% increase over the FFY 2020 figure (100). The program goal was met.
To maintain the 4 grant-funded TSO Instructors throughout the FFY 2022 grant period.	The employment and certification of the (4) TSO Instructors was maintained throughout the majority of the grant period. One position was filled on October 18, 2021, shortly after the FFY 2022 grant period began.
To conduct at least 17 training classes in the field of Traffic Collision Reconstruction by the end of the FFY 2022 grant period. These courses will include At-Scene (Phase 1), Technical (Phase 2), Reconstruction (Phase 3), Motorcycle Collision Reconstruction, Pedestrian/Bike Collision Reconstruction, Pedestrian/Bike Collision Reconstruction Refresher, and Advanced Collision Investigation.	During the grant year sixteen (16) Traffic Collision Investigation (TCI) courses were taught and 166 students were trained in TCI. These courses included At-Scene (Phase 1), Technical (Phase 2), Reconstruction (Phase 3), Motorcycle Collision Reconstruction, Pedestrian/Bike Collision Reconstruction, Advanced Collision Investigation, Motorcycle/Pedestrian/Bicycle Reconstruction Refresher, and Commercial Motor Vehicle Collision Reconstruction. Eight (8) TCI classes had to be cancelled due to low registration numbers.
To conduct at least 40 training classes in the field of DUI Detection and Breath Testing Certification by the end of the FFY 2022 grant period.	During the grant period, the Traffic Safety Instructors conducted twenty-four (24) Basic Law Enforcement classes which includes the SFST Practitioner and DMT Operator courses (996 students). Additionally, two (2) field SFST Practitioner classes (23 students) and eighteen (18) DMT Operator classes (169 students) were also conducted. Thus, a total of 44 training classes in the field of DUI Detection and Breath Testing Certification were conducted by the end of the FFY 2022 grant period.
To conduct at least 18 training classes in Speed Measurement Device Operator and Speed Measurement Device Instructor, and Speed Measurement Device Instructor Recertification by the end of the FFY 2022 grant period.	During the grant period, twenty-seven (27) speed measurement device related classes were taught and 216 officers successfully completed these courses. The classes consisted of the Speed Measurement Device Operator, Speed Measurement Device Instructor, and Speed Measurement Device Instructor Recertification courses.

The grant-funded TSO Instructors will attend highway safety-related trainings, conferences and approved seminars, which will enable the TSO Instructors to develop more up-to-date training classes and materials for law enforcement officers in the State of South Carolina by the end of FFY 2022.

Bobby Mullinax attended the IPTM Commercial Vehicle Crash Investigation – Level II course in Jacksonville, Florida (October 11-15, 2021) and Mike Flitter and Jason Sanders attended the IPTM Commercial Vehicle Crash Investigation – Level I in Jacksonville, Florida (August 8-12, 2022).

Through advanced training, the TSO grant project will certify at least 10 Traffic Safety Instructors by the end of the FFY 2022 grant period.

During the grant period, eight (8) officers received their TSI certifications

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

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PT-2022- HS-05-22	SC Department of Public Safety: OHSJP	Police Traffic Services Program Management	\$213,972	\$188,024.95	NHTSA FAST Act 402
PT-2022- HS-06-22	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$506,312	\$477,045.39	NHTSA FAST Act 402
PT-2022- HS-07-22	SC Criminal Justice Academy	Traffic Safety Officer Program	\$403,305	\$351,240.96 \$15,304.10	NHTSA FAST Act 402 BIL NHTSA 402
PT-2022- HS-08-22	City of Spartanburg Police Department	City of Spartanburg Traffic Unit	\$70,484	\$65,828.00	NHTSA FAST Act 402
PT-2022- HS-09-22	Moncks Corner Police Department	Moncks Corner Traffic Enforcement Unit	\$98,211	\$73,443.00	NHTSA FAST Act 402
PT-2022- HS-12-22	City of Orangeburg	City of Orangeburg Traffic Enforcement Unit: Project Continuation	\$83,383	\$25,213.00	NHTSA FAST Act 402
PT-2022- HS-13-22	Port Royal Police Department	Town of Port Royal Police Department Traffic Unit	\$96,752	\$91,206.00	NHTSA FAST Act 402
PT-2022- HS-14-22	Sumter County Sheriff's Office	Sumter County General Traffic Enforcement Grant	\$66,221	\$42,743.00 \$15,025.00	NHTSA FAST Act 402 BIL NHTSA 402

PT-2022- HS-15-22	City of Myrtle Beach	Myrtle Beach Traffic Enforcement Unit	\$188,205	\$60,228.00 \$83,610.00	NHTSA FAST Act 402 BIL NHTSA 402
PT-2022- HS-16-22	York County Sheriff's Office	Continuation of Traffic Enforcement Unit	\$224,496	\$70,455.01 \$25,188.99	NHTSA FAST Act 402 BIL NHTSA 402
PT-2022- HS-18-22	Chesterfield County Sheriff's Office	Chesterfield County Traffic Enforcement Unit	\$69,061	\$37,932.00	NHTSA FAST Act 402
PT-2022- HS-19-22	Berkeley County	Berkeley County Sheriff's Office Traffic Safety Unit - 2022	\$173,260	\$86,689.00	NHTSA FAST Act 402
PT-2022- HS-20-22	Town of Mount Pleasant Police Department	Mount Pleasant Traffic Enforcement Unit	\$85,926	\$67,364.00	NHTSA FAST Act 402
PT-2022- HS-21-22	Lexington Police Department	Town of Lexington Police Traffic Services Enhancement	\$113,213	\$74,679.00	NHTSA FAST Act 402
PT-2022- HS-22-22	Town of Summerville	Summerville Specialized Traffic Enforcement	\$166,456	\$130,263.00	NHTSA FAST Act 402
PT-2022- HS-28-22	City of Goose Creek Police Department	Traffic Enforcement Officers	\$221,880	\$108,937.00 \$103,661.00	NHTSA FAST Act 402 BIL NHTSA 402

PT-2022- HS-29-22	Lancaster Police Department	Lancaster Traffic Enforcement	\$92,896	\$29,890.00	NHTSA FAST Act 402
PT-2022- HS-30-22	Georgetown County	Traffic Enforcement Unit	\$201,598	\$127,215.00	NHTSA FAST Act 402
PT-2022- HS-32-22	Oconee County	Oconee County Sheriff's Office Traffic Safety/Speed Enforcement	\$75,619	\$65,150.00	NHTSA FAST Act 402
PT-2022- HS-37-22	City of Goose Creek	Traffic Enforcement - Radar	\$743	\$743	NHTSA FAST Act 402
PT-2022- HS-53-22	North Augusta DPS	Traffic Enforcement - Radar	\$5,087	\$5,087	BIL NHTSA 402
PT-2022- HS-54-22	York County Sheriff's Office	Traffic Enforcement - Radar	\$2,378	\$2,378	BIL NHTSA 402
NHTSA FAST Act 402 Total				\$2,174,289.31	NHTSA FAST Act 402
BIL NHTSA 402 Total				\$250,054.09	BIL NHTSA 402
Total All Funds				\$2,424,543.40	All Funds

Traffic Records Program Overview

Traffic Records and Data Program Area

Timely, accurate, and efficient collection and analysis of appropriate traffic records data has always been essential to highway safety and is critical in the development, implementation and evaluation of appropriate countermeasures to reduce traffic collisions, injuries and fatalities. There are many users of traffic records data. Law enforcement agencies use the data for the deployment of traffic enforcement units. Engineers apply the data to identify roadway hazards. Judges employ the data as an aid in sentencing. Prosecutors wield traffic records data to determine appropriate charges to levy against drivers who are in violation of traffic laws and ordinances. Licensing agencies utilize the data to identify problem drivers. Emergency response teams harness the data to improve response times. Healthcare organizations utilize the data to understand the implications of patient care and costs. And finally, legislators and public officials adopt traffic safety data to pass laws and to set public policy.

Traffic collision data is 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 highway safety program is dependent on an effective traffic records system.

Traffic Records and Data Program - Program Management

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: TR-2022-HS-03-22
Project Title: Traffic Records Improvements

The Traffic Records Improvements grant project continues to focus its efforts on the improvements of the South Carolina Collision and Ticket Tracking System (SCCATTS) and the South Carolina Uniform Traffic Ticket Information Exchange System (SCUTTIES) projects. These projects, along with others outlined in the *South Carolina Traffic Records Strategic Plan* (TRSP), serve as the backbone of the South Carolina Traffic Records System (TRS). The SCCATTS initiative began with the implementation of the e-Collision report in 2010. Currently, 44% of all collision reports submitted to the state are processed electronically through SCCATTS; another 53% are submitted by the Highway Patrol through its electronic system, SmartCOP. The remaining 3% of reports are submitted on paper and transferred to the electronic version by data entry operators in the Office of Highway Safety and Justice Programs. In 2013, the e-Public Contact/Warning was deployed to the system. The process for the electronic submission of citations issued for traffic violations began with the SCCATTS pilot program in July 2015. From that pilot program, mandatory submission of all citations into SCUTTIES was developed. Electronic submission of all citations is now required by SC Statute 56-07-0030. This program, which was part of the *2015, 2016 and 2017* TRSP, grew into an electronic information exchange system between SCDPS' SCCATTS, SCDMV's SCUTTIES, SCJB's Case Management System (CMS) and other approved local Law Enforcement and Courts Records Management Systems (RMS). The interface allows for electronic submission of citations from violation issuance to disposition from both web-based portals and direct link interfaces between agency systems. The program continues to be the forefront of the SC Traffic Records Improvements project.

The South Carolina Department of Public Safety's Office of Highway Safety and Justice Programs' (OHSJP) Traffic Records staff oversees SCCATTS. The project funds one (1) SCCATTS Project Coordinator (60%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Manager (75%), one (1) Special Programs Manager (35%), one (1) Assistant Traffic Records Data Analyst (100%) and one (1) Statistician (50%). The positions were approved by the Traffic Records Coordinating Committee (TRCC) and were listed as a priority in the state's TRSP.

Traffic Records and Data Program – Traffic Records Improvements Project Summary

Activities Funded/Implemented	Results
Citation Database Interface Project /Interface between SCCATTS, the SCDMV’s South Carolina Uniform Traffic Ticket Information Exchange System and SCJB’s Case Management System.	A TRCC-Working Group initiated this project. Members of the SC Department of Public Safety (SCDPS), SC Department of Transportation (SCDOT), SC Judicial Branch (SCJB), and SC Department of Motor Vehicles (SCDMV) are leading this project.
The previous goal was to increase the number of electronically submitted collision reports from 90% of the total number of collision reports to 95%.	The total percentage of electronically-produced collision reports has increased to 97.5%. The future goal is to mandate the electronic reporting of all collision reports to achieve 100% electronically.
To increase from 93% of vehicle identification numbers captured to 95% by September 30, 2022.	Currently, 97.23% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 1% since the beginning of FFY 2022.
To increase the reporting of all Commercial Driver’s License (CDL) holders traffic violations to the licensing state. At the beginning of the Citation Database Interface Project, SCDMV re-ported at a rate of less than 9%. By May 2019, the reporting rate had increased to 90%; thus, the goal is now to maintain a reporting rate of at least 90% by September 30, 2022.	The TRCC coordinated the implementation of the SCCATTS-South Carolina Uniform Traffic Tickets Information Exchange System (SCUTTIES) e-Citation Database Interface Project between SCDPS, SCDMV, and the SCJB for the transmission of citations issued and dispositions rendered for traffic violations committed in the state. The pilot test began in June 2015 and moved into live submission in July 2016. By September 30, 2017, the submission rate of CDL holders’ violations had risen to 29.0%. With the mandated e-Citation reporting requirement implemented January 1, 2018, the electronic submission of e-Citations and the collection of dispositions substantially increased the reporting rate to 93% by June 2018. During FFY 2022, the reporting rate remained at an average of 94.5%.

Traffic Records Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
TR-2022-HS-03-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records Improvements	\$62,450	\$27,053.88	NHTSA FAST Act 402
M3DA-2022-HS-03-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$1,184,574	\$582,718.19	405c
Total All Funds				\$609,772.07	All funds

Community Traffic Safety Program Overview

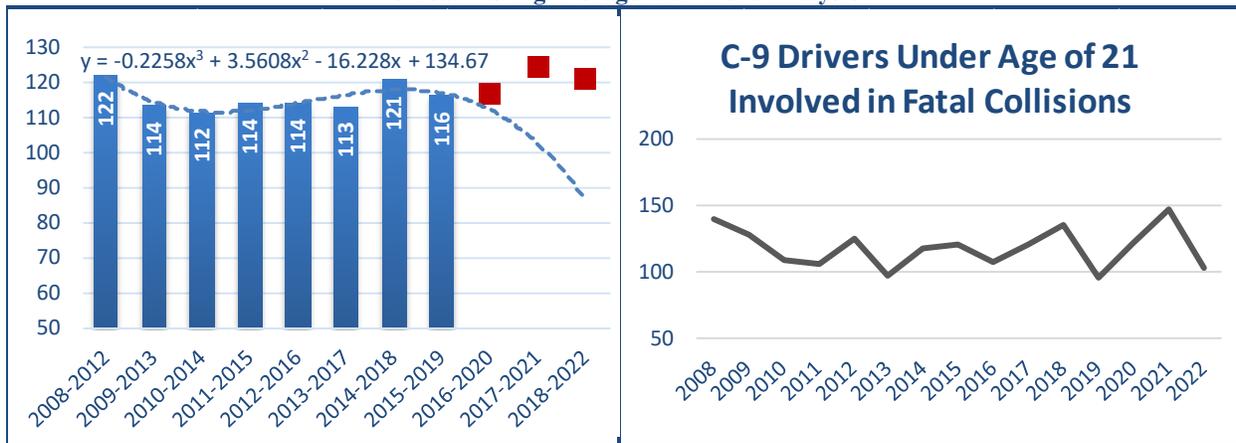
Community Traffic Safety Program

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

Community Traffic Safety Program Goal:

To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2015-2019 baseline average of 116 to 115 by December 31, 2022.

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



<p>Polynomial Projection = $-0.098(11)^3 + 2.4275(11)^2 - 16.289(11) + 144.97 = 129$</p> <p>2014-2018 Average = 121 2015-2019 Average = 116 2016-2020 Average = 117 2017-2021 Est. Average = 125 2018-2022 Est. Average = 121</p>	<p>2015 = 121 2016 = 108 2017 = 121 2018 = 136 2019 = 96 2020 = 123 2021 = 148 (State Data) 2022 = 104 (SARS Prediction)</p>
--	---

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts 104 drivers age 20 and under will be involved in fatal collisions in 2022. Based on current projections, the state is expected to meet its 2022 drivers age 20 and under involved in fatal crashes goal of 115.

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: SA-2022-HS-04-22
Project Title: Public Information, Outreach, and Training

The Public Information, Outreach, and Training (PIOT) grant is a Section 402-funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and other interested traffic safety stakeholders and to upgrade the skills of those who participate. Through the project, individuals, both within and outside of the Office of Highway Safety and Justice Programs (OHSJP), were sent to highway safety-related training programs during the grant period (e.g., Law Enforcement Liaison regional meeting, Governors Highway Safety Association (GHSA) Executive Seminar, Government Finance Officers Association (GFOA) Governmental Accounting and Financial Planning Conference, etc.).

OHSJP subgrantees also received training during the grant period. The Program Coordinators, Grants Administration Accountants, the Highway Safety Grants Accounting Manager, and the Highway Safety Grant Program Manager met with the Project Directors and Financial Representatives during Pre-Work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the annual Grants Solicitation Workshop was held in January 2022 via WebEx to assist applicants in preparing applications for FFY 2023.

During FFY 2022, OHSJP and its contractor, 9Rooftops, continued paid social media efforts across all key program campaigns including *Sober or Slammer! Halloween, Thanksgiving Distracted Driving*, the annual *Sober or Slammer!* campaign in December 2021, and the sustained *Sober or Slammer!* campaign that ran from March through September 2022. Paid social media was also included in the *Sustained Highway Safety Public Information & Education (PI&E)* campaign from January through August 2022; the *Spring Distracted Driving* campaign; the *Motorcycle Awareness* campaign in May; the *Buckle Up, South Carolina* campaign in May and June; *Operation Southern Slow Down* in July; and the *School Bus Safety and Rail Safety Week* campaigns from August through September.

Social and digital advertising included static and animated ads for Facebook and Instagram, programmatic out-of-home (OOH), videos on YouTube, connected and cable television platforms, and radio advertising. Extending media buys into a variety of digital advertising platforms allows us to reach our consumer in a targeted and cost efficient manner, all while being supported by traditional tactics like radio and OOH billboards for broader awareness.

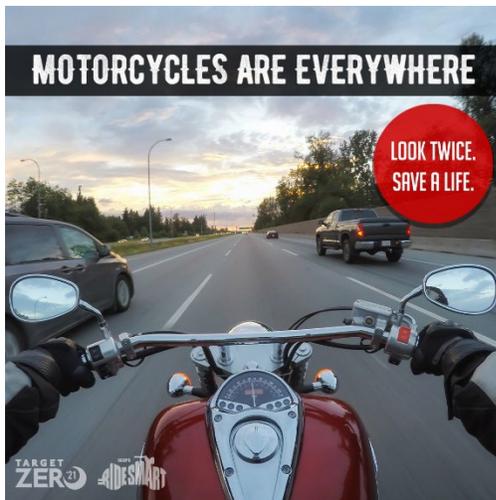
In July 2022, the OHSJP continued its participation in the NHTSA Region 4 speed enforcement and safe driving campaign, *Operation Southern Slow Down* (formerly known as *Operation Southern Shield*). In FFY 2022, *Operation Southern Slow Down* was included as a topic for the *Sustained Highway Safety PI&E* campaign. Funding was used to support paid social media and billboards to complement the enforcement efforts.



**2022 Operation Southern Slow Down
Billboard/ Paid Social Media Graphic**

The OHSJP also joined Georgia, North Carolina, and Tennessee for the annual All South Highway Safety Team. The project was led by the Georgia Governor’s Office of Highway Safety. The previously-created television spots were aired during Atlanta Braves’ baseball games on the Bally Sports South and Bally Sports Southeast networks throughout the 2022 regular baseball season. The spots focused on three areas of highway safety: impaired driving, safety belts, and speeding. In addition to the spots airing on the sports networks, the spots were also advertised on in-game digital displays during the Braves’ games. An in-game billboard with the logos of each agency was also shown on the digital displays during the games.

Myrtle Beach, as in previous years, was the host of the Carolina Country Music Festival (CCMF) in June; the event has become the largest three-day outdoor music festival on the East Coast. For the third year, the SCDPS was a festival sponsor and a table in the information tent was operated by SCDPS staff. Free educational materials were also distributed at the event; these materials included safety belt, distracted driving, and anti-impaired driving messaging. In addition to the CCMF, the OHSJP expanded community outreach events in FFY 2022 to include new partnerships with the University of South Carolina (USC) Athletics Department, the annual Carolina Cup steeplechase horse race, and the Darlington Raceway race track.



A statewide motorcycle awareness campaign ran in May. The campaign emphasized eight (8) priority counties with the highest number of motorcycle fatalities in CY 2019. The campaign message was focused on generating “share the road” awareness for other motorists to look for motorcycles. The campaign’s graphic is pictured on this page. The motorcycle awareness campaign incorporated radio, paid social media, and programmatic out-of-home media.

**2022 Motorcycle Awareness Out-of-
Home/ Paid Social Media Graphic**

The OHSJP staff worked with 9Rooftops to ensure that placement of all paid media efforts included Spanish-language channels, as well as other networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for the majority of the major mobilizations and campaigns. The major *Target Zero* campaigns (*Buckle Up, SC., Sober or Slammer!, etc.*) emphasized placement of radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.

The project also planned an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2021; however, as a result of the COVID-19 pandemic, the service was postponed to a later date.

The OHSJP continuously identifies opportunities for community outreach and coordinates with the SC Highway Patrol, local law enforcement agencies, schools, colleges, and other groups to provide information to the public. The OHSJP started coordinating plans to further expand community outreach partnerships by planning events in FFY 2023 with Clemson University and the Big Red Barn Retreat. The OHSJP intends to reach the general public, as well as targeted populations (African American, Hispanic, and rural white males) by setting up an on-site safety information booth and distributing free educational materials with highway safety messages for impaired driving, designated drivers, safety belts, and distracted driving.

The project funds one (1) Public Affairs Coordinator (90%), two (2) Program Coordinators II (20% and 50%), one (1) Administrative Manager (11.5%), and one (1) Senior Accountant (25%).

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

Activities Funded/Implemented	Results
<p>To send a minimum of 20 individuals, including OHSJP staff members, to specialized highway safety and related programs.</p>	<p>This project provided travel and/or registration fees for employees to attend highway safety training programs around the country. During the first quarter of the grant period, the OHSJP funded expenses for three (3) Grants Administration Accountants and the Highway Safety Grants Accounting Manager to attend the Government Finance Officers Association of South Carolina (GFOASC) in Myrtle Beach, SC. In addition, expenses were funded for the Director of the OHSJP to travel; however, he was unable to travel via plane. The plane ticket will be used for the GHSA Conference at a later time.</p> <p>During the second quarter of the grant period, the OHSJP funded expenses for the Public Affairs Manager and the Public Affairs Coordinator to attend the Lifesaver’s Conference in Chicago, IL. In addition, expenses were funded for the Director of the OHSJP to attend the LEL Conference. Registration was completed for the Highway Safety Grants Accounting Manager and the Grants Administration Accountants to attend the GFOASC Spring Conference.</p> <p>During the third quarter of the grant period, the OHSJP funded expenses for Community Relations Officers (CRO) to attend the Myrtle Beach Bike Week. In addition, expenses were funded for the OHSJP Business Manager, the Special Programs Manager, the SC Law Enforcement Liaison, the Public Affairs Coordinator, and two Highway Patrol/State Transport Police Officers to attend the Carolina Country Music Festival. Registration was also completed for the Highway Safety Grants Accounting Manager to attend the GFOASC Continuing Professional Education Virtual Training, and for one (1) Grants Administration Accountant and the In-Car Video/Body Worn Camera Program Coordinator to attend the GFOASC Spring Conference.</p> <p>During the fourth quarter of the grant period, the OHSJP funded expenses for the Grants Administration Manager to attend the GHSA Executive Seminar,</p>

	and for the OHSJP Director, Business Manager, Grants Administration Manager, Special Programs Manager, Highway Safety Grant Program Manager, and the Law Enforcement Support Services Manager to attend the GHSA Annual Meeting. Expenses were funded for CROs to attend USEOW and the Public Affairs Coordinator to attend Tennessee Lifesaver's; GFOASC Conference registration for two Grants Administration Accountants was also completed.
To plan, schedule, and conduct a Project Management Course for all Highway Safety Project Directors by the end of the first quarter of the grant period.	Project Management workshops were held on October 5, 2021 via WebEx and on October 8, 2021 at SCDPS headquarters. Covered topics included highway safety relationships, roles and responsibilities of a project director, grant terms and conditions, requests for payment, programmatic monitoring, and reporting and evaluation of statewide campaigns.
To promote national and state highway safety emphasis programs by announcing training opportunities through the PIOT grant throughout the grant period.	The OHSJP actively promotes state and national highway safety emphasis programs through a variety of methods. The OHSJP has utilized Law Enforcement Network (LEN) meetings, briefings, and Coordinator meetings (which include LEN Coordinators and LEN Assistant Coordinators) to provide training regarding state and national mobilization campaigns.
To update the agency calendar and newsletter to include OHSJP events, available on the SCDPS website.	The OHSJP has worked with the agency's Public Affairs Office to post and update an online paid media/outreach event calendar, push safety messaging on the agency's website and social media pages, and share a quarterly newsletter, as well as a daily news update which is emailed to every SCDPS staff member. In addition, the OHSJP regularly maintains the Safety Campaigns page on the SCDPS website to reflect past and current paid media efforts and the Target Zero effort.
To conduct a statewide motorcycle awareness campaign to include an emphasis during bike weeks in Horry County in May 2022; along with planning a motorcycle safety gear campaign to begin running in FFY 2023.	The OHSJP executed a paid media effort to complement enforcement activities by the SC Highway Patrol during the Myrtle Beach Bike Week rally in Horry County in May 2022. The campaign ran in counties that experienced an increase in motorcycle deaths in CY 2019 and focused on bringing awareness of motorcycles to other drivers with a "Look twice. Save a life" message. In addition, the OHSJP also submitted a separate Scope of Work outlining the responsibilities of the agency contractor to develop a media plan in September for a Motorcycle Safety Gear campaign to begin running in FFY 2023. The campaign would encourage motorcyclists to utilize appropriate

	<p>protective gear while riding. The theme will build upon the previous “Ride Smart” messaging in an effort to reduce the number of motorcyclist fatalities without protective pads and educate and increase the safety awareness of motorcyclists.</p>
<p>To conduct a school bus safety educational campaign in August 2022 and a rail safety campaign in September 2022.</p>	<p>The OHSJP executed a paid media effort to continue the school bus safety educational campaign in FFY 2022. In August, the paid social media campaign for School Bus Safety Week featured a video of a SCHP trooper educating the public on the state’s school bus laws, particularly when encountering a school bus on either a two- or four-lane road. In September 2022, the OHSJP conducted a rail safety campaign. The SCDPS’ “<i>Stop. Trains Can’t</i>” Rail Grade Crossing campaign ran in coordination with NHTSA’s Rail Grade Crossing campaign and Operation Lifesaver’s Rail Safety Week. The paid social media campaign reminded motorists that trains are incapable of stopping quickly in order to avoid colliding with a vehicle. The OHSJP coordinated with South Carolina Operation Lifesaver in an effort to provide maximum outreach for this campaign by sharing the paid social media statewide.</p>
<p>To conduct a Traffic Victims’ Memorial Service for families of highway collision victims killed in the year 2021.</p>	<p>The OHSJP began planning for a Traffic Victims’ Memorial Service for families of highway crash victims killed in the year 2021; however, the annual service was postponed as a result of the ongoing COVID-19 pandemic.</p>
<p>To participate in state and national activities/campaigns and establish an OHSJP presence at selected statewide events to reach young drivers (such as sporting events, music and community festivals).</p>	<p>The OHSJP, along with the SCHP, operated a booth at the USC vs. Clemson football game in Columbia, SC on November 27, 2021. SCDPS staff distributed free educational materials with traffic safety messaging (distracted driving, seatbelt usage, and anti-impaired driving) which encouraged people to visit the booth. Other methods of communication at this event included a halftime videoboard graphic featuring the “Drink. Drive. Die.” message. There was also one pre-game radio announcement featuring the “Distracted driving. Deadly decision” message and one post-game radio announcement encouraging motorists and passengers to buckle up.</p> <p>During the third quarter of the grant period, the OHSJP partnered with SCHP, STP, and Operation Lifesaver to operate a booth at the Carolina Cup steeplechase horse race on April 2, 2022. Highway safety messaging was printed in the event program, as well as played over the PA system and on the Jumbo-</p>

Tron during the event; this messaging along with the SCDPS logo was also posted to the Carolina Cup's website, social media pages, and included in their email blasts about the event. Banners featuring rail safety, safety belt usage, distracted driving, motorcycle awareness, and anti-impaired driving and designated sober driver messages were displayed during the event. (These banners will be utilized for future community outreach events.)

Additionally, during the third quarter of the grant period, The OHSJP operated a booth at the Carolina Country Music Festival in June 2022. Highway safety messaging (anti-distracted and impaired driving, designated sober driver, and safety belt usage) was shared via billboards, LED boards, stage announcements and mobile phone push notifications.

During the fourth quarter of the grant period, the OHSJP operated a booth at the Darlington Raceway race track on September 3-4, 2022. Highway safety messaging was played over the PA system and the on-site video board during the two-day event; the same messaging was displayed on the main marquee and banners placed throughout the fan engagement area.

In FFY 2022, during the regular college football season, the OHSJP also engaged in partnerships with college football departments, including the continued partnership with the University of South Carolina (USC) and a new partnership with Clemson University (CU). Radio advertisements and event emails featured OHSJP safety messages.

In FFY 2022, the OHSJP began planning a community outreach event to be held during the USC vs. CU football game in November 2022 of FFY 2023. Additionally, the OHSJP has fostered a new partnership with the Big Red Barn Retreat and plans to conduct an on-site event on the retreat in FFY 2023.

The OHSJP continuously identified opportunities for community outreach throughout the grant period and regularly coordinates with the SCHP, local law enforcement agencies, schools, colleges, and other groups to provide information to the public.

<p>To conduct workshops to assist applicants in preparing applications for the FFY 2023 grant year.</p>	<p>The FFY 2023 Highway Safety Grant Solicitation Workshop was held on January 19, 2022 via WebEx.</p>
<p>To coordinate and implement, with the assistance of the agency contractor and the Impaired Driving Countermeasures Program Coordinator, a statewide impaired driving mobilization campaign.</p>	<p>The OHSJP used a variety of media – including paid social media, television, radio ads, YouTube, and billboards – to alert citizens about the dangers and consequences of drinking and driving. In addition to spreading this message through the agency contractor 9RoofTops, messaging was also disseminated to highway safety subgrantees and through the LEN to ensure maximum awareness.</p> <p>The OHSJP coordinated a statewide impaired driving campaign during the month of October leading up to Halloween. An anti-impaired driving message was posted on the SCDPS-owned social media pages and shared with subgrantees through the LEN for Blackout Wednesday (the Wednesday before Thanksgiving). In addition, a statewide Law Enforcement <i>Target Zero</i> Challenge was executed, along with a number of public information and education elements combined with high visibility enforcement efforts for the Christmas and New Year’s holiday season. The media campaign and Challenge resumed near the end of the second quarter, kicking off with the St. Patrick’s Day Holiday in March 2022. The OHSJP utilized the aforementioned varieties of media for the Memorial Day and Independence Day holidays during the third quarter of the grant period. The OHSJP continued the statewide Law Enforcement <i>Target Zero</i> Challenge, along with a number of public information and education elements combined with high-visibility enforcement efforts, through the Labor Day Holiday in August and September 2022.</p>
<p>To develop statewide safety campaigns for other top contributing factors to fatal collisions (including speeding, distracted driving, vulnerable roadway users, etc.) in FY 2022.</p>	<p>The OHSJP coordinated and executed a paid social media effort to curb traffic fatalities related to distracted driving that ran from November 1-30, 2021, and from April 4-11, 2022 for National Distracted Driving Awareness Month. The campaign featured a “Distracted driving. Deadly decision” message. During the third quarter of the grant period, the OHSJP ran a paid media campaign to curb traffic fatalities related to speeding; this paid media campaign was held in coordination with the NTHSA Region 4 <i>Operation Southern Slow Down</i> enforcement crackdown in July 2022. The campaign</p>

complemented enforcement activities by the SCHP in counties that experienced an increase in fatalities according to the latest final data.

The OHSJP also coordinated and executed a paid media effort to curb unrestrained traffic fatalities. The *Buckle Up, South Carolina. It's the law and it's enforced.* education and enforcement campaign supported by PSA aired on television, radio and YouTube and was advertised on paid social media.

The OHSJP continued the *Sustained Highway Safety Public Information & Education (PI&E)* campaign, which ran every week from January 2022 – August 2022. The campaign sought to educate the motoring public regarding several of the lesser-publicized leading causes of traffic collisions, such as following too closely. Finally, the OHSJP submitted a Scope of Work for a vulnerable roadway users and a motorcycle safety gear campaign in September (FFY 2022) to begin running in FFY 2023.

Public Information, Outreach and Training Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2022-HS-04-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$954,658	\$939,605.28	NHTSA FAST Act 402
M11MA-2022-HS-04-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$23,422.55 \$46,153.39	405f/BIL 405f
FHPE-2022-HS-04-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian and Bicyclist Billboard Campaign)	\$200,000	\$20,990.00	FAST ACT NHTSA 402
Total All Funds				\$1,030,171.22	All funds

Motorcycle Safety Program Overview

Motorcycle Safety Program

In 2019, there were 151 motorcyclist fatalities on South Carolina's roadways. In an effort to decrease fatalities, a statewide motorcycle awareness campaign ran from May 1-31, 2022. The campaign included two (2) bike rallies in May, the Myrtle Beach Bike Week and the Atlantic Beach Bikefest, and emphasized the eight (8) counties with the highest number of motorcyclist fatalities in CY 2019: Horry, Greenville, Charleston, Spartanburg, Richland, Lexington, Anderson, and York. The campaign message focused on generating awareness around blind spots; that motorcycles are everywhere.

The campaign's graphic, which was also used in the previous 2021 campaign, is pictured below. The motorcycle awareness campaign incorporated radio, paid social media, and billboards.

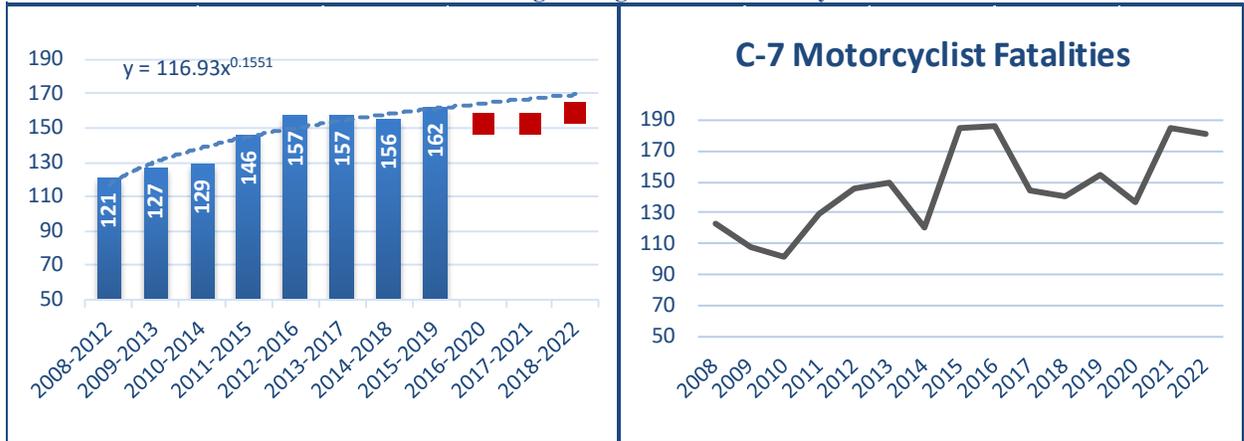


The state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2022 grant period. The MSTF met quarterly (December 13, 2021; March 14, 2022; June 13, 2022; and September 12, 2022) during the FFY 2022 grant period. During the meetings, the task force discussed information pertinent to motorcyclist legislation, relevant statistical data, and approved the 2022 Motorcycle Safety Campaign. The MSTF was created in 2006 by SCDPS in response to, and to focus attention on, the increasing numbers of traffic fatalities involving motorcyclists in South Carolina and nationwide. The MSTF's purpose is to form partnerships with various state, federal, and local agencies, as well as community groups, to develop and implement strategies to reduce the number of motorcyclist collisions, fatalities, and injuries.

Motorcycle Safety Program Goals:

1. To decrease motorcyclist fatalities by 1.2% from the 2015-2019 baseline average of 162 to 160 by December 31, 2022.

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



<p>Power Projection = $111.94(11)^{0.1583} = 164$</p> <p>2014-2018 Average = 156 2015-2019 Average = 162 2016-2020 Average = 153 2017-2021 Est. Average = 152 2018-2022 Est. Average = 160</p>	<p>2015 = 185 2016 = 186 2017 = 145 2018 = 141 2019 = 154 2020 = 137 2021 = 185 (State Data) 2022 = 181 (SARS Prediction)</p>
---	--

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

The SARS of the OHSJP predicts that the number of motorcyclist fatalities will be 181 (includes moped fatalities) in 2022. Based on current projections, the state is not expected to meet its 2022 motorcyclist fatalities goal of 160. Although this performance target has not been met, the state successfully implemented changes in FFY 2022 that were intended to improve fatality outcomes. For example, in FFY 2022 the state achieved a 52% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. The state also began engaging underserved audiences and hard-to-reach populations through its partnership with the Catawba Indian Nation. During FFY 2022, child passenger safety education and outreach materials were provided for the Catawba Indian Nation, and a child passenger safety education and seat check event was held on the Catawba Indian Nation’s reservation during National CPS week. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; an increase in overall participation across the state during *Sober or Slammer!* (13%) and *Operation Southern Slow Down* (14%) as well as increased sustained enforcement and nighttime seat belt activity during FFY 2022.

In FFY 2023, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP's pilot program for overtime enforcement grant projects and enhanced project development efforts. The improvements to the solicitation process, enhanced project development efforts, and the addition of the pilot overtime enforcement program resulted in a 39% increase in the number of subrecipients for FFY 2023 and yielded new partnerships with law enforcement agencies, Students Against Destructive Decisions (SADD), and the South Carolina Judicial Branch's Court Administration.

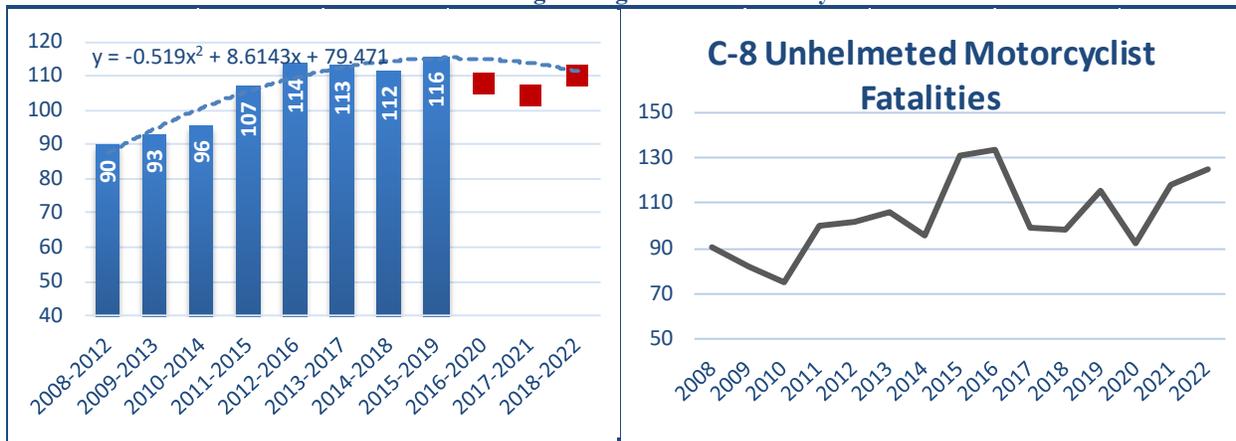
In FFY 2023, the state improved upon its Vulnerable Road User (VRU) educational campaign. Historically, this campaign, with its focus on pedestrians and bicyclists, occurred in September and relied heavily upon billboard ads and social media in FFY 2022. For FFY 2023, the campaign efforts continued to rely upon billboard ads and social media; however, the paid media campaign transitioned from September to October. This enabled coordination between this campaign and the state's Pedestrian Safety Month efforts. New messaging was also released in FFY 2023, educating bicyclists on the state law requiring the use of lights and reflectors. Thus, the FFY 2023 VRU effort successfully included messaging for all groups: motorists, pedestrians, and bicyclists as the messaging from FFY 2021, which educated motorists on the state law requiring them to keep a safe distance while passing a bicyclist, and one educating pedestrians of the law requiring the use of a crosswalk when one is present, was used in addition to the messaging launched in FFY 2023. FFY 2023 also marks the first year of implementation for the state's pilot program for overtime enforcement grant projects. The goal of the pilot program is to increase enforcement efforts throughout the state. Data obtained through evaluation of the pilot program will be used to inform future program efforts. Feedback will be solicited from program participants throughout the pilot year(s), and this data, along with progress towards fulfilling the program's objectives, will help the OHSJP determine what does and does not work. It will also allow the OHSJP to troubleshoot issues and ultimately address any challenges or issues identified during the pilot prior to moving forward with additional overtime enforcement project opportunities. In addition to the implementation of the pilot overtime enforcement program, the OHSJP will continue to share high-collision corridor data with enforcement subgrantees in order to focus enforcement efforts in the locations in which fatal and serious injury collisions are occurring. Resources, which included best practices, were provided for all new FFY 2023 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2023, and the state will share the FFY 2022 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2024 HSP, final data from CY 2022 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2024 performance targets are developed. To assist the state's achievement of performance target C-7, several adjustments will be made in FFY 2024. These adjustments will include, but will not be limited to, the inclusion of sociodemographic data in the analysis of the state's overall highway safety problems. This will enhance the state's ability to reach overrepresented populations with identifiable data-driven highway safety issues and needs. Approaches to develop relationships at the community-level in order to address areas where vulnerable users are most at risk will also be utilized, and the state will incorporate public participation and engagement in its highway safety planning process. SHSO staffing will be expanded to include a Diversity, Equity and Inclusion (DE & I) Coordinator to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly,

further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

2. To decrease unhelmeted motorcyclist fatalities by 0.9% from the 2015-2019 baseline average of 115 to 114 by December 31, 2022.

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



<p>Polynomial Projection = $-0.169(11)^2 + 5.6786(11) + 80.407 = 122$</p> <p>2014-2018 Average = 112 2015-2019 Average = 116 2016-2020 Average = 108 2017-2021 Est. Average = 105 2018-2022 Est. Average = 110</p>	<p>2015 = 131 2016 = 134 2017 = 99 2018 = 98 2019 = 116 2020 = 92 2021 = 118 (State Data) 2022 = 125 (SARS Prediction)</p>
---	---

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

The SARS of the OHSJP predicts that the 2022 number of unhelmeted motorcyclist fatalities will be 125. Based on current projections, the state is not expected to meet its 2022 unhelmeted motorcyclist fatalities goal of 114. Although this performance target has not been met, the state successfully implemented changes in FFY 2022 that were intended to improve fatality outcomes. For example, in FFY 2022 the state achieved a 52% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. The state also began engaging underserved audiences and hard-to-reach populations through its partnership with the Catawba Indian Nation. During FFY 2022, child passenger safety education and outreach materials were provided for the Catawba Indian Nation, and a child passenger safety education and seat check event was held on the Catawba Indian Nation’s reservation during National CPS week. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; an increase in overall participation across the state during *Sober or Slammer!* (13%) and *Operation Southern Slow Down* (14%) as well as increased sustained enforcement and nighttime seat belt activity during FFY 2022.

In FFY 2023, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP's pilot program for overtime enforcement grant projects and enhanced project development efforts. The improvements to the solicitation process, enhanced project development efforts, and the addition of the pilot overtime enforcement program resulted in a 39% increase in the number of subrecipients for FFY 2023 and yielded new partnerships with law enforcement agencies, Students Against Destructive Decisions (SADD), and the South Carolina Judicial Branch's Court Administration.

In FFY 2023, the state improved upon its Vulnerable Road User (VRU) educational campaign. Historically, this campaign, with its focus on pedestrians and bicyclists, occurred in September and relied heavily upon billboard ads and social media in FFY 2022. For FFY 2023, the campaign efforts continued to rely upon billboard ads and social media; however, the paid media campaign transitioned from September to October. This enabled coordination between this campaign and the state's Pedestrian Safety Month efforts. New messaging was also released in FFY 2023, educating bicyclists on the state law requiring the use of lights and reflectors. Thus, the FFY 2023 VRU effort successfully included messaging for all groups: motorists, pedestrians, and bicyclists as the messaging from FFY 2021, which educated motorists on the state law requiring them to keep a safe distance while passing a bicyclist, and one educating pedestrians of the law requiring the use of a crosswalk when one is present, was used in addition to the messaging launched in FFY 2023. FFY 2023 also marks the first year of implementation for the state's pilot program for overtime enforcement grant projects. The goal of the pilot program is to increase enforcement efforts throughout the state. Data obtained through evaluation of the pilot program will be used to inform future program efforts. Feedback will be solicited from program participants throughout the pilot year(s), and this data, along with progress towards fulfilling the program's objectives, will help the OHSJP determine what does and does not work. It will also allow the OHSJP to troubleshoot issues and ultimately address any challenges or issues identified during the pilot prior to moving forward with additional overtime enforcement project opportunities. In addition to the implementation of the pilot overtime enforcement program, the OHSJP will continue to share high-collision corridor data with enforcement subgrantees in order to focus enforcement efforts in the locations in which fatal and serious injury collisions are occurring. Resources, which included best practices, were provided for all new FFY 2023 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2023, and the state will share the FFY 2022 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2024 HSP, final data from CY 2022 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2024 performance targets are developed. To assist the state's achievement of performance target C-8, several adjustments will be made in FFY 2024. These adjustments will include, but will not be limited to, the inclusion of sociodemographic data in the analysis of the state's overall highway safety problems. This will enhance the state's ability to reach overrepresented populations with identifiable data-driven highway safety issues and needs. Approaches to develop relationships at the community-level in order to address areas where vulnerable users are most at risk will also be utilized, and the state will incorporate public participation and engagement in its highway safety planning process. SHSO staffing will be expanded to include a Diversity, Equity and Inclusion (DE & I) Coordinator to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly,

further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

The state of South Carolina does not have a universal helmet law and has strong legislative grassroots lobbying efforts in place to fight against helmet law changes. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that reducing the number of unhelmeted motorcycle fatalities will continue to be a challenge for the state. The state will continue its efforts to spread public awareness through motorcyclist awareness campaigns (focusing on safety gear) as well as the public facing SCDPS' Traffic Fatality Count Dashboard, which includes a focus on motorcyclists and on helmet and safety gear use (<https://fatality-count-scdps.hub.arcgis.com/>).

Motorcycle Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: M11MA-2022-HS-04-22 (Motorcyclist Awareness Campaign)
Project Title: Public Information, Outreach and Training

The project continued a statewide motorcycle awareness campaign. The campaign included one (1) Myrtle Beach bike rally in May and emphasized the eight (8) priority counties with the highest number of motorcyclist collisions in CY 2019: Horry, Greenville, Charleston, Spartanburg, Richland, Lexington, Anderson, and York. The campaign message focused on "share the road" messaging; that motorcycles are everywhere. In Myrtle Beach, the campaign incorporated radio, paid social media, and billboards. In the remaining focus counties, billboards were placed and ran throughout the duration of the campaign.

Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
To conduct a statewide public information and education paid media campaign to educate and increase awareness of motorcycle safety issues among motorists and motorcyclists in 2022, focusing on the eight (8) priority counties in SC that experienced the highest number of motorcyclist fatalities in CY 2019.	The agency contractor, 9Rooftops, was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Week Rally that included billboard, radio and social paid advertising. In addition, the OHSJP conducted a sustained media effort from May 1-31, 2022 in eight (8) priority counties (including Horry County) that experienced the highest number of motorcyclist fatalities in CY 2019.
To continue the work of the Motorcycle Safety Task Force (MTSF) during FFY 2022 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.	The MSTF met quarterly (December 13, 2021; March 14, 2022; June 13, 2023; and September 12, 2022) during the FFY 2022 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meetings.
To conduct a successful motorcycle safety public information and education campaign in Horry County during the month of May 2022 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bikefest).	The OHSJP executed a paid media effort to complement enforcement activities conducted by the SCHP during the Myrtle Beach Bike Week rally, which took place during the month of May in Horry County. A sustained media effort was conducted through May in counties that experienced an increase in motorcycle deaths in CY 2019. The campaign's focus was a "share the road" awareness message.
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.	The OHSJP partnered with the SCDOT during FFY 2022 for the use of their variable message signs to share motorcycle safety messaging during the month of May 2022.

Motorcycle Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M11MA-2022-HS-04-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$23,422.55 \$46,153.39	405f/ BIL 405f
Total All Funds				\$80,000	405f

Vulnerable Roadway Users Program Overview

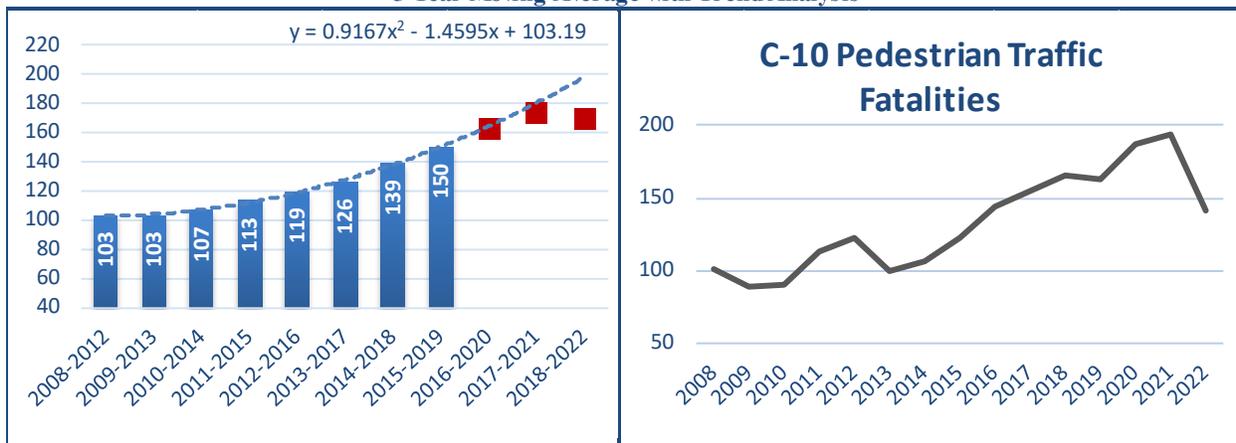
Vulnerable Roadway Users Program

The Vulnerable Roadway Users Program is a comprehensive targeted campaign which focuses on several counties that experienced high rates of deaths and serious injury among vulnerable roadway groups (which include moped operators, pedestrians, and bicyclists) during the five-year period from 2017 to 2021. The campaign supports public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this report, the designation “other vulnerable roadway users” will refer to moped riders, bicyclists, and pedestrians.

Vulnerable Roadway Users Program Goals:

1. To decrease pedestrian traffic fatalities by 0.7% from the 2015-2019 baseline average of 149 to 148 by December 31, 2022.

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



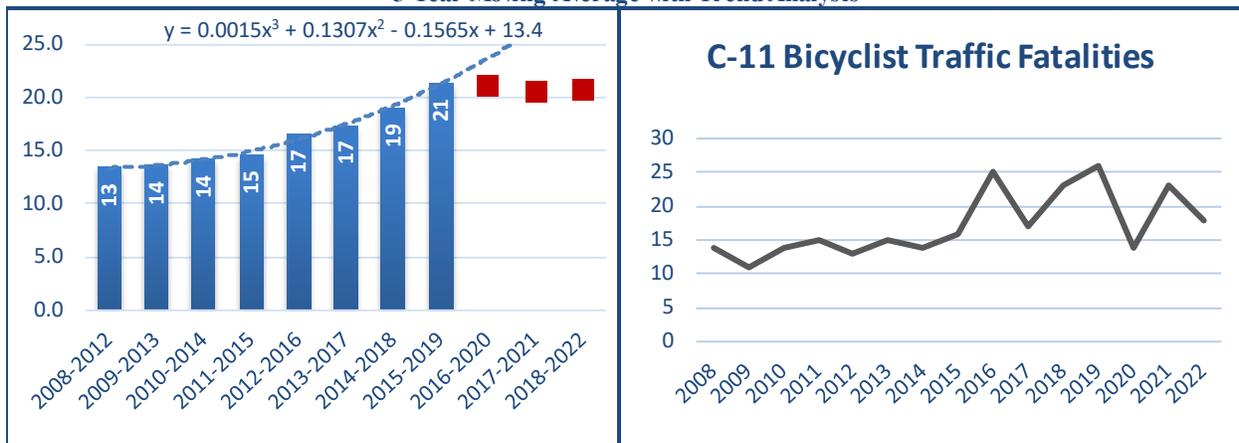
<p>Polynomial Projection = $0.8083(11)^2 - 2.0488(11) + 102.38 = 178$</p> <p>2014-2018 Average = 139 2015-2019 Average = 150 2016-2020 Average = 163 2017-2021 Est. Average = 173 2018-2022 Est. Average = 170</p>	<p>2015 = 123 2016 = 144 2017 = 155 2018 = 165 2019 = 163 2020 = 187 2021 = 194 (State Data) 2022 = 141 (SARS Prediction)</p>
---	--

The SARS of the OHSJP predicts that the number of pedestrian fatalities for 2022 will be 141. Based on current projections, the state is expected to meet its 2022 pedestrian fatalities goal of 148.

Although the state is expected to meet its pedestrian fatalities goal, the state will continue to conduct pedestrian and bicyclist awareness and safety campaigns intended to educate the public about state laws applicable to pedestrian and bicycle safety in FFY 2023. South Carolina will also utilize its Law Enforcement Networks (LENs) to provide education and coordinate special enforcement efforts on a local and district level, particularly during Pedestrian Safety Month.

2. To decrease bicyclist traffic fatalities by 4.8% from the 2015-2019 baseline average of 21 to 20 by December 31, 2022.

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



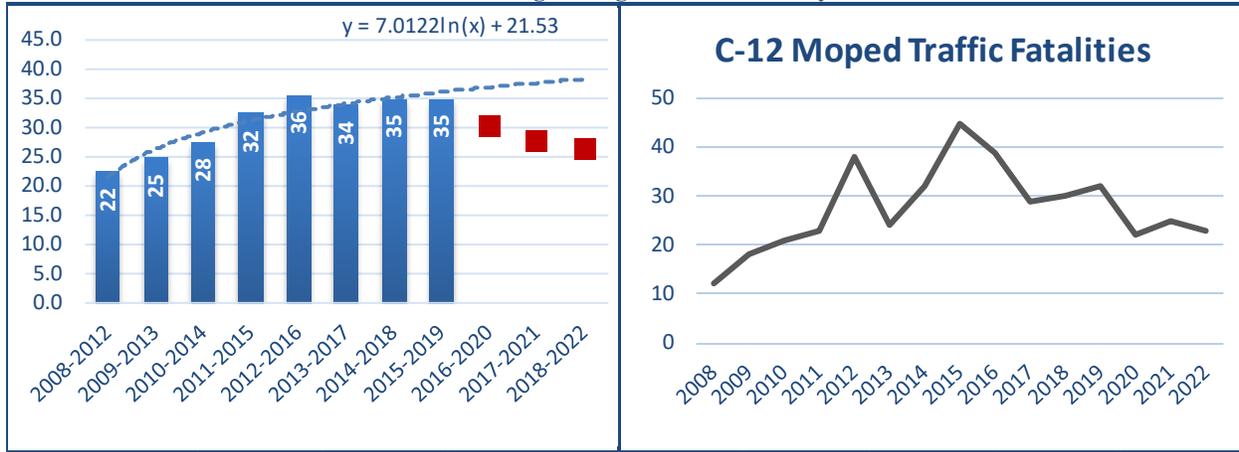
<p>Polynomial Projection = $- 0.0359(11)^3 + 0.6877(11)^2 - 2.9955(11) + 17.229 = 20$</p> <p>2014-2018 Average = 19 2015-2019 Average = 21 2016-2020 Average = 21 2017-2021 Est. Average = 21 2018-2022 Est. Average = 21</p>	<p>2015 = 16 2016 = 25 2017 = 17 2018 = 23 2019 = 26 2020 = 14 2021 = 23 (State Data) 2022 = 18 (SARS Prediction)</p>
--	--

The SARS of the OHSJP predicts that there will be 18 bicyclist fatalities for 2022. Based on current projections, the state is expected to meet its 2022 bicyclist traffic fatalities goal of 20.

Although the state is expected to meet its bicyclist fatalities goal, the state will continue to conduct bicyclist and pedestrian awareness and safety campaigns intended to educate the public about state laws applicable to bicycle and pedestrian safety in FFY 2023. South Carolina will also utilize its Law Enforcement Networks (LENs) to provide education and coordinate special enforcement efforts on a local and district level.

To decrease moped traffic fatalities by 2.9% from the 2015-2019 baseline average of 35 to 34 by December 31, 2022.

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



<p>Logarithmic Projection = $9.5347\ln(11) + 15.886 = 39$</p> <p>2014-2018 Average = 35 2015-2019 Average = 35 2016-2020 Average = 30 2017-2021 Est. Average = 28 2018-2022 Est. Average = 26</p>	<p>2015 = 45 2016 = 39 2017 = 29 2018 = 30 2019 = 32 2020 = 22 2021 = 25 (State Data) 2022 = 23 (SARS Prediction)</p>
--	--

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that there will be 23 moped fatalities for 2022. Based on current projections, the state is expected to meet its 2022 moped traffic fatalities goal of 34.

Vulnerable Roadway Users Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PIOT S-2022-HS-04-22
Project Title: Public Information, Outreach and Training (VRU Communication Campaign)

The state of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Annual Report; however, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year, the state of South Carolina experiences traffic collisions, 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 (bicycles). 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. In FFY 2022, the Office of Highway Safety and Justice Programs completed a Part I Scope of Work to prepare for the VRU campaign to run in October of FFY 2023 for Pedestrian Safety Month.

The OHSJP will partner with the South Carolina Highway Patrol (SCHP) to specifically target vulnerable roadway user (VRU) safety issues through the *Target Zero* umbrella campaign. The SCHP utilizes multiple avenues in its efforts to educate the public about highway safety issues related to pedestrians and bicyclists. Community Relations Officers (CRO) give hundreds of safety presentations each year, attend hundreds of safety fairs and give numerous interviews on various topics, including the topic of VRU.

Vulnerable Roadway Users Project: Budget Summary					
Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
FHPE-2022-HS-04-22	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian and Bicyclist Billboard Campaign)	\$200,000	\$20,990.00	FAST ACT NHTSA 402
Total				\$20,990	All funds

Paid Media Overview

2021 Sustained Highway Safety Public Information & Education (PI&E) Campaign (Media Expenses) – Pt II

Media Buy Summary for 2021 PI&E Campaign Pt II

Flight Dates: October 11 – November 14, 2021

Media Expenses/ Campaign Overview

The SC Department of Public Safety (SCDPS) continued, under the *Target Zero* umbrella, the sustained public information and education (PI&E) campaign in October and November, 2021. Primary focuses of this effort were highway workers/ work zones, first responders, mopeds, and drowsy driving. According to the SCDPS state data, from 2015 – 2019, there were 485 total collisions involving first responders/EMS, tow truck drivers, police, and/or firefighters identified as being located off the roadway. South Carolina also experienced 175 moped traffic fatalities from 2015 - 2019, with 32 occurring in 2019. In addition, there were 968 total collisions reported statewide in 2019 where at least one of five contributing factors was identified as fatigued/asleep. It was the goal of this campaign to take an educational approach and deliver these various life-saving messages to the motoring public. As part of the *Sustained Highway Safety PI&E* campaign, Part II focused on the actual purchase of media expenses to air during the PI&E campaign. Campaign expenditures included paid social media and YouTube.

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

Flight Dates	Focus
October 11 – 17, 2021	First Responders
October 18 – 24, 2021	Mopeds
October 25 – 31, 2021	Highway workers/ Work Zones
November 1 – 14, 2021	Drowsy Driving

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 704,968
- Total Impressions: 3,852,995
- Total Ad Recall Rate: 6.44%
- Total Investment: \$18,599.79

YouTube:

- Impressions: 684,977
- Views: 76,587
- View rate: 11.18%
- Total Investment: \$6,264.39

Total Campaign Expenditures: **\$24,864.18**



ABOVE: Work Zones Social Media Graphic
BELOW: Drowsy Driving Social Media



2021 Sober or Slammer! Halloween Campaign (Media Expenses) – Pt II

Media Buy Summary for 2021 Sober or Slammer Halloween Campaign Pt II

Flight Dates: October 1 – 31, 2021

Media Expenses/Campaign Overview

According to the National Highway Traffic Safety Administration (NHTSA), in 2019, there were 10,142 fatalities from impaired-driving collisions reported nationwide. The South Carolina Department of Public Safety's (SCDPS) statistics for 2015-2019 show that there were 1,541 DUI-related fatal collisions reported statewide. The SCDPS' Office of Highway Safety and Justice Programs (OHSJP) desired to continue a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer (SOS) Halloween* campaign. As part of the *SOS Halloween* campaign, Part II focused on the actual purchase of media expenses to air during the Halloween campaign. The *SOS Halloween* campaign contained enforcement, public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative.

Campaign expenditures included connected television, billboards, paid social media, and YouTube. The primary target audience included Caucasian, African American, and Hispanic men 20 – 34 in the following 20 focus counties as identified by the 2022 South Carolina Highway Safety Plan with the highest number of DUI-related fatal and severe injury crashes from 2015-2019: Greenville (347), Horry (231), Lexington (230), Spartanburg (214), Anderson (196), Richland (193), Charleston (184), York (154), Berkeley (131), Aiken (111), Florence (100), Laurens (95), Orangeburg (92), Beaufort (88), Dorchester (81), Lancaster (77), Darlington (74), Oconee (73), Pickens (69), and Cherokee (66).

A previously produced 30-second anti-DUI ad ran on connected television, YouTube, and paid social media. The ad begins with three trick-or-treaters walking on the same road upon which a drunk driver is driving and ends with the driver hitting one of the children. The ad featured the "Drink. Drive. Die" message and the crumpled beer can graphic, which could also be seen on billboard ads, along with the SCDPS logo and *Target Zero* messaging.

Campaign Dates: October 18 – 31, 2021 | Connected Television, Radio, Paid Social Media,
YouTube

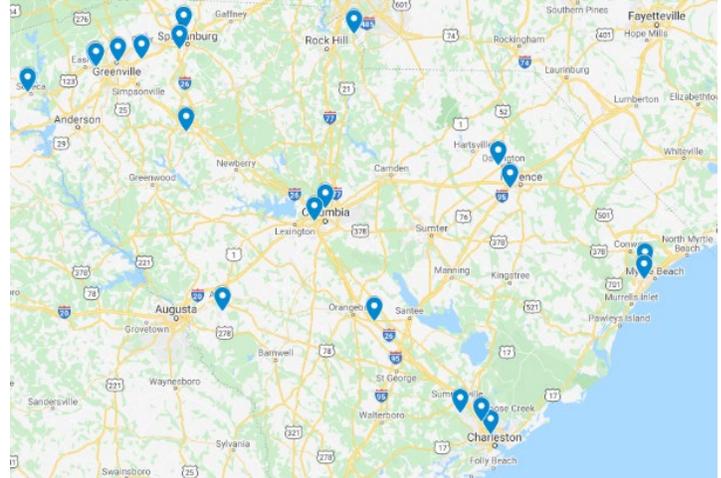
October 1 – 31, 2021 | Billboards

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 315,882
- Total Impressions: 1,204,993
- Total Ad Recall Rate: 7.85%
- Total Investment: \$6,364.85

Billboards:

- Utilized 21 different Digital Bulletin/Digital Poster units to ensure coverage across key targeted areas
- Total Investment: \$48,635.00



Map of 2021 SOS Halloween Billboard Locations

Connected TV:

- Delivered Impressions: 794,082
- Over-Delivered 265,000 Impressions (50%)
- Highest performing day of the week: Monday (17% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Roku, Vizio, and Newsy Brief
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$25,000.00

YouTube:

- Impressions: 1,739,816
- Views: 149,803
- View rate: 8.61%
- Total Investment: \$14,999.98

Total Media Spend: \$94,999.83

Total Campaign Expenditures: **\$98,499.83**



2021 Thanksgiving Distracted Driving Campaign

Media Buy Summary for 2021 Thanksgiving Distracted Driving Campaign

Flight Dates: November 1 – 28, 2021

Campaign Overview

According to the 2019 South Carolina Traffic Collision Fact Book, distracted or inattentive driving while on a cell phone or texting is listed as a top contributing factor in South Carolina traffic collisions causing 8,994 total collisions in 2019. Nationally, according to the National Highway Traffic Safety Administration (NHTSA), 3,142 people were killed by distracted driving in 2019. Noticing a true distracted driving education campaign was needed in the state, SCDPS' OHSJP decided to continue the effort in FFY 2022. OHSJP implemented a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities with a special education effort during the month of November. The paid media campaign positioned distracted driving – most notably using a phone while driving-- prevention as a key element of the SCDPS *Target Zero* initiative.

A previously produced anti-distracted driving ad ran on radio, connected television, out-of-home media, paid social media, and YouTube. The ad shows a family gathering and sharing happy memories while they are awaiting the arrival of the last family member. Upon watching the mother send her son a text while he is driving, she is then greeted at the door by SChP Troopers. The ad concludes with the featured slogan: “Distracted driving. Deadly decision,” along with the SCDPS logo and *Target Zero* logo.

The primary target audience for this campaign included drivers aged 20 – 29 in the 10 focus counties that experienced the highest number of collisions listed with distraction/inattention as one of the top 5 contributing factors in 2019: Charleston (3,211), York (2,462), Spartanburg (1,257), Lexington (1,213), Orangeburg (901), Cherokee (791), Horry (753), Beaufort (694), Lancaster (691), and Aiken (564).

Campaign Dates: November 15 – 28, 2021 | Connected Television,
Radio, Paid Social
Media, YouTube
November 1 – 28, 2021 | Billboards

Radio:

- Buying demo was focused on adults 18 – 49
- Schedules ran within AM and PM Drive, and Evening and Weekend dayparts
- Total Spots Aired: 3,358
- Total Investment: \$50,079.45



ABOVE: 2021 Thanksgiving Distracted Driving Out-of-Home Graphic

BELOW: 2021 Thanksgiving Distracted Driving Paid Social Media Post



Connected TV:

- Delivered Impressions: 1,236,977
- Over-delivered 400,000 impressions (148%)
- Highest performing day of the week: Tuesday (15.9% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Roku, Samsung, and Vizio
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$41,390.00

Out-of-Home Media:

- Venue types: Parking Garages, Gas Stations, Liquor Stores, Bars, Convenience Stores
- Delivered Impressions: 2,482,170
- Over-delivered 943,000 impressions (161%)
- Total Investment: \$20,000.00

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 165,783
- Total Impressions: 876,834
- Total Ad Recall Rate was 10.42%
- Total Investment: \$4,999.96

YouTube:

- Impressions: 1,200,024
- Views: 95,523
- View rate: 7.96%
- Total Investment: \$9,237.39

Billboards:

- Static & Vinyl Highway Billboards
- 18 units across 10 target counties
- Total Investment: \$48,854.00

Total Media Spend: \$174,560.80

Total Campaign Expenditures: **\$207,775.80**

2021 University of South Carolina vs. Clemson University College Football Recap

Media Buy Summary for 2021 USC vs. Clemson Football Game

November 27, 2021

Outreach Overview

In an effort to maximize community outreach, the SCDPS initiated a new partnership with the University of South Carolina for the 2021 Carolina vs. Clemson football game. OHSJP staff, along with a member from SC Highway Patrol, operated a booth and distributed free educational materials with a distracted driving, buckle up, and an impaired driving message which encouraged people to visit the booth for face-to-face interaction.

Other methods of communication at this event included a halftime video-board graphic featuring the “Drink. Drive. Die” message, as well as one pre-game radio announcement encouraging motorists and passengers to buckle up.

Total Campaign Expenditures: **\$7,500.00**



**Staff Attending the 2021
Carolina v. Clemson Football Game**

2021-2022 *Sober or Slammer!* Holiday Campaign

Media Buy Summary for 2021-2022 Sober or Slammer! Holiday Campaign

Flight Dates: December 1, 2021 – January 1, 2022

Campaign Overview

The SCDPS’ OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer Holiday* campaign during the holiday season, which incorporated the 2022 Law Enforcement *Target Zero* Challenge. The campaign, in coordination with NHTSA’s *Drive Sober or Get Pulled Over* campaign, utilized enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. High visibility enforcement of the state’s DUI laws is a primary component of the *SOS* campaign and 2022 Challenge, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

Campaign expenditures included cable and connected television, radio, YouTube, paid social media, and out-of-home media. The primary target audience and 20 focus counties for this campaign were those previously listed on Page 128.

Two previously-produced DUI enforcement television ads, featuring the “Drink. Drive. Die” messaging, were distributed and broadcasted. The first ad, created in 2019, shows a group of friends at a bar. When the couple decides to leave, a crumpled beer can designed to resemble a vehicle runs across the frame and the man ultimately decides to call a rideshare. The sequel ad, created in 2020, features the same couple leaving the bar. The spot then foreshadows two potential consequences of driving impaired: either the man is arrested for driving under the influence or a collision

occurs, resulting in the woman being transported to the hospital. A Christmas tree was also previously edited in the spot to reflect the holiday season, and the state's anti-DUI campaign slogan/logo, *Sober or Slammer* and the *Target Zero*/SCDPS logo appeared on the spots.

Pre- and post-campaign surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign surveys were conducted in November 2021. Post-campaign surveys were conducted in January 2022.

Campaign Dates: December 15, 2021 – January 1, 2022 | Cable/Connected Television, Radio, YouTube, Paid Social Media

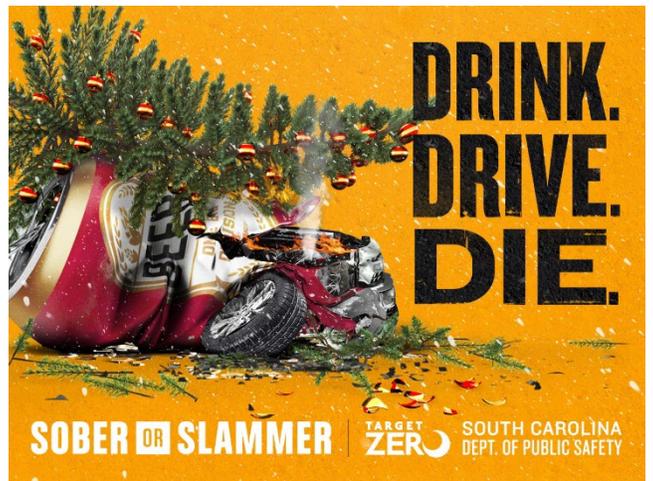
December 1, 2021 – January 1, 2022 | Out-of-Home Media

Cable TV:

- Buying demo was focused on Adults 25 – 54
- Schedule ran within AM Drive, PM Drive, Evening and Weekend dayparts
- Total Spots Aired: 21,904
- Total Investment: \$58,334.60

Connected TV:

- Delivered Impressions: 1,466,531
- Over delivered 400,000 impressions (138%)
- Highest Performing Day of the Week: Thursday (17.7% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Roku, Samsung, and Vizio
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$50,000.00



2021 SOS! Holiday Out-of-Home Graphic

Radio:

- Aired in English and Spanish
- Total Spots Aired: 4,497
- Total Investment: \$74,285.75

YouTube:

- Impressions: 2,593,500
- Views: 474,880
- View rate: 18.31%
- Total Investment: \$20,481.16

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 173,024
- Total Impressions: 872,606
- Total Ad Recall Rate: 13.83%
- Total Investment: \$7,499.81

Out-of-Home Media:

- Venue Types: Billboards, Bars, Casual Dining, Convenience Stores, Sports Entertainment, Gas Stations, Liquor Stores, Grocery
- Delivered Impressions: 6,480,939
- Total Investment: \$52,000.00

Total Media Spend: \$262,601.32

Total Campaign Expenditures: **\$342,806.32**

2022 Sustained Highway Safety Public Information & Education Campaign

Media Buy Summary for 2022 Sustained Highway Safety PI&E Campaign

Flight Dates: January 3 – August 31, 2022

Campaign Overview

SCDPS continued, under the *Target Zero* umbrella, a *Sustained Public Information and Education (PI&E)* campaign conducted during the first eight months of 2022. Primary focuses of this effort were: 1) education of the motoring public regarding several of the (lesser-publicized) leading causes of traffic collisions (e.g., following too closely) and how to avoid them; 2) young drivers and the deadly consequences they face when their inexperience behind the wheel is combined with bad driving habits and/or risk-taking tendencies; 3) the on-going issue of distracted driving in this state; and 4) the increasing problem of speeding that occurs on South Carolina’s highways and roadways, as well as the annual, multi-state *Operation Southern Slow Down* (previously known as *Operation Southern Shield*) speed enforcement campaign and the media efforts surrounding this initiative.

Paid social media and YouTube ran each week, starting on January 3, 2022 through August 31, 2022. Billboards were also displayed for *Operation Southern Slow Down* from July 18 – 31, 2022, in coordination with NHTSA Region 4 states.

The target audience for the “Top Causes of Traffic Collisions” was the general motoring public. “Young Drivers” was drivers aged 15 – 24. “Distracted Driving” was adults 20 – 24. And “Speeding” was male drivers aged 20 – 34.

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

Flight Dates	Focus	Comments
Jan. 3 – 16	Passing Unlawfully	Top Causes of Traffic Collisions
Jan. 17 – 31	Improper Lane Change	“ ”
Feb. 1 – 14	Disregard Sign/Signal	“ ”
Feb. 15 – 28	Failure, Yield Right of Way	“ ”
March 1 – 7	Too Fast for Conditions	“ ”
March 8 – 21	Following Too Closely	“ ”
March 22 – 31	Young Drivers	Prom Season Begins
April 1 – 15	Distracted Drivers	Distracted Driving Awareness Month
April 16 – 30	Young Drivers	Prom Season
May 1 – 16	Young Drivers	Prom/Graduation Season Youth Traffic Safety Month
June 1 – 14	Improper Turn	Top Causes of Traffic Collisions
June 15 – 30	Distracted Driving	“ ”
July 1 – 15	Distracted Driving	“ ”
July 18 – 31	Speeding	Southern Shield & Top Causes of Traffic Collisions
August 1 – 31	Distracted Driving	“ ”

YouTube:

- Impressions: 6,416,723
- Views: 1,053,197
- Total Investment: \$50,599.55

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Impressions: 30,399,140
- Total Ad Recall: 694,820
- Total Investment: \$107,230.13

Billboards:

- Flight Dates: July 18 – 31, 2022
- Number of Units: 14
- Total Investment: \$23,862.00

Total Media Spend: \$181,691.68

Total Campaign Expenditures: **\$244,106.68**



2022 Speed Billboard Graphic

2022 Sober or Slammer! St. Patrick's Day Campaign

Media Buy Summary for 2022 Sober or Slammer St. Patrick's Day Campaign

Flight Dates: March 16 – 20, 2022

Campaign Overview

SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS St. Patrick's Day* campaign, which incorporated the 2022 Law Enforcement *Target Zero* Challenge. The campaign utilized enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. High visibility enforcement of the state's DUI laws is a primary component of the *SOS* campaign and 2022 Challenge, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

2022 SOS St. Patrick's Day Radio Market Breakdown

Market Name	Station	Format	Dial Position	Number of Spots	TRP's Purchased	Purchased Dollars (NET)	Percentage of Budget
Aiken, SC	WBBQFM	AC	104.3	18	8.4	\$147.05	25.52%
	WKSPFM	UAC	96.3	26	14	\$187.00	32.45%
	WPRWFM	UC	107.7	31	20.4	\$242.25	42.04%
				75	42.8	\$576.30	100.00%
CHARLESTON, SC	WWWZFM	UC	93.3	37	34	\$632.40	100.00%
				37	34	\$632.40	100.00%
York-Lancaster, SC	WHQCFM	PHR	96.1	30	5.2	\$680.00	20.66%
	WKQCFM	AC	104.7	18	3.6	\$306.00	9.30%
	WLKOFM	AH	102.9	23	3.1	\$512.55	15.57%
	WLNKFM	HAC	107.9	22	2.6	\$331.50	10.07%
	WNKSFM	PHR	95.1	21	4.4	\$391.00	11.88%
	WOSFFM	URO	105.3	22	2.6	\$407.15	12.37%
	WPEGFM	UC	97.9	15	6.5	\$663.00	20.14%
				151	28	\$3,291.20	100.00%
COLUMBIA, SC	WHXTFM	UC	103.9	27	15.6	\$374.00	42.43%
	WLTVM	VAR	96.7	22	7.3	\$160.65	18.23%
	WTCBFM	AC	106.7	32	4.4	\$85.00	9.64%
	WXBTFM	UC	100.1	37	14.8	\$261.80	29.70%
				118	42.1	\$881.45	100.00%
FLORENCE, SC	WDARFM	UC	105.5	18	8.3	\$59.50	17.81%
	WYNNFM	UC	106.3	18	23.2	\$195.50	58.52%
	WZTFFM	UAC	102.9	19	10.6	\$79.05	23.66%
				55	42.1	\$334.05	100.00%
GREENVILLE/SPARTANBURG, SC	WESCFM	CO	92.5	25	11.8	\$464.95	29.89%
	WFBCFM	PHR	93.7	24	8.7	\$386.75	24.86%
	WHZTFM	RCH	98.1	16	10.9	\$329.80	21.20%
	WJMZFM	UC	107.3	27	10.6	\$374.00	24.04%
				92	42	\$1,555.50	100.00%
MYRTLE BEACH, SC	WDAIFM	UC	98.5	31	27.9	\$163.84	50.76%
	WKZQFM	ALT	96.1	25	14.2	\$124.95	38.71%
	WLQBFM	SV	93.5	12	0	\$34.00	10.53%
				68	42.1	\$322.79	100.00%
Hilton Head, SC	WLVHFM	UAC	101.1	25	14.1	\$335.75	38.95%
	WQBTM	UC	94.1	27	23.5	\$413.10	47.93%
	WXYFFM	RAC	100.1	21	4.4	\$113.05	13.12%
				73	42	\$861.90	100.00%
				669		\$8,455.59	

Campaign expenditures included radio, paid social media, and YouTube. The primary target audience and 20 focus counties for this campaign were previously listed on Page 128. Paid social media and YouTube featured the “Drink. Drive. Die” messaging, along with SCDPS, *Target Zero*, and *Sober or Slammer* messaging in the 2019 bar scene previously described on page 131. A new radio ad was also produced, reminding motorists about the importance of finding an alternative ride if they have been drinking.

Campaign Dates: March 16 – 20, 2022 | Paid Social Media, YouTube, Radio

Paid Social Media:

- Included placements on Facebook and Instagram
- Total Reach: 596,350
- Total Impressions: 1,100,749
- Total Ad Recall Rate: 5.08%
- Total Investment: \$8,550.00

YouTube:

- Impressions: 867,592
- Views: 92,997
- View Rate: 10.72%
- Total Investment: \$8,472.64

Radio:

- Aired in English and Spanish
- Delivered Impressions: 1,081,018
- Total Investment: \$8,455.59

Total Media Spend: \$25,478.23

Total Campaign Expenditures: **\$32,898.23**

2022 Carolina Cup Recap
Media Buy Summary for 2022 Carolina Cup
April 2, 2022
Outreach Overview

In an effort to maximize community outreach, the SCDPS initiated a new partnership with the Carolina Cup for the 2022 race. OHSJP staff, along with a member from SC Highway Patrol, State Transport Police, and Operation Lifesaver, operated a booth and distributed free educational materials with a distracted driving, buckle up, and an impaired driving message which encouraged people to visit the booth for face-to-face interaction.

The SCDPS logo and highway safety messaging could be heard over the PA Announcement system and in the Carolina Cup program; as well as on the Jumbotron, Carolina Cup's social media page, website, and their email blasts. Banners were also developed for the Carolina Cup and additional future community outreach events. The banners feature a rail safety, buckle up, distracted driving, motorcycle awareness, and a designated sober driver message.

Banner Expenditures: \$1,440.00

Total Campaign Expenditures (Display and Messaging at Venue): **\$10,000.00**



Staff Attending the 2022 Carolina Cup

2022 Spring Distracted Driving Campaign
Media Buy Summary for 2022 Spring Distracted Driving Campaign
Campaign Dates: April 4 – 11, 2022
Campaign Overview

SCDPS continued the statewide initiative to reduce collisions related to distracted driving with the *Spring Distracted Driving* campaign. OHSJP and South Carolina Highway Patrol (SCHP) implemented a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities with a special enforcement and education effort during National Distracted Driving Awareness Month in April. The mobilization utilized enforcement and public information and education components, including paid and earned media, to position distracted driving prevention as a key element of the SCDPS *Target Zero* initiative. High visibility enforcement was a primary component of the *Target Zero* initiative.

The previously produced anti-distracted driving ad ran during this campaign on paid social media. A previously produced radio ad air during the campaign flight dates. In the spot, the Colonel of the SCHP warns of the consequences of distracted driving in South Carolina and the stepped up enforcement during the campaign.

Market Name	Station	Format	Dial Position	Number of Spots	TRP's Purchased	Purchased Dollars (NET)	Percentage of Budget
AUGUSTA, GA	WBBQFM	AC	104.3	36	13.3	\$ 253.30	13.94%
	WFXAFM	UC	103.1	34	14.4	\$ 439.45	24.18%
	WKSPPM	UAC	96.3	49	26.9	\$ 431.80	23.76%
	WPRWFM	CO	105.7	33	10.5	\$ 232.05	12.77%
	WRFQFM	UC	107.7	51	34.9	\$ 460.70	25.35%
				203	100	\$ 1,817.30	100.00%
CHARLESTON, SC	WRFQFM	CR	104.5	65	9.3	\$ 199.75	10.56%
	WSSXFM	CHR	95.1	27	13.1	\$ 314.50	16.63%
	WWWZFM	UC	93.3	102	77.6	\$ 1,377.00	72.81%
				194	100	\$ 1,891.25	100.00%
CHARLOTTE, NC	WENDFM	ALT	106.5	63	7.7	\$ 994.50	10.65%
	WHQCXM	PHR	96.1	72	12.3	\$ 1,326.00	14.20%
	WKKTFM	CO	96.9	26	5.4	\$ 833.00	8.92%
	WKQCFM	AC	104.7	57	9.1	\$ 1,028.50	11.02%
	WLKOFM	AH	102.9	46	7.0	\$ 858.50	9.19%
	WNKFSM	PHR	95.1	40	6.6	\$ 867.00	9.29%
	WOSFFM	URO	105.3	61	5.7	\$ 743.75	7.97%
	WPEGFM	UC	97.9	66	17.3	\$ 2,397.00	25.67%
	WQNCFM	SPR	92.7	60	4.0	\$ 289.00	3.10%
					491	75.1	\$ 9,337.25
COLUMBIA, SC	WCOSFM	CO	97.58	37	17.1	\$ 633.25	22.05%
	WXHTFM	UC	103.9	36	20.4	\$ 599.25	20.87%
	WLTYFM	VAR	96.7	24	7.9	\$ 171.70	5.98%
	WNOKFM	PHR	104.7	30	14	\$ 445.40	15.51%
	WWDMMF	UAC	101.3	40	23.5	\$ 773.50	26.94%
	WXBTFM	UC	100.1	43	17.1	\$ 248.20	8.64%
				210	100	\$ 2,871.30	100.00%
FLORENCE, SC	WDARFM	UC	105.5	30	13.5	\$ 67.15	8.92%
	WEGXFM	CO	92.9	25	12.8	\$ 152.15	20.20%
	WYNNFM	UC	106.3	42	53.9	\$ 425.85	56.55%
	WZTFM	UAC	102.9	31	19	\$ 107.95	14.33%
				128	99.2	\$ 753.10	100.00%
GREENVILLE/SPARTANBURG, SC	WESCFM	CO	92.5	45	19.3	\$ 811.75	19.47%
	WFBCFM	PHR	93.7	40	15.7	\$ 742.05	17.80%
	WHZTFM	RCH	98.1	42	18.5	\$ 547.40	13.13%
	WJMZF2	ALT	98.5	16	0	\$ -	0.00%
	WJMZFM	UC	107.3	32	23	\$ 841.50	20.18%
	WMIYFM	HAC	102.5	39	10.4	\$ 431.80	10.36%
	WSSLFM	CO	100.5	31	13.1	\$ 794.75	19.06%
				245	100	\$ 4,169.25	100.00%
MYRTLE BEACH, SC	WDAIFM	UC	98.5	42	37.1	\$ 234.39	25.17%
	WGRFPM	CO	107.9	19	14.9	\$ 212.50	22.82%
	WKZQFM	ALT	96.1	21	10.6	\$ 117.30	12.59%
	WRXZFM	AR	107.1	34	7.5	\$ 70.55	7.57%
	WXXMFM	PHR	97.7	25	15	\$ 158.10	16.97%
	WYNAFM	AH	104.9	36	14.8	\$ 138.55	14.88%
					177	99.9	\$ 931.39
SAVANNAH, GA	WAEVFM	PHR	97.3	37	18.2	\$ 395.25	18.24%
	WEASFM	UC	93.1	20	3.6	\$ 97.75	4.51%
	WGCOFM	CO	98.3	28	5.4	\$ 108.80	5.02%
	WLVHFM	UAC	101.1	25	11.5	\$ 272.00	12.55%
	WQBTM	UC	94.1	36	32	\$ 607.75	28.05%
	WUBBFM	CO	106.9	21	5	\$ 124.10	5.73%
	WXYFM	RAC	100.1	58	18.2	\$ 346.80	16.01%
	WYKZFM	AC	98.7	18	6.2	\$ 205.70	9.89%
				243	100.1	\$ 2,158.15	100.00%
				1891		\$ 23,928.99	

2022 Spring Distracted Driving Radio Market Breakdown

Campaign Dates: April 4 – 11, 2022 | Paid Social Media, YouTube, Radio

Radio:

- Buying demo was focused on Adults 18 – 48
- Schedule ran within AM Drive, PM Drive, Evening and Weekend dayparts
- Total Investment: \$23,928.99

YouTube:

- Impressions: 736,409
- Views: 82,065
- View Rate: 11.14%
- Total Investment: \$8,843.74

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 444,676
- Total Impressions: 1,176,518
- Ad Recall Rate: 3.15%
- Total Investment: \$10,000.00

Total Media Spend: \$42,772.73

Total Campaign Expenditures: **\$49,952.73**

2022 Sober or Slammer! Memorial Day Campaign

Media Buy Summary for 2022 Sober or Slammer Memorial Day Campaign

Flight Dates: April 20 – 24, May 25 – 30, 2022

Campaign Overview

SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS Memorial Day* campaign, which incorporated the 2022 Law Enforcement *Target Zero* Challenge. The campaign utilized enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. High visibility enforcement of the state's DUI laws is a primary component of the *SOS* campaign and 2022 Challenge, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

The 2020 bar sequel scene, described previously, was aired on paid social media and YouTube. Campaign expenditures also included radio, paid social media, and YouTube. The primary target audience and 20 focus counties for this campaign were those previously listed on Page 127.

Campaign Dates: April 20 – 24, 2022 | Radio, Paid Social Media, YouTube
May 25 – 30, 2022 | Radio, Paid Social Media, YouTube

Radio:

- Aired in English and Spanish
- Buying demo was focused on Men 21 – 34
- Included AM/PM Drive, Evening, and Weekend Dayparts
- Total Investment: \$18,863.20

Paid Social Media:

- Included placements on Facebook and Instagram
- Total Reach: 625,534
- Total Impressions: 1,865,352
- Total Ad Recall Rate: 5.74%
- Total Investment: \$14,802.65

YouTube:

- Impressions: 1,546,238
- Views: 197,023
- View Rate: 12.74%
- Total Investment: \$14,894.04

Total Media Spend: \$48,559.89

Total Campaign Expenditures: **\$57,349.89**

2022 SOS Memorial Day Paid Social Media Post



South Carolina Department of Public Safety
Sponsored · 🌐

Stop and think. It's never okay to drink and drive. Leave your car. Call a friend. Get a ride. Do the right thing before the wrong decision haunts you the rest of your life. Drink. Drive. Die. #SoberorSlammer #SCDPS

SCDPS.SC.GOV
Home | SCDPS

LEARN MORE

2022 All South Highway Safety Team Campaign

Media Buy Summary for 2022 All South Highway Safety Team Campaign

Flight Dates April – September, 2022

Campaign Overview

The SCDPS partnered with other states in the Southeast – Georgia, Tennessee, and North Carolina – to air a series of previously produced highway safety spots during the Atlanta Braves’ baseball games aired through the Bally Sports Southeast network. The effort was led by the Georgia Governor’s Office of Highway Safety and featured all four states in a series of spots sharing a seatbelt message, an anti-impaired driving message, and a speeding message.

Total Campaign Expenditures: **\$46,487.34**



2022 ASHST In-Game Gameflow

2022 ASHST In-Game Billboard

2022 Motorcycle Awareness Campaign

Media Buy Summary for 2022 Motorcycle Awareness Campaign

Campaign Dates: May 1 – 31, 2022

Campaign Overview

There were 123 motorcyclist fatalities on South Carolina’s roadways in 2019. Though figures for 2020 show a slight decrease (116 fatalities), the OHSJP continued the utilization of a comprehensive paid media campaign that complemented enforcement efforts throughout the year; the OHSJP also continued its outreach efforts conducted during the Myrtle Beach motorcycle rallies in May.

The campaign featured a previously designed graphic featuring a “Share the Road” message, encouraging motorists to look out for motorcycles. The SCDPS *Target Zero* umbrella campaign was also incorporated. A previously produced radio ad ran, featuring a SCHP Trooper reminding other motorists to look out for motorcyclists on the road, ran on paid social media, radio, and out-of-home media.

Media was executed with a focus on eight priority counties identified in the 2022 South Carolina Highway Safety Plan with the highest number of motorcycle collisions in 2019: Horry, Greenville, Charleston, Spartanburg, Richland, Lexington, Anderson, and York.

Campaign Dates: May 13 – 30, 2022 | Paid Social Media, Radio
May 1 – 31, 2022 | Out-of-Home Media

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 571,903
- Total Impressions: 2,047,725
- Ad Recall Rate: 6.25%
- Total Investment: \$8,000.00

Radio:

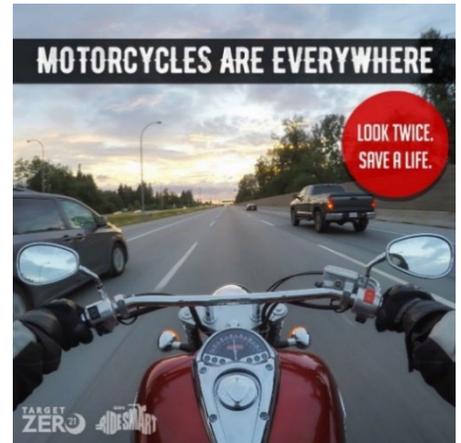
- Aired in English and Spanish
- Buying demo was focused on Adults 25 – 54
- Schedule ran within AM Drive, Midday, PM Drive, Evening and Weekend dayparts
- Total Investment: \$26,280.94

Out-of-Home Media:

- Ordered Impressions: 1,961,250
- Delivered Impressions: 2,660,307
- Percent Delivered: 135%
- Total Investment: \$23,535.00

Total Media Spend: \$57,815.94

Total Campaign Expenditures: **\$69,575.94**



**2022 Motorcycle Awareness
Out-of-Home/ Paid Social Media Graphic**

2022 Buckle Up, South Carolina Campaign

*Media Buy Summary for 2022 BUSC Campaign
Paid Social Media Flight Dates: May 16 – June 5, 2022
Campaign Overview*

BUSC is a high visibility statewide safety belt enforcement, public information and education campaign coordinated by SCDPS. This effort was conducted in conjunction with NHTSA’s *Click It or Ticket* national and regional enforcement mobilization. The increased enforcement component of the *BUSC* 2022 blitz contained public information and educational components, including paid and earned media to position safety belt usage, as well as enforcement by SC Highway Patrol, as a key element of the SCDPS *Target Zero* initiative. The enforcement component focused heavily on rural and night-time safety belt enforcement strategies aimed at increasing the use of safety belts and child restraints. The paid media focused on diversity outreach to the state’s Hispanic, African-American, youth, and rural male populations who have shown statistically lower safety belt usage rates than their non-minority and female counterparts.

The 30-second spot, previously produced in 2020, aired on cable and connected television, as well as paid social media. The spot featured a “missed milestones” message as a result of not buckling up and concluded with a SCHP Trooper reciting the “Buckle up, South Carolina. It’s the law and

it is enforced” message. The *Target Zero* logo, as well as the SCDPS logo, appeared on the spot. A 30-second radio spot was also produced from the audio of the television spot in 2020.

Campaign Dates: May 16 – June 5, 2022 | Cable/Connected Television, Radio, Paid Social Media

Cable TV:

- Buying demo was focused on Adults 25 – 54
- Schedule ran within Prime and weekend dayparts
- Total Investment: \$100,331.88

Connected TV:

- Delivered impressions: 2,262,487
- Highest performing day of the week: Monday & Tuesday (15% each)
- Majority of inventory ran across internet-based TV platforms such as Pluto, Roku, Tubi, and Hulu
- Programming: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$55,997.63

Radio:

- Aired in English and Spanish
- Buying demo was focused on Adults 18-49
- Schedule ran within AM and PM Drive, Evening and Weekend dayparts
- Total Investment: \$70,185.47

Digital Audio:

- Total Impressions: 529,790
- Total Investment: \$15,532.89

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 1,327,863
- Total Impressions: 4,982,278
- Total Ad Recall Rate was 6.26%
- Total Investment: \$21,923.37

Total Media Spend: \$263,971.24

Total Campaign Expenditures: **\$313,091.24**



2022 *Buckle Up, SC* Paid Social Media Graphic

2022 Carolina Country Music Festival Recap

Media Buy Summary for 2022 Carolina Country Music Festival

June 9 – 12, 2022

Outreach Overview

According to the 2019 South Carolina Collisions Fact Book, in 2019, there were 513,246 licensed drivers in South Carolina aged 15-24, representing 13.2 percent of the total number of licensed drivers in the state. The 2019 data states this group represented 22.2 percent of the drivers involved in all reported collisions, 20.9 percent of the drivers involved in injury collisions, and 15.3 percent of the drivers involved in fatal collisions. Male drivers ages 15-24 represented 10.9 percent of drivers in traffic collisions and female drivers ages 15-24 represented 10.0 percent. One of the top contributing factors to fatal collisions in 2019—for all drivers—was driving under the influence, representing 20.1% of all fatal collisions. With all of these statistics in mind, the SCDPS' Office of Highway Safety and Justice Programs (OHSJP) reached young drivers through highway safety messages at the 2022 Carolina Country Music Festival in Myrtle Beach, SC. The messaging included highway safety messages for DUI (“Sober or Slammer”), designated drivers, safety belts (“Buckle Up, SC”), and distracted driving. The advertising used at this event will serve as a model for outreach at future festivals and similar events, in an effort to reach young drivers.



LED Boards at 2022 CCMF

Recap:

- Total Attendance: 134,650
- 7 LED Boards
 - 544 Rotations over 4 Days
 - 6,180,000 Impressions
- Logo and Push/Exit Notifications in CCMF App
- Artwork and Logo on CCMF Tower/Exit Signage
- 4 On Stage Announcements
- 5 Digital Billboards



SCDPS Staff attending the 2022 CCMF

Total Media Spend: \$50,000.00

Total Campaign Expenditures: **\$53,000.00**

2022 Sober or Slammer! Summer – Labor Day Campaign

Media Buy Summary for 2022 Sober or Slammer! Summer – Labor Day Campaign

Flight Dates: June – September, 2022

Campaign Overview

SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS Memorial Day* campaign, which incorporated the 2022 Law Enforcement *Target Zero* Challenge. The campaign utilized enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. High visibility enforcement of the state's DUI laws is a primary component of the *SOS* campaign and 2022 Challenge, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

The 2020 bar sequel scene, discussed previously, was aired on paid social media and YouTube. Campaign expenditures also included radio, paid social media, and YouTube. The primary target audience and 20 focus counties for this campaign were those listed on a previous page.

Campaign Dates: June 15 – 19, 2022 | Radio, Paid Social Media, YouTube

June 29 – July 4, 2022 | Radio, Paid Social Media, YouTube

August 5 – September 5, 2022 | Billboards

August 17 – September 5, 2022 | Radio, Paid Social Media, YouTube,
Connected/Cable Television

Cable TV:

- Buying demo was focused on Adults 25 – 54
- Schedule ran within Prime and weekend dayparts
- Total Investment: \$78,276.37

Connected TV:

- Delivered Impressions: 1,920,670
- Over delivered 650,000 impressions (51%)
- Highest Performing Day of the Week: Wednesday (16% impressions)
- Majority of inventory ran across internet-based TV platforms such as Roku, Philo, and Loop
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$60,000.00

Radio:

- Aired in English and Spanish
- Buying demo was focused on Adults 18-49

- Total Investment: \$69,355.84

YouTube:

- Impressions: 2,598,173
- Views: 529,778
- View Rate: 20.00%
- Total Investment: \$19,982.16

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 676,095
- Total Impressions: 3,773,311
- Total Ad Recall Rate: 38,100
- Total Investment: \$27,548.60

Billboards:

- Flight Dates: August 8 – September 4
- Number of Units: 29
- Total Investment: \$59,906.97

Total Media Spend: \$315,069.94

Total Campaign Expenditures: **\$379,619.94**

2022 School Bus/ Rail Safety Campaign

Media Buy Summary for 2022 School Bus Safety/ Rail Safety Campaign

Flight Dates: August 8 – September 11 / September 6 – 26, 2022

Campaign Overview

In 2020, there were 160 motor vehicle collisions at public rail grade crossings in the United States. According to SCDPS State data, 22 traffic collisions involved a train in South Carolina. For that reason, the OHSJP partnered with the FRA, NHTSA, and Operation Life-saver, Inc. on rail safety education initiatives to empower drivers to make safe choices at crossings and to increase public awareness around railroad tracks and reduce crossing deaths and injuries.

In addition to education and awareness efforts on behalf of rail grade crossings, the OHSJP wishes to increase awareness of school bus safety in an effort to educate the public about the issue South Carolina faces with traffic collisions involving school buses. There were 220 total collisions involving a school bus in 2020, and 29 happened in August and September. That is down 236 total collisions from 2019.

Paid social media for the *School Bus Safety* Campaign ran from August 8 – September 11, 2022 and featured an SCDPS Trooper answering some frequently asked questions about when to stop for a school bus, particularly on a two-lane road and a four-lane road.

For the *Rail Safety Campaign* and Rail Safety Week, paid social media ran September 6 – 26, 2022. A previously produced re-tag of NHTSA’s previously created video: “The Long Mile” was re-used. The 30-second video depicts the moment at which a train strikes a vehicle on the tracks with the message that it takes approximately one mile for the train to come to a stop. The SCDPS logo was used in both videos.

Paid Social Media:

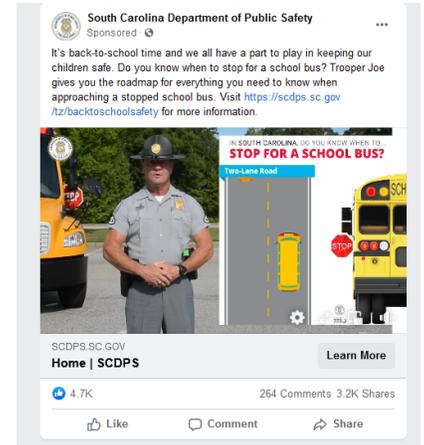
- Included placements on both Facebook and Instagram
- Total Reach: 1,648,882
- Total Impressions: 7,626,319
- Total Investment: \$22,499.99

YouTube:

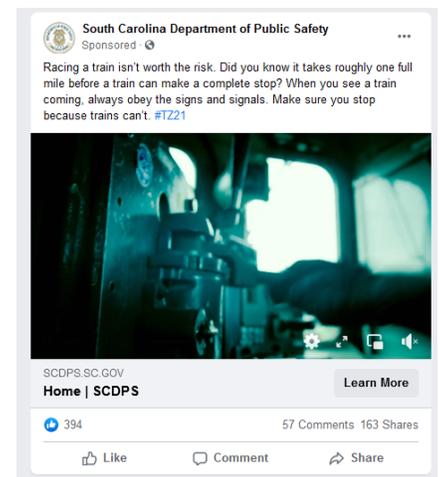
- Impressions: 1,418,112
- Views: 303,181
- View Rate: 23.00%
- Total Investment: \$7,474.12

Total Media Spend: \$29,974.11

Total Campaign Expenditures: **\$35,401.61**



2022 School Bus Safety Paid Social Media Post



2022 Rail Safety Paid Social Media Post

2022 Darlington Raceway Recap
Media Buy Summary for 2022 Darlington Raceway
September 3 – 4, 2022
Outreach Overview

In an effort to maximize community outreach, the SCDPS initiated a new partnership with Darlington Raceway for the 2022 race. OHSJP staff, along with a member from SC Highway Patrol and State Transport Police, operated a booth and distributed free educational materials with a distracted driving, buckle up, and an impaired driving message which encouraged people to visit the booth for face-to-face interaction.



SCDPS Staff Attending the 2022 Darlington Raceway

Highway safety messaging could be seen on eight fence banners at the entrance and exit of the parking area, the pedestrian entry and exit area of the main parking lot, and the pedestrian entry and exit gate leading to the Fan Engagement Area. Two Grandstand Banners were printed and placed facing the Fan Engagement Area. Paid messaging was also placed on two social media posts on Facebook, Instagram, and Twitter leading into the race weekend and two social media posts on Facebook, Instagram, and Twitter during the race weekend. Additionally, two PA announcements were read each event day inside the stadium and two 0:30 second PSA videos were shown on the in-stadium video board each event day. Messaging is also displayed on a year-round rotation on the entrance marquee.

Total Media Spend: \$45,000.00
Total Campaign Expenditures: **\$46,200.00**

2022 Vulnerable Roadway Users Part I Media Plan Development

Media Buy Summary for 2022 Vulnerable Roadway Users Part I
June 2 – September 30, 2022
Media Plan Development Overview

In 2020, vulnerable roadway users (VRU – pedestrians and bicyclists) accounted for 202, or 18.95%, of the state's 1,066 traffic deaths. During the five-year period from 2016 – 2020, there were a total of 105 bicyclist fatalities and 814 pedestrian fatalities in South Carolina. In an effort to decrease pedestrian and bicyclist fatalities and injuries that result from crashes involving a motor vehicle, and to educate motorists, pedestrians, and bicyclists of state traffic laws applicable to pedestrian and bicycle safety, the SCDPS desired to continue the Vulnerable Roadway Users Campaign for FFY 2023 that focused on pedestrian and bicyclist safety to include social media and billboards in strategic locations throughout the state. Part 1 of the *Vulnerable Roadway Users* campaign focused on the media plan development for the ads to run on paid social media and billboards.

Flight dates for FFY 2023, after the purchase of media time, *Vulnerable Roadway Users Campaign Media Expenses*: October 1 – 31, 2022 for billboards and October 3 – 17, 2022 for paid social media.

Total Campaign Expenditures (Agency Fees): **\$20,990.00**

2022 Highway Safety PI&E Part I Media Plan Development

Summary for 2022 Sustained Highway Safety PI&E Part I

June 23 – September 30, 2022

Media Plan Development Overview

SCDPS desired to continue, under the *Target Zero* umbrella, the highway safety public information and education (PI&E) campaign in October and November 2022. Primary focuses of this effort will be highway workers/work zones, first responders, mopeds, drowsy driving, and motorcycle safety gear. According to the SCDPS state data, from 2016 – 2020, there were 456 total collisions involving first responders/EMS, tow truck drivers, police, and/or firefighters identified as being located off the roadway. South Carolina also experienced 152 moped traffic fatalities from 2016 – 2020, with 22 occurring in 2020. In addition, there were 5,379 total collisions reported statewide from 2016 – 2020 where at least one of five contributing factors was identified as fatigued/asleep. Additionally, according to the SCDPS state data, of the 614 motorcycle fatalities from 2016 – 2020, only two were listed as wearing protective pads. For that reason, this campaign would encourage motorcyclists to utilize appropriate protective gear while riding. The theme will build upon the previous “Ride Smart” messaging in an effort to reduce the number of motorcyclist fatalities without protective gear and educate and increase the safety awareness of motorcyclists. It is the goal of this campaign to take an educational approach and deliver these various life-saving messages to the motoring public. Part 1 of the *PI&E* campaign focused on the media plan development for the ads to run on paid social media and YouTube.

Flight dates for FFY 2023, after the purchase of media time, *Highway Safety PI&E Campaign Media Expenses*: October 10 – November 13, 2022.

Total Campaign Expenditures (Agency Fees): **\$10,900.00**

2022 Sober or Slammer! Halloween Part I Media Plan Development

Summary for 2022 Sober or Slammer! Halloween Part I

June 1 – September 30, 2022

Media Plan Development Overview

SCDPS' OHSJP desires to continue a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS!) Halloween* campaign. The *SOS! Halloween Part II* campaign will contain enforcement, public information and education components, including paid and earned media. It will air after the purchase of media time in FFY 2023 to position the DUI enforcement as a key element of the SCDPS *Target Zero* initiative. This Part 1 of the *SOS! Halloween* campaign focused on the media plan development for the ads to run on connected television, paid social media/YouTube, and billboards.

Flight dates for FFY 2023, after the purchase of media time, *SOS! Halloween Part II Campaign Media Expenses*: October 1 – 31, 2022 for billboards and October 17 – 31, 2022 for paid social media, YouTube, and connected television.

Total Campaign Expenditures (Agency Fees): **\$16,595.00**

2022 Clemson University Athletics Outreach Efforts Part I Media Plan Development

Media Buy Summary for 2022 Clemson University Athletics Outreach Effort Part I

August 1 – September 30, 2022

Media Plan Development Overview

In 2020, there were 956,952 licensed drivers in South Carolina aged 20 – 34, representing 24.25 percent of the total number of licensed drivers in the state. The 2020 data states this group represented 32.92 percent of the drivers involved in all reported collisions. Male drivers ages 20 – 34 represented 18.26 percent of drivers in all traffic collisions and female drivers ages 20 – 34 represented 15.23 percent. With all of these statistics in mind, the SCDPS' Office of Highway Safety and Justice Programs (OHSJP) seeks to reach out to underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public by participating in this outreach effort, the OHSJP would also be reaching other minority populations (African American, Hispanic, and rural white males) through highway safety messages during the Clemson Football Season in Pickens, SC. The messaging will include highway safety messages for DUI ("Sober or Slammer"), designated drivers, safety belts ("Buckle Up, SC"), and distracted driving. The advertising used at this event will serve as a model for outreach at future festivals and similar events, in an effort to reach the general motoring public.

As part of this outreach effort, Part I focused on the August – September flight dates. The OHSJP completed work with representatives from Clemson University in the establishment of the contract, which includes one :30 second statewide radio ad to air on the Clemson Tigers Network during the pregame broadcast during the first four regular season football games, banner ad on Clemson-Tigers.com between August – September, and digital banner ads in two email blasts between August – September. An on-site safety information booth was provided for outreach at the event that will be staffed by SCDPS staff in FFY 2023.

Sponsorship of Clemson Athletics: \$9,315.00
Total Campaign Expenditures: **\$10,277.50**

2022 University of South Carolina Athletics Outreach Efforts Part I Media Plan Development

*Media Buy Summary for 2022 University of South Carolina Athletics Outreach Effort Part I
August 1 – September 30, 2022
Media Plan Development Overview*

In 2020, there were 956,952 licensed drivers in South Carolina aged 20 – 34, representing 24.25 percent of the total number of licensed drivers in the state. The 2020 data states this group represented 32.92 percent of the drivers involved in all reported collisions. Male drivers ages 20 – 34 represented 18.26 percent of drivers in all traffic collisions and female drivers ages 20 – 34 represented 15.23 percent. With all of these statistics in mind, the SCDPS’ Office of Highway Safety and Justice Programs (OHSJP) seeks to reach out to underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public by participating in this outreach effort, the OHSJP would also be reaching other minority populations (African American, Hispanic, and rural white males) through highway safety messages during the University of South Carolina Football Season in Columbia, SC. The messaging will include highway safety messages for DUI (“Sober or Slammer”), designated drivers, safety belts (“Buckle Up, SC”), and distracted driving. The advertising used at this event will serve as a model for outreach at future festivals and similar events, in an effort to reach the general motoring public.

As part of this outreach effort, Part I focused on the August – September flight dates. The OHSJP completed work with representatives from the University of South Carolina in the establishment of the contract, which includes one 0:30 second radio spot during the pre-game show, one 0:30 second radio spot during the post-game show during each football game broadcast, as well as banner ad placement in one “Garnet Insider” e-blast.

Sponsorship of University of South Carolina Athletics: \$10,200.00
Total Campaign Expenditures: **\$11,162.50**

2022 Fall Jam at the Ballpark Outreach Efforts Part I Media Plan Development

Media Buy Summary for 2022 Fall Jam at the Ballpark Outreach Effort Part I

August 1 – September 30, 2022

Media Plan Development Overview

In 2020, there were 956,952 licensed drivers in South Carolina aged 20 – 34, representing 24.25 percent of the total number of licensed drivers in the state. The 2020 data states this group represented 32.92 percent of the drivers involved in all reported collisions. Male drivers ages 20 – 34 represented 18.26 percent of drivers in all traffic collisions and female drivers ages 20 – 34 represented 15.23 percent. With all of these statistics in mind, the SCDPS' Office of Highway Safety and Justice Programs (OHSJP) seeks to reach out to underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public by participating in this outreach effort, the OHSJP would also be reaching other minority populations (African American, Hispanic, and rural white males) through highway safety messages at the Big Red Barn Retreat's Fall Jam at the Ballpark. The messaging will include highway safety messages for DUI ("Sober or Slammer"), designated drivers, safety belts ("Buckle Up, SC"), and distracted driving. The advertising used at this event will serve as a model for outreach at future festivals and similar events, in an effort to reach the general motoring public.

The OHSJP has completed work with representatives from the Big Red Barn Retreat in the establishment of the contract, which includes one SCDPS video PSA for the SEGRA ballpark jumbtron, PR release, SCDPS mention in radio ads, SCDPS logo on The Big Red Barn Retreat website, SCDPS- specific social media posts co-branded with The Big Red Barn Retreat, priority placement on sponsor slideshow at the event/SEGRA ballpark jumbtron, and live stage mention during the event. An on-site safety information booth will be provided for outreach at the event that will be staffed by SCDPS staff.

Total Campaign Expenditures (Agency Fee): **\$295.00**

Attitudinal Survey Results

SCDPS DUI Enforcement Campaign Awareness and Impact Study

Winter Holiday 2021-2022

This report presents the findings of a Campaign Awareness and Impact Study conducted on behalf of the **South Carolina Department of Public Safety (SCDPS)** and **9Rooftops**.

The purpose of the Study is to assess and track awareness, perceptions and impact of the **SCDPS's** DUI Enforcement Campaigns. The campaigns involve two major media blitzes – Winter Holiday and Labor Day. This report presents findings for the 2021/2022 Winter Holiday Campaign, with airdates from November 23, 2021 through January 2, 2022.

Research consists of “pre” and “post” measures, with a survey conducted before the Campaign starts and another conducted immediately following completion of the Campaign, to identify shifts in driver awareness and behaviors that can be attributed to the Campaign.

Interviews each period are conducted by telephone among a mix of South Carolina's licensed drivers. Data collection now includes 15% mobile phones in an effort to more effectively reach and represent consumer segments less likely to have landlines. Sample size is approximately 400 each period (pre and post); sampling error is ± 4.9 percentage points at the 95% confidence level; and data are weighted to reflect an appropriate distribution of respondent age.

Unless otherwise indicated, findings presented in this report are in percent, have been rounded to the nearest whole number, and represent “post” period results for this Campaign period. Comparisons to “pre” period findings are made when significant

shifts are evidenced. In addition, when relevant, reference is made to findings from previous Campaign periods.

Key Findings

- **SC drivers continue to place a high priority on DUI enforcement:**
 - ✓ 81% of study respondents feel that *drinking and driving* is a serious driver safety issue (higher than speeding, aggressive driving, uninsured motorists, and/or lack of seatbelt usage) (Q1); and
 - ✓ 45% believe it should be the top priority for police enforcement (more than for any other issue) (Q2).
- **Drivers support strict enforcement of DUI laws and the SCDPS DUI enforcement campaigns:**
 - ✓ 85% support the strong enforcement of DUI laws in South Carolina (Q5); and
 - ✓ 85% support the implementation of a DUI enforcement program/campaign in the state (Q15).
- **Awareness of the SCDPS DUI Campaign is strong:**
 - ✓ 66% agree that law enforcement is making a big effort to crack down on drinking and driving in the state (Q10); and
 - ✓ 52% are aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis (Q12).

- **Motivating messages are effectively conveyed by the current Campaign.**

Among those who claim awareness of SCDPS Campaign elements, key messages takeaways are (Q13):

- ✓ To stop people from drinking and driving/Get drunk drivers off the road (54%)
- ✓ To warn people of the consequences of drinking and driving/scare them (20%)
- ✓ Convey that if you drink and drive, you'll get caught/go to jail (15%)
- ✓ Convey that driving drunk kills (14%); and
- ✓ Raise awareness of SC DUI laws in general (12%).

- **Study findings identify positive impacts of the Campaign:**

- ✓ Several key measures had significant shifts between the "pre" and "post" Campaign periods, identifying a positive shift in perceptions, attitudes and/or behaviors that may be attributed to the Campaign:
 - Key Campaign message is to get drunk drivers off the road (Q13) – up by 27 percentage points;
 - Aided awareness of SCDPS DUI Campaign (Q12) – up by 16 points;
 - *Penalties for DUI are too weak* (Q6) – down by 14 points;
 - *Agree that law enforcement is making a big effort to crack down on drinking and driving in South Carolina* (Q10) – up by 12 points;
 - Seen or heard about DUI enforcement by police (Q11) – up by 10 points;

- *Enforcement of DUI laws in the state is too weak* (Q7) – down by 8 points;
- Perceive that the chances of getting arrested after drinking and driving are likely (Q8) – up by 7 points.

- ✓ Findings also identify significant attitudinal differences between those who have been exposed to the Campaign and those who have not:

- 54% of those who have seen or heard Campaign elements rate the SCDPS DUI Campaign as an effective deterrent, compared to 31% of those who have not seen/heard ads (Q16) – 23 percentage point difference;
- 74% of those who have seen or heard Campaign elements believe those who drive after drinking are likely to be arrested, compared to 55% of those who have not seen/heard ads (Q8) – 19 point difference;
- 94% of those who have seen or heard Campaign elements *support* the implementation of this type of DUI Enforcement Campaign compared to 75% of those who have not (Q15) – 19 point difference;
- 68% of those with Campaign awareness identify *going to jail* as a consequence of DUI, compared to 56% of non-aware drivers (Q9) – 12 point difference;
- 72% of those with Campaign exposure *agree* that SC law enforcement is cracking down on DUIs, compared to 61% of those

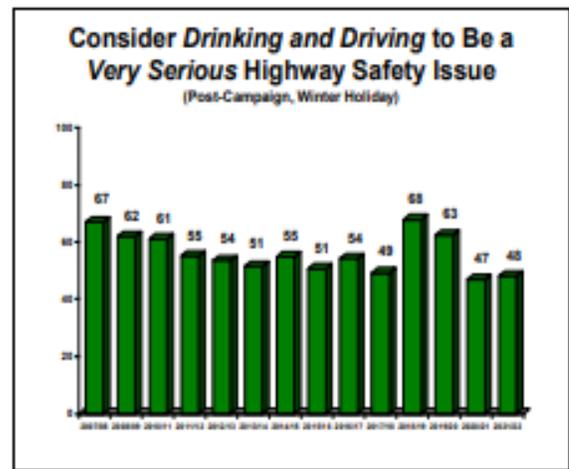
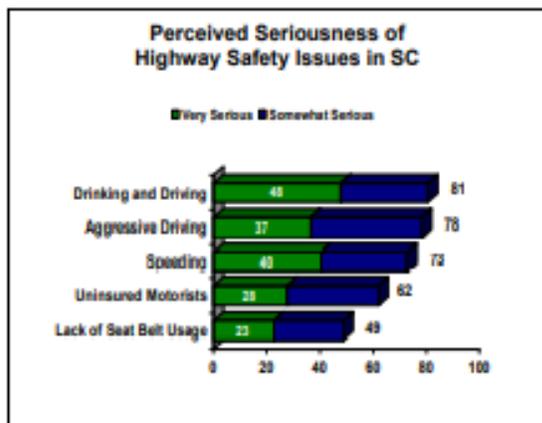
without Campaign exposure (Q10) – 11 point difference;

- 83% of study respondents with Campaign exposure say *drinking and driving* is a *very serious* highway safety issue, compared to 77% of those who haven't seen the Campaign (Q1c) – 6 point difference; and
- 87% of those who have seen the Campaign support strict enforcement of DUI laws in South Carolina, compared to 82% of those who have not seen the Campaign (Q5) – 5 point difference.

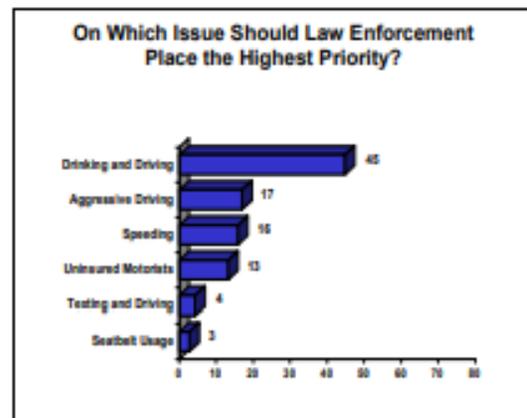
Detailed Study Results

Perceptions of DUI as a Driver Safety Issue

- *How big of a problem do you feel ... [speeding, aggressive driving, drinking and driving, lack of seatbelt usage, and uninsured motorists] ... is on South Carolina's roads and highways – very serious, somewhat serious, not too serious or not serious at all? (Q1)*



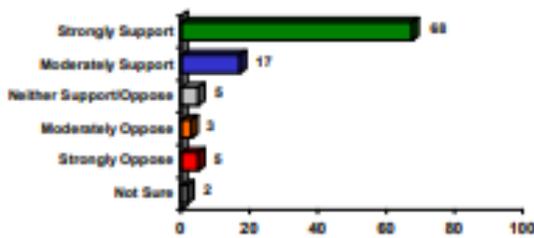
- *On which of these problems should law enforcement place the highest priority – speeding, aggressive driving, drinking and driving, seatbelt usage, or uninsured motorists? (Q2)*



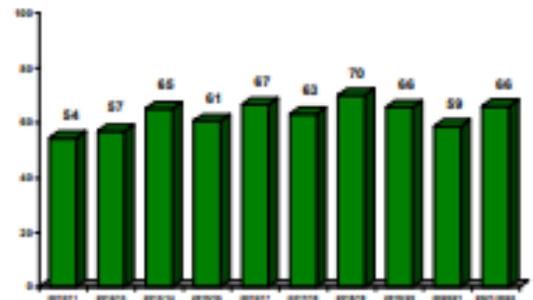
Support for and Expectations of South Carolina DUI Enforcement Efforts

- *Where do you stand on the strict enforcement of DUI laws in South Carolina? (Q5)*

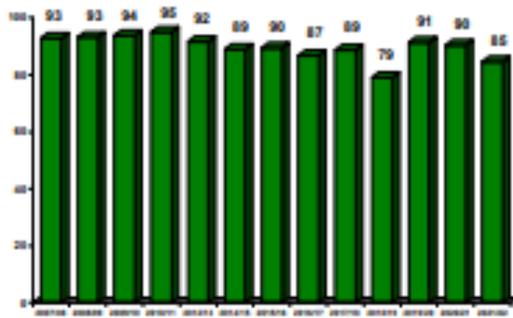
Support for Strict Enforcement of DUI Laws in South Carolina



Likely to Get Caught at Least Half the Time if Driving After Drinking (Post-Campaign, Winter Holiday)



Support for Strict Enforcement of DUI Laws in South Carolina (Total Support, Post-Campaign, Winter Holiday)



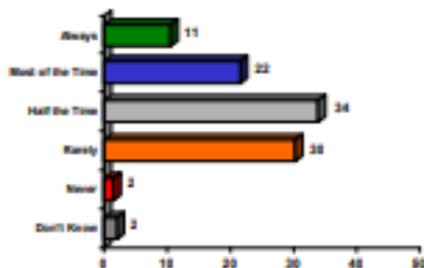
- *If a South Carolina driver is convicted of driving while intoxicated, what type of consequences can they expect? (Q9, open-ended)*

Consequences of DUI Conviction in South Carolina

Going to jail	64%
Losing driver's license	51
Getting a fine/ticket/citation	40
Appear in court	8
Higher insurance rates/lose insurance	8
Education programs	6
Car impounded	6
Community service	6
Probation	5
Having a felony/police record	4
Name in paper	3
Not much/slap on wrist	2
Other consequences	10
Don't know	8

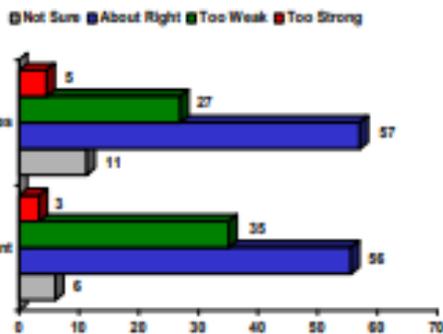
- *What do you think the chances are of someone getting arrested if they drive after drinking – always, most of the time, half of the time, rarely or never? (Q8)*

Chances of Someone Getting Arrested if they Drive After Drinking



- *In your opinion, do you think [penalties/enforcement] of drinking and driving laws in South Carolina [is/are] too strong, too weak, or about right? (Qs 6 and 7)*

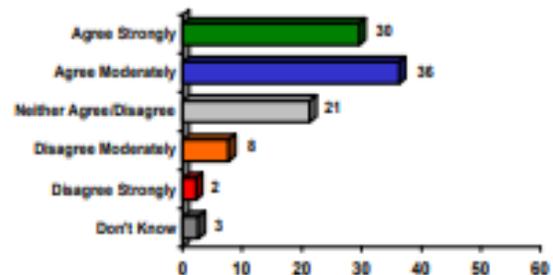
General Impressions of DUI Penalties and Enforcement in South Carolina



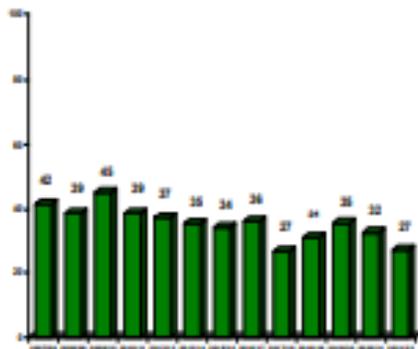
DUI Enforcement Campaign Awareness

- To what degree do you agree or disagree with this statement: "I feel like law enforcement is making a big effort to crack down on drinking and driving in South Carolina." (Q10)

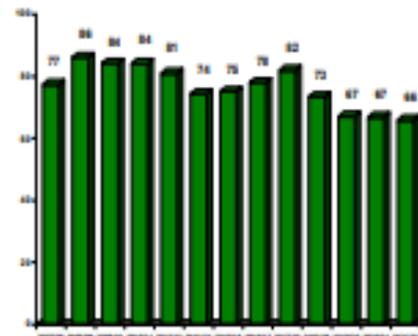
"I feel like law enforcement is making a big effort to crack down on drinking and driving in SC."



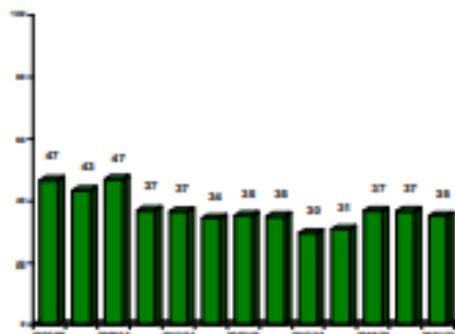
DUI Penalties are Too Weak (Post-Campaign, Winter Holiday)



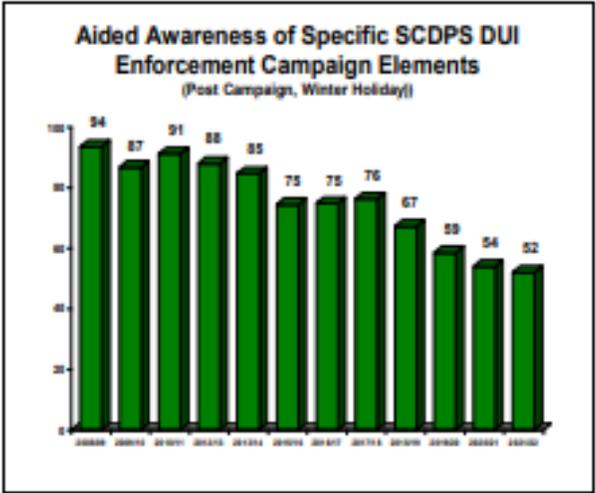
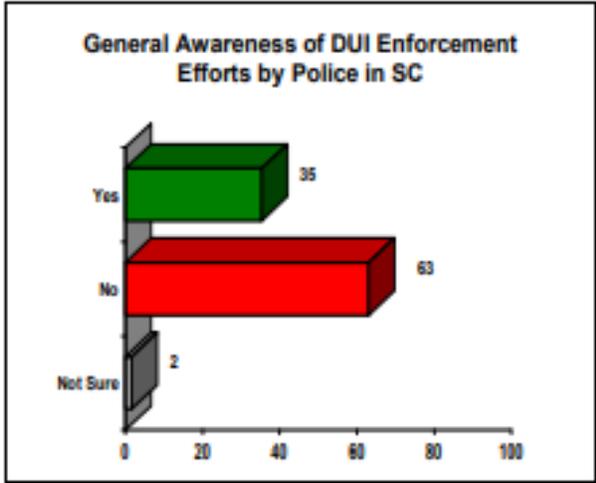
"I feel like law enforcement is making a big effort to crack down on driving and driving in SC." (Total Agree)



DUI Enforcement is Too Weak (Post-Campaign, Winter Holiday)



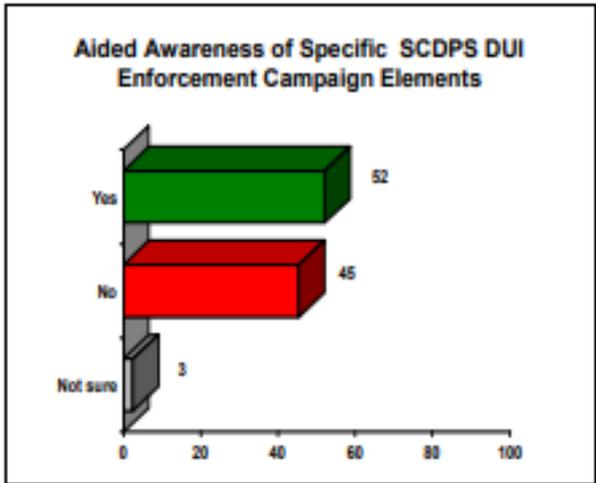
- In the past 30 days, have you read, seen or heard anything about alcohol impaired driving or drunk driving enforcement by police? (Q11)



- *Within the past 30 days, have you seen or heard of the DUI enforcement campaigns featuring slogans "Drink. Drive. Die." "Highways or Dieways." "Sober or Slammer!" or "Dial *47 to Report a Drunk Driver Before it's Too Late"? (Q12)*

SCDPS DUI Enforcement Campaign Message Communication

- *What is the primary point of these campaigns, including "Drink. Drive. Die." "Highways or Dieways." "Sober or Slammer!" or "Dial *47 to Report a Drunk Driver Before it's Too Late." (among those with aided awareness, n = 209)? (Q13)*



Main Point of SCDPS DUI Campaign (among those aware, n= 209)

To stop people from drinking and driving/Get drunk drivers off the road	54%
To warn people of the consequences of drinking and driving/scare them	20
If you drink and drive, you'll get caught/go to jail	15
Driving drunk kills	14
Raise awareness of SC DUI laws	12
Other	6

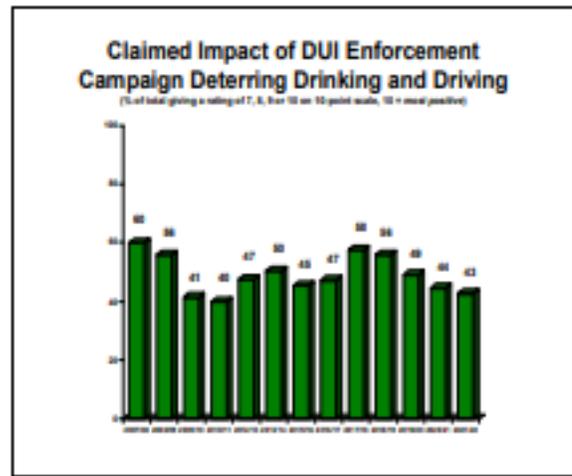
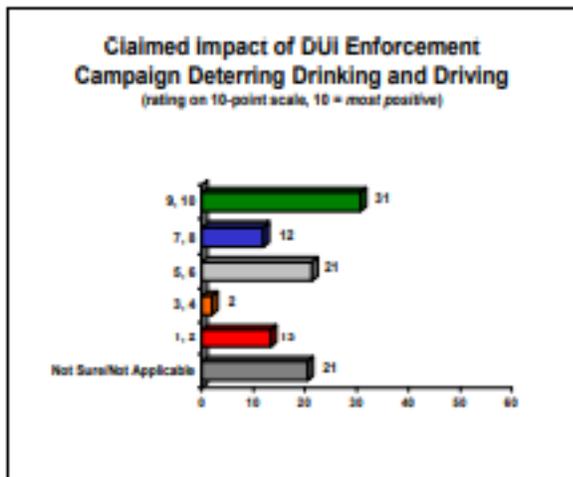
- Where did you see or hear these DUI Campaigns (among those with aided awareness, n = 209)? (Q14)

Source of SCDPS DUI Campaign Exposure

Billboards	51%
Television	43
Radio	34
Social media	23
Gas pump/station	18
Semis/big trucks	9
Newspaper	8
Friends or relatives	6
Schools	5
Other	11

SCDPS DUI Enforcement Campaign Impacts on Perceptions and Behaviors

- On a scale from 1 to 10, where 1 means the campaigns have not or would not deter you at all and 10 means they have been or would be a major deterrent, to what extent have or would these DUI campaigns deter you personally from drinking and driving? (Q16)



- Quantitative indicators of Campaign impacts:

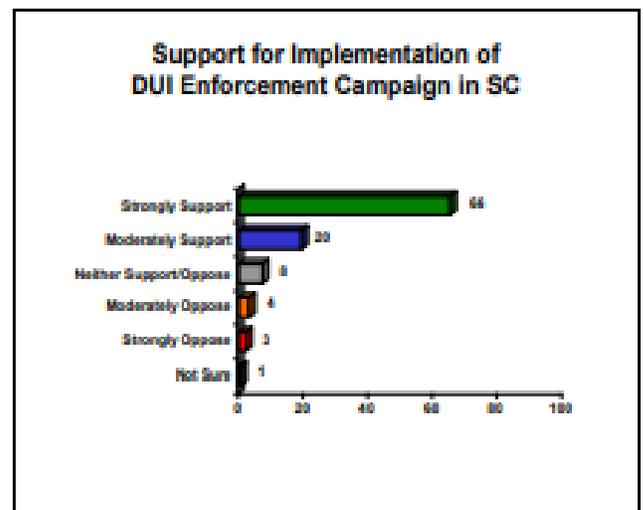
Shifts in Attitudes/Perceptions that May Be Attributed to Campaign Exposure			
	Pre	Post	Change
Identify to get drunk drivers off the road as key message of SCDPS DUI Campaign (Q13)	27%	54%	+27
Aided awareness of SCDPS DUI Campaign (Q12)	38%	57	+18
Feel that Penalties for DUI in the state are too weak (Q6)	41	27	-14
Agree that "law enforcement is making a big effort to crack down on drinking and driving in SC" (Q10)	54	66	+12
Seen or heard about DUI enforcement by police (Q11)	26	35	+8

Shifts in Attitudes/Perceptions that May Be Attributed to Campaign Exposure <i>(continued)</i>			
Feel that Enforcement of DUI laws in the state is too weak (Q7)	44	35	-9
Chances of getting arrested after drinking and driving (likely) (Q8)	59	66	+7

Differences in Attitudes Between Those With Campaign Exposure and Those Without			
	Not Seen	Seen	Difference
Rate the Campaign as an effective deterrent (Q16)	31%	54%	+23
Chances of getting arrested after drinking and driving (likely) (Q8)	55	74	+19
Support the implementation of this type of Enforcement Campaign (Q15)	75	94	+19
Identify going to jail as a consequence of DUI (Q9)	56	68	+12
Agree that law enforcement is cracking down on DUIs (Q10)	61	72	+11
Feel that drinking and driving is a serious problem in SC (Q1c)	77	83	+6
Support strict enforcement of DUI laws in SC (Q5)	82	87	+5

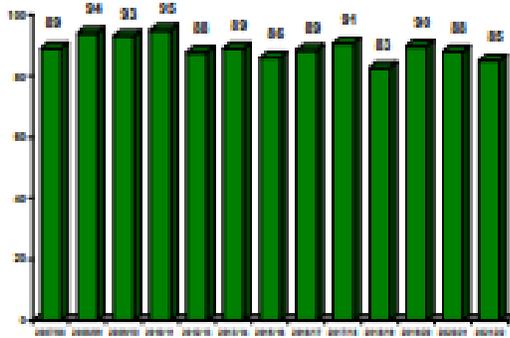
Overall Support for SC DPS DUI Enforcement Campaign

- “Drink. Drive. Die” “Highways or Dieways.” “Sober or Slammer!” and “Dial *47 to Report a Drunk Driver Before it’s Too Late” represent a combined DUI enforcement campaign being implemented by the state of South Carolina Department of Public Safety. The campaigns involved advertisements and heightened enforcement by the SC Highway Patrol, the State Transport Police, and local law enforcement agencies. To what degree do you support the implementation of this type of DUI enforcement program and campaign by South Carolina – strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose? (Q15)*



Support for Implementation of DUI Enforcement Campaign in SC

(Post-Campaign, Winter Holiday)



Personal Vs. Peer Drinking Behaviors

- Historically, the study has asked respondents to share information about their own alcohol consumption. In an effort to assess the degree to which self-reported behaviors might be under-reported, questioning was expanded in 2019 to also ask about the consumption behaviors of friends, neighbors and co-workers (in general).

Findings suggest that while general incidence of consumption may be a fair representation, self-reported incidence of driving within two hours of drinking alcohol may be significantly under-reported. (Qs 3, 4, 17, 18)

- Incidence of drinking an alcoholic beverage:
 - ✓ Self (within past 6 months) = 65%
 - ✓ Friends/Neighbors/Co-workers (within past 30 days) = 59%
- Incidence of driving a vehicle within two hours of drinking alcohol (among those who did consume alcohol within the specified period)
 - ✓ Self = 14%
 - ✓ Friends/Neighbors/Co-workers = 47%

Federal Funds Expended on Projects

U.S. Department of Transportation National Highway Traffic Safety Administration

State: South Carolina

Status of Obligations and Expenditures

Page: 1

2022-FINAL

Report Date: 12/27/2022

Posted: 12/27/2022

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
NHTSA									
164 Transfer Funds									
164 Alcohol									
	164AL-2022-00-00-00	Holding Account			\$0.00	\$0.00	\$0.00		\$0.00
	164AL-2022-HS-36-22	City of Goose Creek Prosecutor *164AL			\$74,664.00	\$74,664.00	\$0.00		\$0.00
	164AL-2022-HS-37-00	City of Goose Creek *164AL			\$68,033.00	\$68,033.00	\$0.00		\$0.00
	164AL-2022-HS-39-22	Berkeley Co SO *164AL			\$64,895.00	\$64,895.00	\$0.00		\$0.00
	164AL-2022-HS-40-22	Lexington County S.O. Impaired Driving *			\$42,312.00	\$42,312.00	\$0.00		\$0.00
	164AL-2022-HS-42-22	City of Easley Impaired Driving Counterterm			\$89,590.00	\$89,590.00	\$0.00		\$0.00
	164AL-2022-HS-43-22	Berkeley Co SO DUI Prosecutor *164AL			\$50,925.00	\$50,925.00	\$0.00		\$0.00
	164AL-2022-HS-44-22	Sixth Circuit Solicitor's DUI Office *16			\$67,828.00	\$67,828.00	\$0.00		\$0.00
	164AL-2022-HS-45-22	Lancaster CO SO *164AL			\$64,988.23	\$64,988.23	\$0.00		\$0.00
	164AL-2022-HS-46-22	Fifteenth Judicial Circuit Solicitor *16			\$70,051.00	\$70,051.00	\$0.00		\$0.00
	164AL-2022-HS-47-22	Town of Summerville *164AL			\$46,905.00	\$46,905.00	\$0.00		\$0.00
	164AL-2022-HS-48-22	11th Judicial Circuit DUI Prosecutor *16			\$46,949.00	\$46,949.00	\$0.00		\$0.00
	164AL-2022-HS-51-22	Fifth Judicial Circuit Solicitor *164AL			\$54,979.00	\$54,979.00	\$0.00		\$0.00
	164AL-2022-HS-53-22	North Augusta DPS DUI Enforcement *164AL			\$126,017.00	\$126,017.00	\$0.00		\$0.00
	164AL-2022-HS-54-22	York County S.O. Impaired Driving *164AL			\$88,833.00	\$88,833.00	\$0.00		\$0.00
	164 Alcohol Total				\$956,969.23	\$956,969.23	\$0.00		\$0.00
164 Paid Media									
	164PM-2022-HS-25-22	ID Countermeasures PAID MEDIA *ALPEM			\$398,392.12	\$398,392.12	\$0.00		\$0.00
	164 Paid Media Total				\$398,392.12	\$398,392.12	\$0.00		\$0.00
	164 Transfer Funds Total			\$0.00	\$1,355,361.35	\$1,355,361.35	\$0.00	\$0.00	\$0.00
FAST Act NHTSA 402									
Planning and Administration									
	PA-2022-HS-01-22	OHSJP PLANNING AND ADMINISTRATION *PA			\$110,103.33	\$110,103.33	\$0.00		\$0.00
	Planning and Administration Total				\$110,103.33	\$110,103.33	\$0.00		\$0.00
Occupant Protection									
	OP-2022-HS-02-22	OHSJP OCCUPANT PROTECTION *OP-INT			\$173,677.65	\$173,677.65	\$0.00		\$0.00
	OP-2022-HS-17-22	SC DHEC OPERATION SAFE RIDE *OP-1 OP-2			\$157,001.32	\$157,001.32	\$0.00		\$0.00
	Occupant Protection Total				\$330,678.97	\$330,678.97	\$0.00		\$0.00
Police Traffic Services									
	PT-2022-00-00-00	Holding Account			\$0.00	\$0.00	\$0.00		\$0.00
	PT-2022-HS-05-22	OHSJP POLICE TRAFFIC SERVICES *PTS-INT			\$188,024.95	\$188,024.95	\$0.00		\$0.00
	PT-2022-HS-06-22	OHSJP LAW ENF COORD *PTS-LEC			\$477,045.39	\$477,045.39	\$0.00		\$0.00
	PT-2022-HS-07-22	SCJA TSO PROGRAM *PTS-TSO			\$351,240.96	\$351,240.96	\$0.00		\$0.00
	PT-2022-HS-08-22	City of Spartanburg *PTS-EU/PTS-OP			\$65,828.00	\$65,828.00	\$0.00		\$0.00
	PT-2022-HS-09-22	Moncks Comer PD *PTS-EU/PTS-OP			\$73,443.00	\$73,443.00	\$0.00		\$0.00

PT-2022-HS-12-22	City of Orangeburg *PTS-EU/PTS-OP	\$25,213.00	\$25,213.00	\$0.00	\$0.00
PT-2022-HS-13-22	Town of Port Royal *PTS-EU/PTS-OP	\$91,206.00	\$91,206.00	\$0.00	\$0.00
PT-2022-HS-14-22	Sumter County Sheriff's Office *PTS-EU *	\$42,743.00	\$42,743.00	\$0.00	\$0.00
PT-2022-HS-15-22	City of Myrtle Beach *PTS-OP *PTS-EU	\$60,228.00	\$60,228.00	\$0.00	\$0.00
PT-2022-HS-16-22	York County S.O. *PTS-EU/PTS-OP	\$70,455.01	\$70,455.01	\$0.00	\$0.00
PT-2022-HS-18-22	Chesterfield County S.O. *PTS-EU/PTS-OP	\$37,932.00	\$37,932.00	\$0.00	\$0.00
PT-2022-HS-19-22	Berkeley Co SO *PTS--EU/PTS-OP	\$86,689.00	\$86,689.00	\$0.00	\$0.00
PT-2022-HS-20-22	Mount Pleasant Police Dept *PTS-EU/PTS-O	\$67,364.00	\$67,364.00	\$0.00	\$0.00
PT-2022-HS-21-22	Lexington Police Department *PTS-EU/PTS-	\$74,679.00	\$74,679.00	\$0.00	\$0.00
PT-2022-HS-22-22	Town of Summerville *PTS-EU/PTS-OP	\$130,263.00	\$130,263.00	\$0.00	\$0.00
PT-2022-HS-28-22	Goose Creek P.D. *PTS-EU/PTS-OP	\$108,937.00	\$108,937.00	\$0.00	\$0.00
PT-2022-HS-29-22	Lancaster Police Dept *PTS-EU/PTS-OP	\$29,890.00	\$29,890.00	\$0.00	\$0.00
PT-2022-HS-30-22	Georgetown County S.O. *PTS-EU/PTS-OP	\$127,215.00	\$127,215.00	\$0.00	\$0.00
PT-2022-HS-32-22	Oconee County S.O. *PTS-EU/PTS-OP	\$65,150.00	\$65,150.00	\$0.00	\$0.00
PT-2022-HS-37-22	City of Goose Creek RADAR *PTS/EU	\$743.00	\$743.00	\$0.00	\$0.00
Police Traffic Services Total		\$2,174,289.31	\$2,174,289.31	\$0.00	\$0.00
Traffic Records					
TR-2022-HS-03-22	OHSJP Traf Rec Improvements *TR	\$27,053.88	\$27,053.88	\$0.00	\$0.00
Traffic Records Total		\$27,053.88	\$27,053.88	\$0.00	\$0.00
Safe Communities					
SA-2022-HS-04-22	OHSJP PIOT *PIOT-SA	\$939,605.28	\$939,605.28	\$0.00	\$0.00
Safe Communities Total		\$939,605.28	\$939,605.28	\$0.00	\$0.00
FAST Act NHTSA 402 Total		\$0.00	\$3,581,730.77	\$3,581,730.77	\$0.00
FAST Act 405b OP High					
405b High HVE					
M1HVE-2022-00-00-00	Holding Account	\$0.00	\$0.00	\$368,299.92	\$0.00
M1HVE-2022-HS-02-22	OP BUCKLE UP CAMPAIGN *OP PEM	\$148,254.82	\$148,254.82	\$0.00	\$0.00
405b High HVE Total		\$148,254.82	\$148,254.82	\$368,299.92	\$0.00
405b High OP Information System					
M1OP-2022-HS-02-22	M1 OP BUCKLE UP SURVEYS HIGH *OP PEM	\$37,019.13	\$37,019.13	\$0.00	\$0.00
405b High OP Information System Total		\$37,019.13	\$37,019.13	\$0.00	\$0.00
405b High Alcohol					
M1*AL-2022-HS-25-22	405B High Imp Driving Countermeasures *A	\$8,830.29	\$8,830.29	\$0.00	\$0.00
405b High Alcohol Total		\$8,830.29	\$8,830.29	\$0.00	\$0.00
FAST Act 405b OP High Total		\$0.00	\$562,404.16	\$194,104.24	\$368,299.92
FAST Act 405b OP Low					
405b Low HVE					
M2HVE-2022-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$0.00
M2HVE-2022-HS-02-22	OP BUCKLE UP CAMPAIGN *OP PEM	\$164,836.42	\$164,836.42	\$0.00	\$0.00
405b Low HVE Total		\$164,836.42	\$164,836.42	\$0.00	\$0.00
405b Low OP Information System					
M2OP-2022-HS-02-22	M2 OP BUCKLE UP SURVEYS *OP PEM	\$23,000.00	\$23,000.00	\$0.00	\$0.00
405b Low OP Information System Total		\$23,000.00	\$23,000.00	\$0.00	\$0.00
FAST Act 405b OP Low Total		\$0.00	\$187,836.42	\$187,836.42	\$0.00
FAST Act 405c Data Program					
405c Data Program					
M3DA-2022-00-00-00	Holding Account	\$0.00	\$0.00	\$331,657.11	\$0.00

M3DA-2022-HS-03-22	OHSJP Tr Rec Improvements *TR-M3DA	\$582,718.19	\$582,718.19	\$0.00	\$0.00
405c Data Program Total		\$582,718.19	\$582,718.19	\$331,657.11	\$0.00
FAST Act 405c Data Program Total		\$0.00	\$914,375.30	\$582,718.19	\$582,718.19
FAST Act 405d Impaired Driving High					
405d High HVE					
M4HVE-2022-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$0.00
405d High HVE Total		\$0.00	\$0.00	\$0.00	\$0.00
405d High Paid/Earned Media					
M4PEM-2022-HS-25-22	ID Countermeasures PAID MEDIA *AL PEM	\$454,030.77	\$454,030.77	\$0.00	\$0.00
405d High Paid/Earned Media Total		\$454,030.77	\$454,030.77	\$0.00	\$0.00
FAST Act 405d Impaired Driving High Total		\$0.00	\$454,030.77	\$454,030.77	\$0.00
FAST Act 405d Impaired Driving Mid					
405d Mid HVE					
M5HVE-2022-00-00-00	Holding Account	\$0.00	\$0.00	\$1,233,592.21	\$0.00
M5HVE-2022-HS-25-22	Imp. Driving Countermeasures PRG MGT *M1	\$191,045.07	\$191,045.07	\$0.00	\$0.00
M5HVE-2022-HS-37-22	City of Goose Creek *M4HVE	\$4,334.00	\$4,334.00	\$0.00	\$0.00
M5HVE-2022-HS-39-22	Berkeley Co SO *M4HVE	\$2,486.00	\$2,486.00	\$0.00	\$0.00
M5HVE-2022-HS-40-22	Lexington County S.O. Impaired Driving *	\$3,573.00	\$3,573.00	\$0.00	\$0.00
M5HVE-2022-HS-42-22	City of Easley Impaired Driving Counterm	\$240.00	\$240.00	\$0.00	\$0.00
M5HVE-2022-HS-45-22	Lancaster CO SO *M4HVE	\$15,236.77	\$15,236.77	\$0.00	\$0.00
M5HVE-2022-HS-47-22	Town of Summerville *M4HVE	\$14,893.00	\$14,893.00	\$0.00	\$0.00
M5HVE-2022-HS-53-22	North Augusta DPS DUI Enforcement *M4HVE	\$12,395.00	\$12,395.00	\$0.00	\$0.00
M5HVE-2022-HS-54-22	York County S.O. Impaired Driving *M4HVE	\$1,210.00	\$1,210.00	\$0.00	\$0.00
405d Mid HVE Total		\$245,412.84	\$245,412.84	\$1,233,592.21	\$0.00
405d Mid Court Support					
M5CS-2022-HS-24-22	SCDPS DUI Paralegal Support *M4CS	\$55,769.55	\$55,769.55	\$0.00	\$0.00
M5CS-2022-HS-27-22	SC Comm on Prosecution Coord. Prosecutor	\$137,162.75	\$137,162.75	\$0.00	\$0.00
M5CS-2022-HS-36-22	City of Goose Creek Prosecutor *M4CS	\$1,460.00	\$1,460.00	\$0.00	\$0.00
M5CS-2022-HS-43-22	Berkeley Co SO DUI Prosecutor *M4CS	\$1,547.00	\$1,547.00	\$0.00	\$0.00
M5CS-2022-HS-44-22	Sixth Circuit Solicitor's DUI Office *M4	\$1,251.00	\$1,251.00	\$0.00	\$0.00
M5CS-2022-HS-46-22	Fifteenth Judicial Circuit Solicitor *M4	\$1,801.00	\$1,801.00	\$0.00	\$0.00
M5CS-2022-HS-51-22	Fifth Judicial Circuit Solicitor *M4CS	\$17,931.00	\$17,931.00	\$0.00	\$0.00
405d Mid Court Support Total		\$216,922.30	\$216,922.30	\$0.00	\$0.00
405d Mid Paid/Earned Media					
M5PEM-2022-HS-25-22	ID Countermeasures PAID MEDIA *AL PEM	\$66,516.03	\$66,516.03	\$0.00	\$0.00
405d Mid Paid/Earned Media Total		\$66,516.03	\$66,516.03	\$0.00	\$0.00
405d Mid Training					
M5TR-2022-HS-26-22	CJA Imp Dr Countermeasures Training *M4T	\$161,482.25	\$161,482.25	\$0.00	\$0.00
405d Mid Training Total		\$161,482.25	\$161,482.25	\$0.00	\$0.00
405d Impaired Driving Mid					
M5X-2022-00-00-00		\$0.00	\$0.00	\$0.00	\$0.00
M5X-2022-HS-23-22	MADD Midlands *M4X	\$71,333.00	\$71,333.00	\$0.00	\$0.00
M5X-2022-HS-50-22	MADD Midlands *M4X	\$62,925.00	\$62,925.00	\$0.00	\$0.00
405d Impaired Driving Mid Total		\$134,258.00	\$134,258.00	\$0.00	\$0.00
FAST Act 405d Impaired Driving Mid Total		\$0.00	\$2,058,183.63	\$824,591.42	\$824,591.42
				\$1,233,592.21	\$0.00

FAST Act 405f Motorcycle Safety Programs						
405f Safety Motorcyclist Awareness						
M11MA-2022-00-00-00	Holding Account		\$0.00	\$0.00	\$0.00	\$0.00
M11MA-2022-HS-04-22	PIOT MOTORCYCLE AWARENESS *M11MA		\$23,422.55	\$23,422.55	\$0.00	\$0.00
405f Safety Motorcyclist Awareness Total			\$23,422.55	\$23,422.55	\$0.00	\$0.00
405f Motorcycle Safety Programs						
M11X-2022-00-00-00	Fast Act 405f Motorcycle Safety Programs		\$0.00	\$0.00	\$0.00	\$0.00
405f Motorcycle Safety Programs Total			\$0.00	\$0.00	\$0.00	\$0.00
	FAST Act 405f Motorcycle Safety Programs Total	\$0.00	\$23,422.55	\$23,422.55	\$0.00	\$0.00
FAST Act 405h Nonmotorized Safety						
405h Public Education						
FHPE-2022-00-00-00	Fast Act 405h Nonmotorized Safety Holdin		\$0.00	\$0.00	\$328,055.19	\$0.00
FHPE-2022-HS-04-22	PIOT NONMOTORIZED SAFETY CAMPAIGN *PIOT-		\$20,990.00	\$20,990.00	\$0.00	\$0.00
405h Public Education Total			\$20,990.00	\$20,990.00	\$328,055.19	\$0.00
405h Nonmotorized Safety						
FHX-2022-00-00-00	Fast Act 405h Nonmotorized Safety FHX Ho		\$0.00	\$0.00	\$153,498.91	\$0.00
405h Nonmotorized Safety Total			\$0.00	\$0.00	\$153,498.91	\$0.00
	FAST Act 405h Nonmotorized Safety Total	\$0.00	\$502,544.10	\$20,990.00	\$20,990.00	\$481,554.10
BIL NHTSA 402						
Police Traffic Services						
PT-2022-00-00-00	Bil NHTSA 402 Holding Account		\$0.00	\$0.00	\$5,405,489.38	\$0.00
PT-2022-HS-07-22	SCCJA TSO Program*PTS-TSO		\$15,304.10	\$15,304.10	\$0.00	\$0.00
PT-2022-HS-14-22	Sumter County S.O. *PTS-EU/PTS-OP		\$15,025.00	\$15,025.00	\$0.00	\$0.00
PT-2022-HS-15-22	City of Myrtle Beach *PTS-EU/PTS-OP		\$83,610.00	\$83,610.00	\$0.00	\$0.00
PT-2022-HS-16-22	York County *PTS/EU		\$25,188.99	\$25,188.99	\$0.00	\$0.00
PT-2022-HS-28-22	City of Goose Creek *PTS/EU		\$103,661.00	\$103,661.00	\$0.00	\$0.00
PT-2022-HS-53-22	North Augusta DPS RADAR *PTS/EU		\$5,087.00	\$5,087.00	\$0.00	\$0.00
PT-2022-HS-54-22	York County RADAR *PTS/EU		\$2,378.00	\$2,378.00	\$0.00	\$0.00
Police Traffic Services Total			\$250,254.09	\$250,254.09	\$5,405,489.38	\$0.00
	BIL NHTSA 402 Total	\$5,655,743.47	\$0.00	\$250,254.09	\$250,254.09	\$5,405,489.38
BIL 405b OP High						
405b High HVE						
M1HVE-2022-00-00-00	Bil 405b OP High Holding Account		\$0.00	\$0.00	\$611,930.79	\$0.00
405b High HVE Total			\$0.00	\$0.00	\$611,930.79	\$0.00
	BIL 405b OP High Total	\$611,930.79	\$0.00	\$0.00	\$611,930.79	\$0.00
BIL 405c Data Program						
405c Data Program						
M3DA-2022-00-00-00	Bil 405c Data Program Holding Account		\$0.00	\$0.00	\$706,594.21	\$0.00
405c Data Program Total			\$0.00	\$0.00	\$706,594.21	\$0.00
	BIL 405c Data Program Total	\$706,594.21	\$0.00	\$0.00	\$706,594.21	\$0.00
BIL 405d Impaired Driving Mid						
405d Impaired Driving Mid						
M5X-2022-00-00-00	Bil 405d Impaired Driving Mid		\$0.00	\$0.00	\$2,423,068.64	\$0.00
405d Impaired Driving Mid Total			\$0.00	\$0.00	\$2,423,068.64	\$0.00

<i>BIL 405d Impaired Driving Mid Total</i>	<i>\$2,423,068.64</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$2,423,068.64</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>BIL 405f Motorcycle Safety Programs</i>							
<i>405f Safety Motorcyclist Awareness</i>							
M11MA-2022-00-00-00	Bil 405f Motorcycle Safety Programs Hold		\$0.00	\$0.00	\$29,560.22		\$0.00
M11MA-2022-HS-04-22	PIOT MOTORCYCLE AWARENESS BIL *M11MA		\$46,153.39	\$46,153.39	\$0.00		\$0.00
<i>405f Safety Motorcyclist Awareness Total</i>			<i>\$46,153.39</i>	<i>\$46,153.39</i>	<i>\$29,560.22</i>		<i>\$0.00</i>
<i>BIL 405f Motorcycle Safety Programs Total</i>		<i>\$75,713.61</i>	<i>\$0.00</i>	<i>\$46,153.39</i>	<i>\$46,153.39</i>	<i>\$29,560.22</i>	<i>\$0.00</i>
<i>BIL 405h Nonmotorized Safety</i>							
<i>405h Public Education</i>							
FHPE-2022-00-00-00	Bil 405h Nonmotorized Safety Holding Acc		\$0.00	\$0.00	\$360,023.01		\$0.00
<i>405h Public Education Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$360,023.01</i>		<i>\$0.00</i>
<i>BIL 405h Nonmotorized Safety Total</i>		<i>\$360,023.01</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$360,023.01</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>SUPPLEMENTAL BIL NHTSA 402</i>							
<i>Police Traffic Services</i>							
PT-2022-00-00-00	Supplemental Bil NHTSA 402		\$0.00	\$0.00	\$317,234.43		\$0.00
<i>Police Traffic Services Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$317,234.43</i>		<i>\$0.00</i>
<i>SUPPLEMENTAL BIL NHTSA 402 Total</i>		<i>\$317,234.43</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$317,234.43</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405b OP High</i>							
<i>405b High HVE</i>							
M1HVE-2022-00-00-00	Supplemental Bil 405b OP High Holding Ac		\$0.00	\$0.00	\$40,007.36		\$0.00
<i>405b High HVE Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$40,007.36</i>		<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405b OP High Total</i>		<i>\$40,007.36</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$40,007.36</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405c Data Program</i>							
<i>405c Data Program</i>							
M3DA-2022-00-00-00	Supplemental Bil 405c Data Program Holdi		\$0.00	\$0.00	\$46,196.35		\$0.00
<i>405c Data Program Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$46,196.35</i>		<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405c Data Program Total</i>		<i>\$46,196.35</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$46,196.35</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405d Impaired Driving Mid</i>							
<i>405d Impaired Driving Mid</i>							
MSX-2022-00-00-00	Supplemental Bil 405d Impaired Driving M		\$0.00	\$0.00	\$158,867.19		\$0.00
<i>405d Impaired Driving Mid Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$158,867.19</i>		<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405d Impaired Driving Mid Total</i>		<i>\$158,867.19</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$158,867.19</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405f Motorcycle Safety Programs</i>							
<i>405f Safety Motorcyclist Awareness</i>							
M11MA-2022-00-00-00	Supplemental Bil 405f Motorcycle Safety		\$0.00	\$0.00	\$4,950.07		\$0.00
<i>405f Safety Motorcyclist Awareness Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$4,950.07</i>		<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405f Motorcycle Safety Programs Total</i>		<i>\$4,950.07</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$4,950.07</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405h Nonmotorized Safety</i>							
<i>405h Public Education</i>							
FHPE-2022-00-00-00	Supplemental Bil 405h Nonmotorized Safet		\$0.00	\$0.00	\$23,537.90		\$0.00
<i>405h Public Education Total</i>			<i>\$0.00</i>	<i>\$0.00</i>	<i>\$23,537.90</i>		<i>\$0.00</i>
<i>SUPPLEMENTAL BIL 405h Nonmotorized Safety Total</i>		<i>\$23,537.90</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$23,537.90</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>NHTSA Total</i>		<i>\$10,423,867.03</i>	<i>\$9,639,889.05</i>	<i>\$7,521,193.19</i>	<i>\$7,521,193.19</i>	<i>\$12,542,562.89</i>	<i>\$0.00</i>
<i>Total</i>		<i>\$10,423,867.03</i>	<i>\$9,639,889.05</i>	<i>\$7,521,193.19</i>	<i>\$7,521,193.19</i>	<i>\$12,542,562.89</i>	<i>\$0.00</i>