



SOUTH DAKOTA  
DEPARTMENT  
OF PUBLIC SAFETY

prevention ~ protection ~ enforcement

**Annual Report of NHTSA Funded  
Highway Safety Programs**

**Federal Fiscal Year 2024**

**DRIVESAFESD.COM**

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## **South Dakota Office of Highway Safety Overview**

The South Dakota Office of Highway Safety is one of fourteen agencies that are located within the South Dakota Department of Public Safety. The Highway Safety Office consists of three full-time staff members, a Director, a Management Analyst, and a Law Enforcement Liaison. In addition to the three full-time staff, there are two part-time employees, a Law Enforcement Liaison and Driver Education Coordinator, who work to support local stakeholders and highway safety advocates. Overall management of the highway safety program is the responsibility of the Highway Safety Director. The Management Analyst is responsible for the day-to-day activities regarding the highway safety program. The full-time and part-time Law Enforcement Liaisons assist local law enforcement agencies to improve local highway safety through enforcement and public education. The part-time Driver Education Coordinator provides coordination and support for the driver education process in South Dakota by serving as the primary point-of-contact for any school district administrator or driver education instructor.

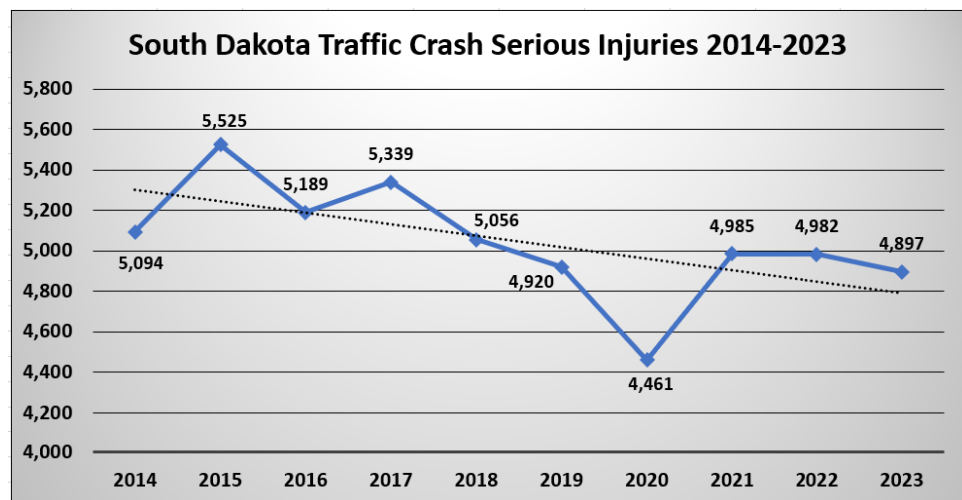
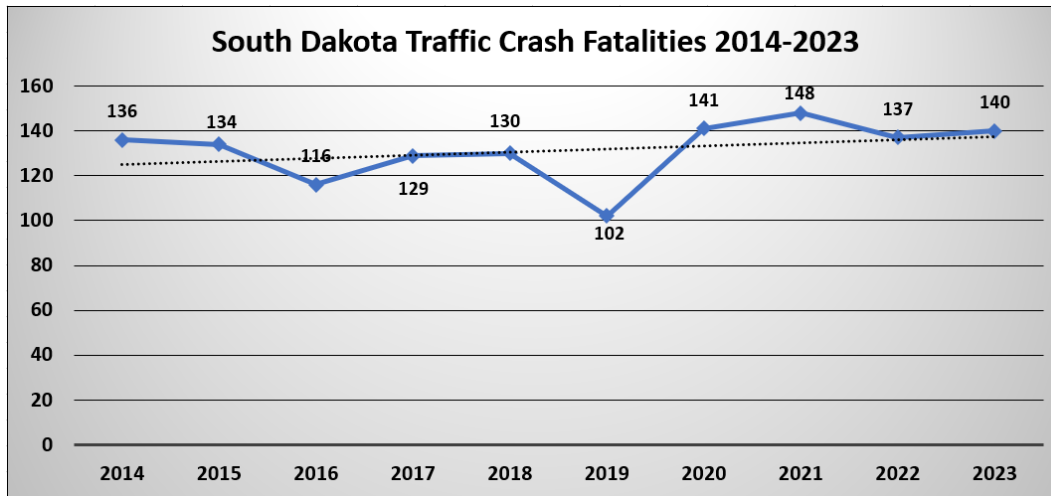
The Office of Highway Safety is committed to developing and implementing data-driven traffic safety programs designed to reduce the number of traffic crashes, injuries, and fatalities occurring on South Dakota roadways. The Office of Highway Safety supports local and state agencies as well as non-profit organizations to diminish the economic and human loss that results from traffic crashes.

The Office of Highway Safety's efforts are focused on increasing the use of seat belts by South Dakotans, reducing the incidence of impaired driving, and improving the safety of our roadways to ensure those who are injured in traffic crashes receive quick response and high quality treatment. Community efforts provide focused impact by using local resources – such as law enforcement, schools, media and safety organizations – to promote traffic safety. Additionally, the statewide motorcycle rider education program is funded by the Office of Highway Safety and administered through the South Dakota Safety Council.

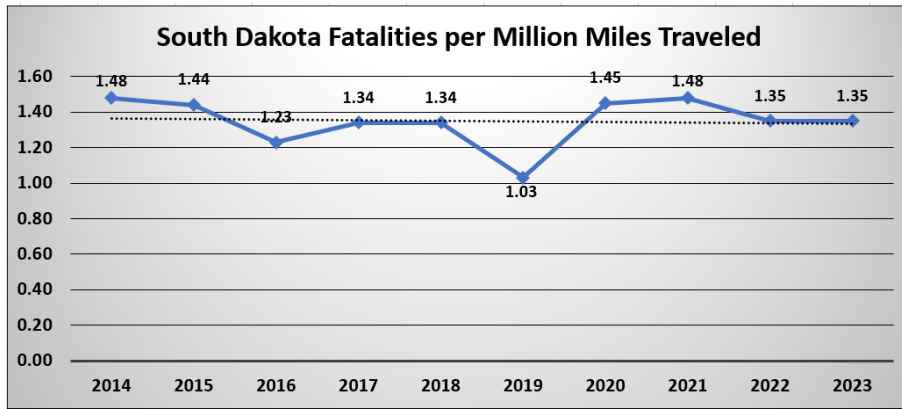
## Executive Summary

This report provides information about NHTSA funded highway safety activities for FY2024. Crash data from 2023 is the most recent one-year data available; this data shows progress for specific highway safety goals.

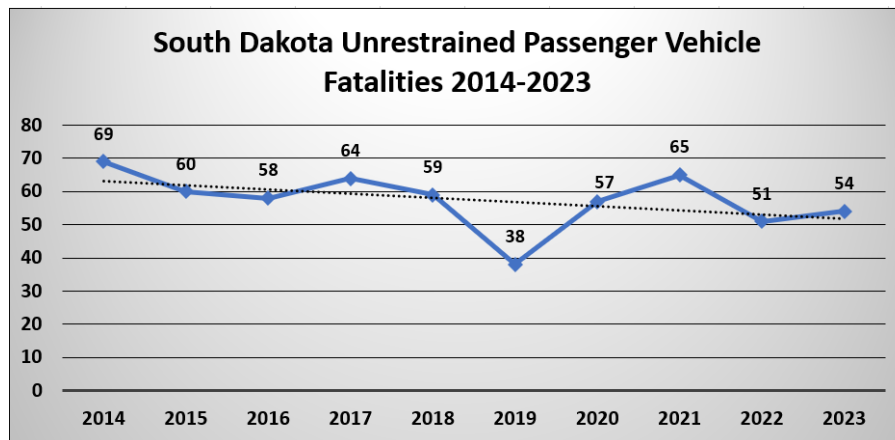
Over the past ten years, there have been an average of 18,300 reportable traffic crashes in South Dakota each year. There were 140 fatalities and 4,897 injuries as a result of traffic crashes in 2023; this is an increase in fatalities and a slight decrease in injuries from 2022.



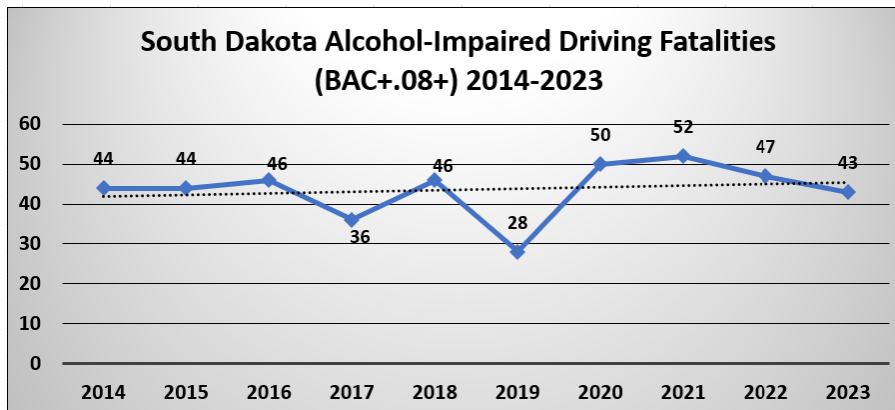
The South Dakota traffic crash fatality rate per 100 million miles traveled maintained at the rate of 1.35 in 2023 compared to 1.48 in 2021. South Dakota continues to see an increase in vehicle miles traveled.



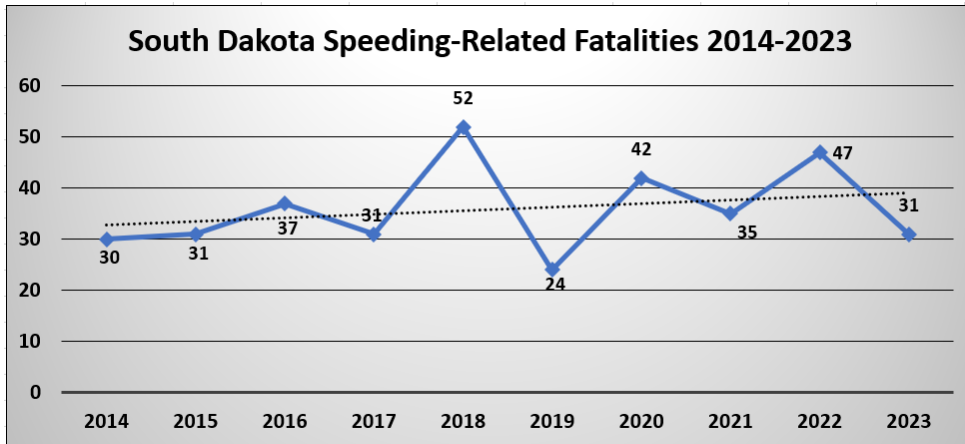
In 2023, over 50% of the motor vehicle occupants killed in traffic crashes were not wearing seat belts. Of the 93 fatalities where seat belt use was involved, 53 were not wearing seat belts.



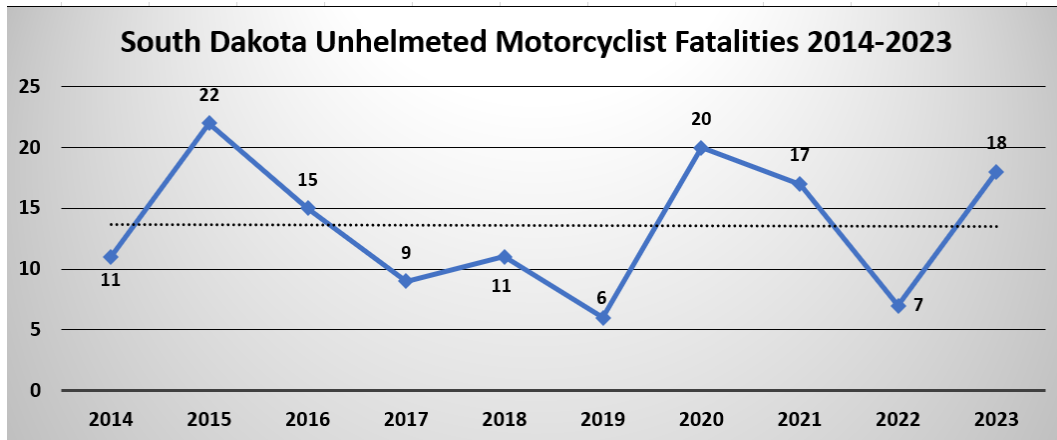
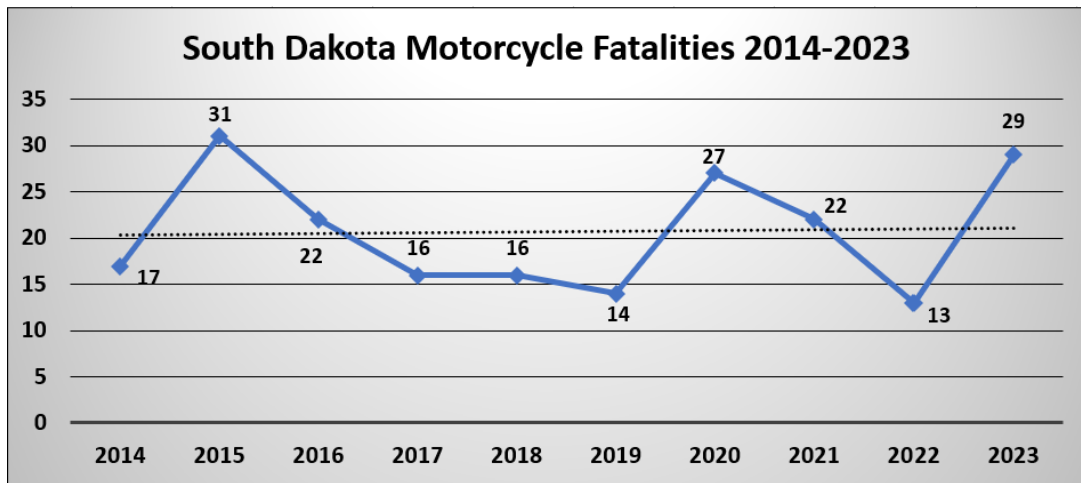
There was a total of 43 alcohol-related fatalities with a BAC=.08+ in 2023 compared to 47 in 2022. While one life lost to impaired driving is too many, the Office of Highway Safety continues to implement methods and strategies to have an influence on impaired driving in South Dakota.



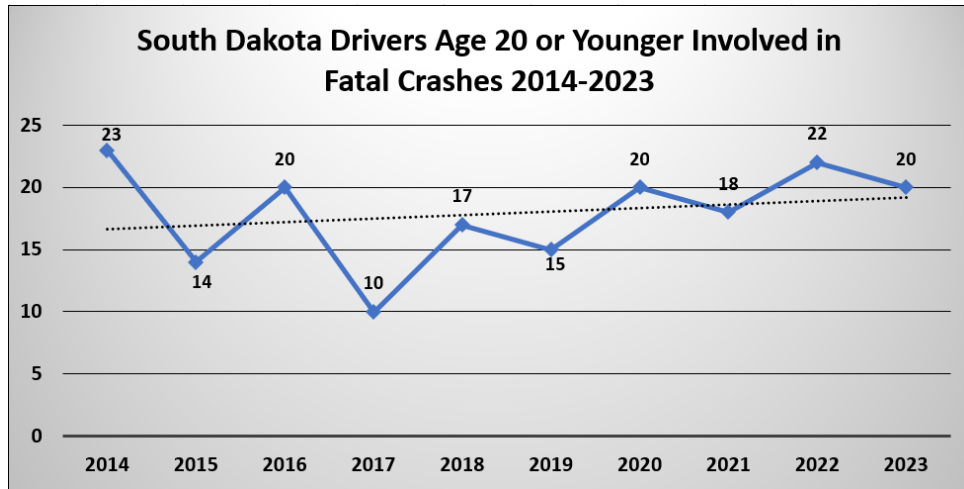
In 2023, speed was a contributing factor in 31 fatal crashes. The total number of speed-related fatalities saw a decrease in 2023, from 47 in 2022.



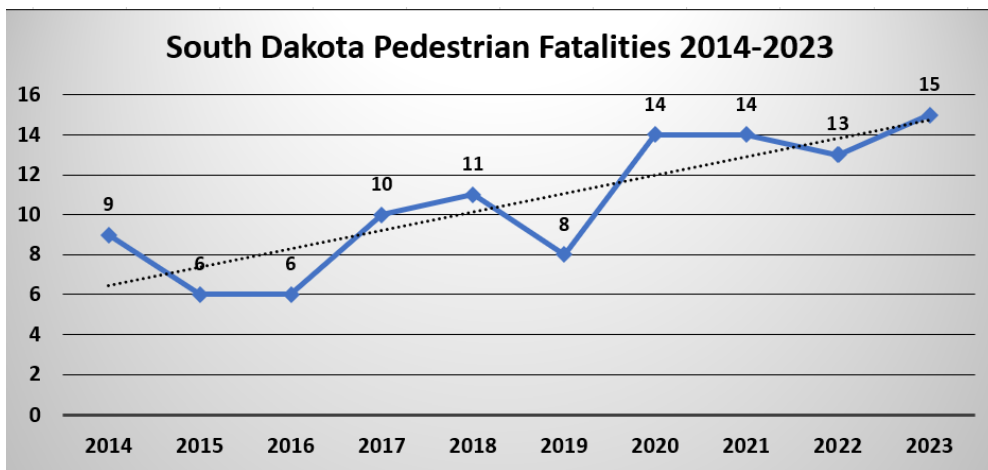
In 2023, the number of motorcycle crash fatalities increased from 13 in 2022 to 29. Of the 29 motorcycle fatalities in 2023, 25 were drivers and 4 were motorcycle passengers. The number of unhelmeted motorcyclist fatalities increased from 7 in 2022 to 18 in 2023.



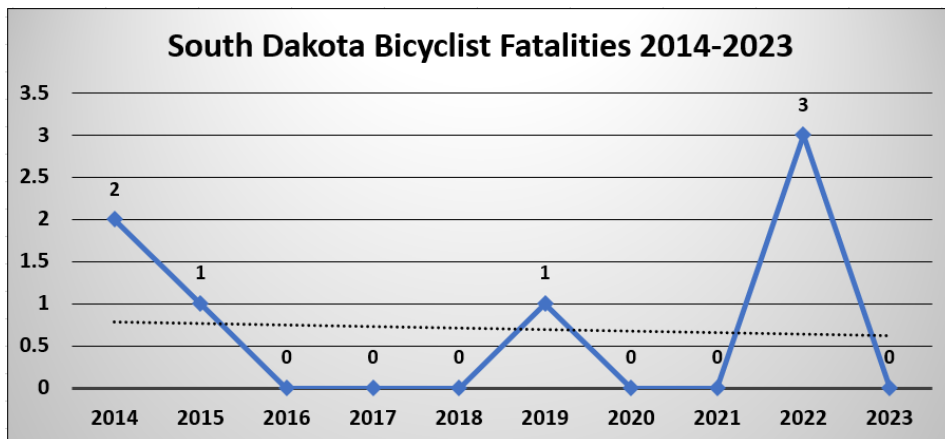
The number of drivers age 20 and younger involved in fatal crashes has gone up and down over the years. It is trending slightly upwards.



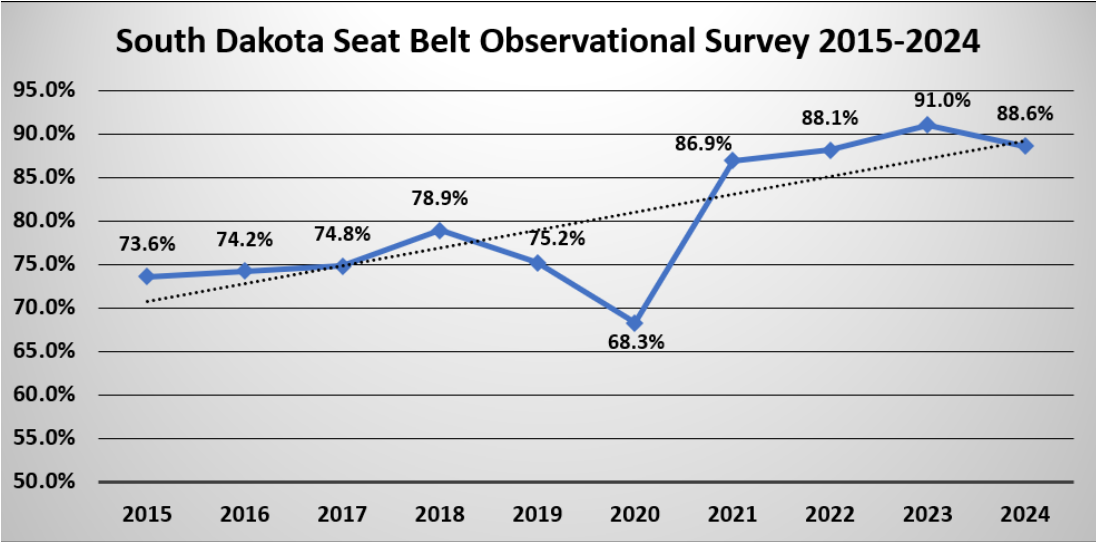
Pedestrian fatalities continue to be a small portion of all traffic related fatalities. The number of annual pedestrian fatalities has started to trend upwards.



Bicyclist fatalities are highly uncommon in South Dakota. Only 7 bicyclist fatalities were recorded in the state since 2014. There were no bicyclist fatalities in 2023.



The most recent certified observational seat belt survey showed a decrease in the number of people wearing seat belts, from 91.0% in 2023 to 88.6% in 2024.



### Assessment of Results in Achieving Performance Targets for FY24 and FY23

Performance Measure	FY2024					FY2023			
	Target Period	Target Year(s)	Benchmark Value for FY24 HSP listed in 3HSP	Data Source/FY24 Progress Results*	On Track to Meet FY24 Target Y/N	Target Value FY23 HSP	Target Year(s)	Data Source/FY23 Final Result	Met FY23 Target Y/N
<b>C-1) Total Traffic Fatalities</b>	5 Year	2022-2026	120	2020-2024 133	N	122.7	2019-2023	2019-2023 State Data 133.6	N
<b>C-2) Serious Injuries in Traffic Crashes</b>	5 Year	2022-2026	540	2020-2024 579	N	635.9	2019-2023	2019-2023 State Data 577.6	Y
<b>C-3) Fatalities/VMT</b>	5 Year	2022-2026	1.16	2020-2024 1.41	N	1.20	2019-2023	2019-2023 State Data 1.33	N
<b>C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	5 Year	2022-2026	54	2020-2024 53.2	Y	60.6	2019-2023	2019-2023 State Data 53	Y
<b>C-5) Alcohol-Impaired Driving Fatalities</b>	5 Year	2022-2026	39	2020-2024 43.8	N	40.3	2019-2023	2019-2023 State Data 44	N
<b>C-6) Speeding-Related Fatalities</b>	5 Year	2022-2026	32	2020-2024 35.8	N	33.2	2019-2023	2019-2023 State Data 35.8	N
<b>C-7) Motorcyclist Fatalities (FARS)</b>	5 Year	2022-2026	18	2020-2024 24.8	N	18.9	2019-2023	2019-2023 State Data 21	N
<b>C-8) Unhelmeted Motorcyclist Fatalities</b>	5 Year	2022-2026	12	2020-2024 16.6	N	14.2	2019-2023	2019-2023 State Data 13.6	Y
<b>C-9) Drivers Age 20 or Younger Involved in Fatal Crashes</b>	5 Year	2022-2026	16	2020-2024 19.2	N	16.1	2019-2023	2019-2023 State Data 19	N
<b>C-10) Pedestrian Fatalities</b>	5 Year	2022-2026	9	2020-2024 12.8	N	7.0	2019-2023	2019-2023 State Data 12.8	N
<b>C-11) Bicyclist Fatalities</b>	5 Year	2022-2026	1	2020-2024 1.2	N	1.0	2019-2023	2019-2023 State Data 0.8	Y

<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants</b>	Annual	2024	88.1%	2024 88.6%	Y	80.0	2023	2023 State Survey 91	Y
<b>Distracted Driving Fatalities</b>	5 Year	2022-2026	5	2020-2024 5.2	N	7.5	2019-2023	2019-2023 State Data 4.2	Y
<b>Number of Law Enforcement Agencies Submitting Crash Reports Electronically</b>	Annual	2026	124	2023 State Data 123	Y	122	2022	2023 State Data 123	Y

\*State data was used for 2023 to demonstrate FY2024 progress results as 2023 FARS data not available at the time of submission.

## FY2024 Highway Safety Goals and Outcomes

The Highway Safety Plan for FY2024 included the following goals. Progress on these goals is primarily shown using the five-year average of crash data from calendar years 2020-2024.

### Overall Goals

#### **C1 – Decrease the traffic fatalities five-year average to 123 or less for 2024-2026.**

##### **Outcome:**

The number of traffic fatalities for the five-year (2020-2024) average was 133 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 120.

##### **General Assessment:**

While South Dakota traffic fatalities saw a slight increase from 2022 to 2023, preliminary numbers for 2024 are showing 133 fatalities compared to 131 at this time last year. Continued enforcement, education, and awareness will be imperative in order to achieve a downward trend in the five-year average.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Advanced Crash Investigation Training
- Community Outreach and Program Management
- Crash Report Data Collection Systems
- Driver Education Coordinator
- Electronic Grants Management System-EDGAR
- Health Connect of South Dakota
- Highway Emergency Responder Training Foundation
- Law Enforcement Liaisons
- Media
- Mountain Plains Evaluation-Traffic Records Coordinating Committee
- Lutheran Social Services of South Dakota
- Planning & Administration
- South Dakota Office of the Attorney General, Division of Criminal Investigation
- University of South Dakota-Government Research Bureau

#### **C2 – Decrease the serious traffic injuries five-year average to 540 or less for the 2024-2026 time period.**

##### **Outcome:**

The number of serious traffic injuries for the five-year (2020-2024) average was 579. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2022-2026) average goal of 540.

##### **General Assessment:**

Injury crash prevention and fatal crash prevention often go together. Crash reduction programs, however, depend on the ongoing effort in other program areas.

It should also be noted that the higher number of serious traffic injuries allows for greater statistical allowances in data. For example, when a state has a relatively low fatality count, such as South Dakota, the addition of a small handful of fatal crashes is a statistical issue. The South Dakota Office of Highway Safety will continue to explore program opportunities to reduce injury crashes. This will have a corresponding effect on fatal and injury crash numbers.

**C3 – Decrease the five-year average fatalities/VMT to an average rate of 1.17 or less for 2024-2026.**

**Outcome:**

The traffic fatality rate as a function of VMT for the five-year (2019-2023) average was 1.33. The fatality rate is currently in progress and difficult to estimate if South Dakota is on track to meet the five-year (2020-2024) average goal of 1.20.

**General Assessment:**

The Office of Highway Safety has some control over this number, but this goal is almost entirely dependent on vehicle miles traveled by the motoring public. It is the common wisdom of traffic safety professionals that VMT's ebb and flow with the economy. So, while an improvement in fatality counts may be made by the Highway Safety Office, the outcome of this measure is dependent on economic factors outside the control of the state.

**C4 – Reduce unrestrained passenger vehicle occupant fatalities, all seat positions to 53.8 or less for 2024-2026.**

**Outcome:**

The number of unrestrained passenger vehicle occupant fatalities for the five-year (2020-2024) average was 53.2 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2020-2024) average goal of 54.

**General Assessment:**

South Dakota is a secondary enforcement state and because of that highway safety efforts need to be largely focused on educational messages and teaching the next generation the value of buckling up. NHTSA may argue that secondary enforcement doesn't mean 'zero enforcement' and South Dakota agrees. The stark reality is that enforcement is complicated as a secondary issue. Continued enforcement and education are needed in order to get the five-year average trending toward our goal.

Despite a lack of primary enforcement and a substantial fine for not wearing a seat belt, it remains the duty of the Office of Highway Safety to increase seat belt usage. This will be a continued multi-front project because of the east/west river composite of the state. Adding the nine tribes to the messaging also creates a challenge.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Law Enforcement Programs/Overtime
- Media
- Seat Belt Survey

- Emergency Medical Services for Children

**C5 – Reduce alcohol impaired driving fatalities to 39 or less for 2024-2026.**

**Outcome:**

The number of alcohol impaired driving fatalities for the five-year (2020-2024) average was 43.8 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 39.

**General Assessment:**

The South Dakota Office of Highway Safety strongly believes that funding a wide range of impaired driving programs will have a positive effect on fatality and injury crash numbers. The ‘frontier’ mentality that it is acceptable to drink, and drive has been addressed in many of the Highway Safety Office’s media messages. In order to reach as many drivers as possible, messaging focused on “in-moment” placements where the message can immediately impact behavior. There was also a focus on events and major holidays when there is more traffic on the roads and more drunk drivers behind the wheel.

South Dakota continues to have great success with the DUI First educational materials. These materials are an attempt by our office to standardize the curriculum of those who are charged with their first DUI and charged to attend an educational program as part of their overall sentence. This has been a statistical success.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Impaired Driving Training Opportunities
- Law Enforcement Programs/Overtime
- Law Enforcement Equipment
- Media
- Mountain Plains Evaluation – Impaired Driving Technical Assistance & DUI 1<sup>st</sup> Program
- Prosecutor’s DUI Conference
- South Dakota Broadcasters Association
- South Dakota Emergency Medical Services for Children
- South Dakota Highway Patrol Drug Recognition Expert (DRE) Training
- South Dakota School of Mines and Technology
- South Dakota State University
- University of South Dakota

**C6 – Decrease the speeding related fatalities five-year average to 32 or less for 2024-2026.**

**Outcome:**

The number of speeding related fatalities for the five-year (2020-2024) average was 35.8 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 32.

**General Assessment:**

Speed related fatalities remain a very real problem in South Dakota. The state continues to allocate resources to speed enforcement. Being a very rural state with long stretches of wide-

open roadways, the ability to speed has always been an issue. Law enforcement personnel cannot effectively cover the many hundreds of square miles of state roadways simultaneously, which results in the need to educate the public of the dangers. Continued partnerships with law enforcement and increased education and awareness are needed in order to see a downward trend in the five-year average.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Law Enforcement Equipment
- Law Enforcement Programs/Overtime
- Media

**C7 – Decrease motorcyclist fatalities to 18.4 or less for 2024-2026.**

**Outcome:**

The number of motorcyclist fatalities for the five-year (2020-2024) average was 24.8 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2024-2026) average goal of 18.4.

**General Assessment:**

South Dakota has experienced an increase in motorcycle fatalities in 2023. Preliminary numbers for 2024 continue to show an increase in motorcycle fatalities. We are seeing a tick upwards in the number of motorcycle fatalities. The State of South Dakota works diligently to keep this number as low as possible, but the effort is complicated by the annual Sturgis Motorcycle Rally which brings hundreds of thousands of motorcycle enthusiasts to the state each year. Continued education and awareness aimed at both motorcycle riders and motor vehicle drivers are imperative in order to see a downward trend in the five-year average.

**C8 – Decrease unhelmeted, motorcyclist fatalities to 12.3 or less for 2024-2026.**

**Outcome:**

The number of unhelmeted motorcyclist fatalities for the five-year (2020-2024) average was 16.6 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 12.

**General Assessment:**

Although the motorcycle safety and training program are funded by state funds each year, the goals cited in C7 and C8 are dependent on motorist activities from visitors to the state and citizens of South Dakota. The Office of Highway Safety has an ongoing educational website (SouthDakotaRides.com) that is actively marketed to individuals with an interest in motorcycle-related activities. Again, this activity is largely funded from state-based revenues. South Dakota has determined that the application process for §405 funds targeted for motorcycle safety to be far too cumbersome for the amount of funding provided.

**C9 – Decrease the drivers age 20 or younger involved in fatal crashes five-year average to 15.6 or less for 2024-2026.**

**Outcome:**

The number of drivers age 20 or younger involved in fatal crashes for the five-year (2020-2024) average was 19.2 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 16.

**General Assessment:**

Speed, unbelted drivers, and alcohol use are all factors in this performance goal. The Highway Safety Office and the South Dakota Broadcasters Association deploys a campaign each year focused on getting young drivers to pledge to being safe drivers. The Driver Education Coordinator is always examining factors that are missing in South Dakota's driver education programs. Other initiatives are underway in an effort to push this number in a downward direction. Additional work needs to be done on this front, but with one of the lowest legal driving ages in the United States (14 for an instructional permit); South Dakota has significant challenges ahead. Continued education and awareness aimed at teen drivers are imperative in order to see a downward trend in the five-year average.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Community Organized Resources in Education (C.O.R.E.)
- Lawrence County Teen Court
- South Central Alcohol Task Force
- South Dakota Driver Education Association
- Spink County Coalition
- Students Against Destructive Decisions (SADD)

**C10 – Decreased pedestrian fatalities five-year average of 9 fatalities or less for 2024-2026.**

**Outcome:**

The number of pedestrian fatalities for the five-year (2020-2024) average was 12.8 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 9.0.

**General Assessment:**

Fatalities in this category are historically tribal in nature. That makes it difficult to treat the problem with an over-arching fix. Statistically speaking, South Dakota does not experience a large number of pedestrian fatalities. Preliminary numbers for 2024 are showing an 8% decrease in pedestrian fatalities, however the five-year average will exceed the goal for FY2024. In 2024, nearly 90% of the pedestrian fatalities involved the pedestrian being struck in the roadway. It is imperative that educational messaging is aimed at motor vehicle drivers as well as the non-motorized population. Education and awareness are needed to increase pedestrian safety and decrease pedestrian fatalities.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Safety Village of South Dakota

**C11 – Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2024-2026.**

**Outcome:**

The number of bicyclist fatalities for the five-year (2020-2024) average was 1.2 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2020-2024) average goal of 1.0.

**General Assessment:**

South Dakota historically has a low number of bicycle fatalities. While the Office of Highway Safety does not typically have a specific media campaign addressing bicycle safety, partnerships with subrecipients allow for targeted education and awareness. Increased educational messaging and awareness are essential to increase bicycle safety and decrease bicycle fatalities.

We funded the following programs to assist in achieving this goal.

- Emergency Medical Services for Children

**B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 89.0% by December 31, 2026.**

**Outcome:**

The statewide observed seat belt usage for 2024 is reported at 88.6% which is a decrease from the use rate of 91.0% in 2023. South Dakota has met the annual target goal for 2024 of 88.1%. The seat belt use rate has been certified by NHTSA Headquarters.

**General Assessment:**

South Dakota continues to make large strides in occupant protection. The Office of Highway Safety recognizes this fact and works within appropriate boundaries to make a difference. In the coming months and year, continued partnerships with law enforcement and increased education and awareness are imperative to see an increase in the five-year average. Despite a lack of primary enforcement, the Highway Safety Office recognizes the importance of continued education and awareness regarding seat belt use.

**Distracted Driving Fatalities – Reduce the five-year average for distracted driving fatalities to 5.0 or less for 2020-2024.**

**Outcome:**

The number of distracted driving fatalities for the five-year (2020-2024) average was 5.2 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2020-2024) average goal of 5.

**General Assessment:**

Often distraction can be hard to investigate unless there is some level of self-admittance. In looking at more in-depth data, lane departure continues to be an issue on South Dakota roadways. Lane departure can be anything from running off the road to crossing the center line. The assertion can be made drivers are experiencing some level of distraction.

**Number of Law Enforcement Agencies Submitting Crash Reports Electronically – Increase the number of law enforcement agencies that submit crash reports electronically from 121 to 124 for 2024.**

**Outcome:**

South Dakota has met the annual goal of 122 law enforcement agencies submitting crash reports electronically.

**The results achieved during FY2024 for the three required activity performance measures are listed below.**

- Impaired Driving Citations: 474
- Occupant Protection Citations: 2,980
- Speed Citations: 10,944

**FY2024 Public Participation & Engagement**

**Public Participation and Engagement**

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As part of South Dakota’s Triennial Highway Safety Plan for FY2024-2026, the South Dakota Office of Highway Safety (SDOHS) has prioritized effective coordination with community partners to improve highway safety outcomes. The goal of this effort is to foster active engagement with a wide range of stakeholders, gather valuable community feedback, and ensure that strategies and countermeasures are tailored to address the specific needs and challenges faced by different communities across the state.

**Engaging Affected Communities Through Data-Driven Outreach**

As part of the Triennial Highway Safety Plan, the SDOHS identified key communities based on crash types and geographic areas with a focus on high-risk populations and locations. These efforts not only address the leading causes of crashes but also seek to engage communities directly impacted by these issues.

**Motorcyclist Community Engagement:**

Recognizing that motorcyclists are disproportionately involved in fatal crashes, the SDOHS worked with the A.B.A.T.E. (A Brotherhood for Awareness, Training and Education) organization to directly engage the motorcyclist community. This collaboration resulted in expanded first aid training for motorcyclists and first responders, in partnership with Accident Scene Management. These efforts aim to improve emergency response and reduce fatalities among motorcyclists. Additionally, the Director participated in Strategic Highway Safety Plan workshops held across the state, where crash data was presented, and feedback was gathered from attendees, including motorcyclists. Through a question-and-answer session, the Director engaged with participants, including members of A.B.A.T.E., who provided valuable input regarding motorcycle crashes and safety concerns.

### **Non-English Speaking Community Engagement:**

In November 2023, the Director attended an engagement event organized by Lutheran Social Services at the Multi-Cultural Center, where he met with a group of non-English speaking community members. During this session, community members shared their challenges with driving and navigating traffic laws. An interpreter was present to facilitate communication, ensuring accessibility for all attendees. This engagement opportunity revealed key challenges faced by this community, particularly around driver training and access to resources, which will inform future efforts to improve safety education and training for non-English speaking individuals.

### **Engaging Tribal Communities:**

South Dakota's Tribal populations have historically been overrepresented in traffic fatalities, and addressing this issue is a priority within the Triennial Highway Safety Plan. To better understand the challenges faced by tribal communities, the SDOHS encouraged participation in the state's highway safety workshops. These workshops were conducted in four different locations across the state, with a focus on engaging individuals from diverse backgrounds. Crash data was presented, and participants were invited to share their concerns, provide feedback, and suggest solutions to improve roadway safety. Feedback was collected through QR codes that included open-ended questions, allowing participants to voice their opinions on traffic behaviors and concerns in their communities.

Furthering this engagement, the Director attended the Tribal Transportation Safety Summit in Mobridge in October 2023. This summit provided an opportunity for the SDOHS to directly engage with tribal officials and gain insights into the unique transportation challenges facing these communities. Tribes presented projects and strategies to address transportation safety issues in their communities, and discussions focused on ways to improve data collection on crashes, which is essential for developing targeted countermeasures. Improving data collection will enable more accurate identification of high-risk areas and allow for better-targeted interventions.

### **Influence of Public Participation on Countermeasure Strategies**

The public participation and engagement efforts described above have significantly influenced the design and implementation of countermeasure strategies under the Triennial Highway Safety Plan. Key themes and issues raised through community feedback—such as the importance of motorcycle safety training, driver education for non-English speakers, and enhanced data collection for tribal populations—have been integrated into the state's overall strategy for improving road safety.

For example:

- **Motorcycle safety:** The collaboration with A.B.A.T.E. and first responders has informed the development of motorcycle safety programs, including increased availability of first aid training and resources for motorcyclists.
- **Non-English-speaking drivers:** Insights gathered from non-English speaking community members have prompted the SDOHS to explore ways to improve driver education programs and make them more accessible to diverse populations through language support and translated materials.
- **Tribal engagement:** The feedback from tribal representatives has led to better targeted interventions on reservations, with a particular focus on improving crash data collection, which will allow the SDOHS to identify specific risks and develop effective countermeasures for these communities.

## Conclusion

South Dakota's efforts to engage with diverse communities, including motorcyclists, non-English speakers, and tribal populations, are central to the success of the Triennial Highway Safety Plan. Through ongoing public participation and feedback, the SDOHS has been able to better understand the needs and concerns of these communities and implement countermeasure strategies that directly address their specific traffic safety challenges. By increasing the quantity and quality of engagements, expanding outreach to new partners, and improving communication channels, South Dakota is building a more inclusive and data-driven approach to improving highway safety outcomes.



# FY2024 Law Enforcement Community Collaboration & Evidence Based Enforcement

## Law Enforcement Community Collaboration

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Avenue  
Pierre, SD 57501



South Dakota's traffic enforcement strategies are built on a foundation of community collaboration, evidence-based enforcement, and support from the Office of Highway Safety to local law enforcement agencies. For example, Oglala Sioux Tribal Police Department and the Brookings Police Department are two of the many law enforcement agencies throughout South Dakota that are committed to engaging with their communities and using data to make informed traffic safety decisions.

### **State Support to Law Enforcement Subrecipients**

The South Dakota Office of Highway Safety plays a crucial role in supporting its law enforcement subrecipients through funding, resources, and guidance. Through programs like the Highway Safety Grant Program and our strong Law Enforcement Liaison project, local agencies are provided with the necessary financial resources to enhance their traffic enforcement efforts, implement community education programs, and engage in high-visibility enforcement campaigns.

In 2024, during the annual grant training and application workshops, community collaboration was a topic of discussion. Local law enforcement agencies were encouraged to explore ways to work with their communities to address traffic safety issues effectively. Following these workshops, the Law Enforcement Liaisons (LEL) facilitated continued conversations with their respective agencies, focusing on best practices in community engagement. To ensure ongoing accountability, agencies were asked to include community collaboration efforts into their monthly traffic safety reports. These reports are reviewed by the law enforcement liaisons, who provide follow-up questions and clarification where needed to ensure that community involvement is meaningful and impactful.

By providing financial assistance and technical support, the state ensures that local law enforcement agencies have the resources needed to effectively reduce traffic-related injuries and fatalities, while promoting transparency and community collaboration.

### **Community Collaboration Efforts**

The Oglala Sioux Tribal Police Department partnered with local agencies to help deliver impactful educational programs, such as the Freshman Impact presentations held at Lakota Tech High School and Martin City Hall. These events, aimed at high school students, featured hands-on activities and role-playing scenarios to illustrate the dangers of impaired driving, seat belt use, and other critical traffic safety topics. Over 200 students participated in the day-long event, which included field sobriety demonstrations, ATV simulations using fatal vision goggles, and a mock fatality crash followed by a courtroom trial. This collaborative effort brought together multiple stakeholders, including law enforcement, emergency services, local judges, community volunteers and attorneys, to ensure the program's success.

In addition, the Brookings Police Department engaged with community members in July 2024 at an ice cream social, where residents discussed a range of public safety issues, including concerns about speeding in school construction zones. This event provided a platform for open dialogue, ensuring that the community's concerns were heard and addressed by law enforcement.

Moreover, the Brookings Police Department worked with the Brookings School District to complete the final session of Safety Town, an interactive safety education program for children. Through the use of a safety mat funded by Highway Safety Grant dollars, over 200 children participated in a 10-day course where they learned important traffic safety lessons through role-playing in simulated real-life situations. This program highlights the importance of early education in building a culture of safety and reinforcing responsible behaviors from a young age.

### **Evidence-Based Enforcement Activities**

Both police departments utilize evidence-based enforcement strategies to reduce traffic-related injuries and fatalities. The Oglala Sioux Tribal Police Department conducted sobriety checkpoints and saturation patrols during national high-visibility campaigns aimed at reducing impaired driving and increasing seat belt usage. These high-visibility enforcement activities, driven by crash and citation data, are designed to deter risky behaviors such as speeding and impaired driving by increasing the perceived likelihood of detection and enforcement.

Similarly, the Brookings Police Department addresses specific traffic concerns, such as speeding in construction zones, which were raised by the community during the ice cream social. The department has responded by increasing patrols and enforcement in these areas, ensuring that enforcement efforts are aligned with community priorities.

### **Supporting Data Collection and Analysis**

Both departments actively collect and analyze data to ensure that enforcement efforts are effective. In the case of the Oglala Sioux Tribal Police Department, data from crash reports, traffic violations, and community feedback from events like the Freshman Impact presentations are used to identify high-risk areas and time frames for focused enforcement. Similarly, the Brookings Police Department uses community input and traffic data to adjust enforcement strategies and respond to local safety concerns, such as speeding in school zones.

### **Informing Traffic Enforcement Policies and Activities**

The data and feedback collected from these community events inform traffic enforcement policies and help refine strategies for safer roadways. In particular, the feedback from the Brookings ice cream social about speeding in construction zones led to increased monitoring and enforcement in these high-priority areas. The Safety Town program in Brookings underscores the importance of early intervention and education in shaping future safe driving behaviors, ensuring long-term reductions in traffic-related injuries.

These community engagement efforts not only address immediate safety concerns but also contribute to the development of evidence-based policies that promote long-term public safety and build trust between law enforcement and the communities they serve.



## FY2024 Unattended Passenger Summary

### Unattended Passenger

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Avenue  
Pierre, SD 57501

Project Numbers: 2024-04-11

This project is meant to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle. A professional advertising firm was used to develop and place pertinent educational messages and materials throughout the state. A portion of grant funds received under Section 402 was used to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.

This project was funded with 402 federal funds.



## Plan Up Front for Backseat Riders

Extreme temps are dangerous for children, and hundreds tragically die each year after being left in parked vehicles. Needing a reminder is normal, but forgetting can be fatal – make sure you have a plan to keep your kids safe no matter the time of year.

[LEARN MORE](#)



## PLAN AHEAD FOR BACKSEAT RIDERS

According to the National Highway Traffic Safety Administration, more than 970 children have died of heatstroke because they were forgotten or trapped in a hot vehicle. Kids' body temperatures rise 3-5x faster than adults, and hot car deaths can happen in temperatures as low as 60 degrees.

**It's tragic—and it can happen to anyone. So make a plan up front for backseat riders.**

- Leave a personal item like a shoe, cell phone, purse, wallet or backpack in the backseat.
- Set a recurring alarm on your phone to check the backseat in the morning and after work.
- Ask your daycare to call if your child doesn't arrive.
- Keep your child's shoe in your lap while driving.
- Don't rely solely on vehicle sensors.
- Many kids are forgotten when there's a change in routine, like a parent doing daycare drop-off who typically doesn't. Be aware, and use a reminder system.
- If you notice a child alone in a car, call 911.

[DRIVESAFESD.COM](https://www.drivesafesd.com)

## MORE WAYS TO KEEP KIDS SAFE

### Beware of Hypothermia in Cold Cars

A cold vehicle is just as dangerous as a hot one. Never leave your child unattended, no matter the season or the length of time you'll be gone.

### Prevent Back-over & Front-over Fatalities

Kids are harder to see around cars, especially SUVs, crossovers and pick-ups with larger blind spots. And it's not just back-overs you need to worry about. Many kids are hurt or killed in "front-over" incidents—when a driver is slowly moving forward but doesn't see a child right in front of them.

- Check around your vehicle before you get in, walking fully around the perimeter.
- Don't use your phone, and turn your radio off.
- Roll down the window to listen for kids.
- Check your mirrors frequently.
- Slow down and be prepared to stop.
- Be aware of neighborhood children who might be riding bikes or playing nearby.
- Teach your children not to play near cars.

### Choose the Right Child Seat

The right car seat can mean the difference between life or death in a crash. Check out NHTSA's car seat guidelines to ensure your kiddo is using the right seat for their height, weight and age.



## FY2024 Project Agreement Annual Report Summaries

### Community Organized Resources for Educating Our Youth (C.O.R.E.)

Contact Information: Rick McPherson  
Community Organized Resources in Education (C.O.R.E.)  
22732 Rando Court  
Box Elder, SD 57719

Project Numbers: 2024-02-25

In order to reach those young drivers, this project developed and implemented programs to utilize the driving simulator to address public safety concerns for teen driving offenders, and the inexperienced teen driver, as well as the impaired and distracted driving conditions for teens. The project provided students and family members across South Dakota with lifesaving information from EMT and first responders; including the effects of alcohol impairment on driving safety, and the lifesaving benefits of seat belt use. C.O.R.E. purchased 1 aluminum utility trailer and 1 LX49C Full Cab Virtual Trainer and Virtual Driving Essentials learning experience for trainings, education, and simulated driving scenarios.

This project was funded with Section 402 federal funds.

#### **Project Contribution to Highway Safety Target:**

Throughout the duration of the grant project, C.O.R.E. successfully achieved our objective of reducing the number of drivers aged 20 or younger involved in fatal crashes in South Dakota. C.O.R.E. continued to implement a comprehensive strategy that included the coordination of 11 Freshman Impact programs across the state of South Dakota. Program locations were at Armour, Martin, Lakota Tech, Crazy Horse Memorial, Presho, Timber Lake, Alexandria, Box Elder, and Rapid City (2). Two of the Freshman Impact programs were newly implemented this year and were located on the reservations. These programs were attended by a total of 46 school districts, with close to 1300 freshman students participating. Each program also utilizes at least 100 community volunteers and 200 upperclassmen students. During the Freshman Impact program, freshmen students engaged in various learning stations that addressed critical issues faced by young teenage drivers, including impaired driving, distracted driving, and seatbelt use. Students participate in interactive and hands-on activities to learn the real-life consequences of poor choices when driving or riding in a motor vehicle. The activities are conducted by local and state law enforcement officers throughout the state, creating an environment to foster positive relationships between law enforcement and youth. Students drove Kawasaki side by sides while wearing Fatal Vision goggles to simulate impaired driving, as well as, attempting to text and drive, too. These activities were under the direct supervision of local law enforcement. The importance of seat belt use was reinforced during the "Battle of the Belts" competition. Additionally, the Virtual Driving Simulator was utilized by the freshmen students who had not yet received their learner's permit and had minimal driving experience. The program director not only assisted in the Freshman Impact programs and training but also implemented the Virtual Driving Simulator program. The VDI lab which consists of two VDI simulators is used at Freshman Impact programs to give an impaired and distracted driving simulation experience to freshman students who have not yet gotten their learner's permit. The VDI lab was also utilized at the Rapid City Driver's Education classes to give inexperienced students more practice in specific driving modules that they needed more practice in. The Pennington County Court Diversion program also utilized the VDI program for some drivers with motor vehicle traffic violations required to meet the conditions of their diversion. Parents were also given the opportunity for their teenage drivers to complete all the driving modules on the simulators and receive an individual driving report.

### Community Outreach and Program Management

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Numbers: 2024-04-06 and 2024-04-07

This project supported a Management Analyst to provide technical assistance to statewide and local highway safety projects. The Analyst assisted the Director of the Office of Highway Safety with writing federal grant applications, reports, project applications and agreements, project monitoring, technical assistance to project directors, and budget management.

This project was funded with Section 402 and 164AL federal funds.

#### **Project Contribution to Highway Safety Target:**

This project provides administrative oversight and support.

### Crash Report Data Collection System

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2024-04-08

The Law Enforcement Officer System (LEOS) enables electronic crash report submission and electronic ticketing for law enforcement. LEOS greatly reduces the time for a crash report to be entered into the state crash database and eliminates many errors in crash reporting. This results in better information in the state crash database.

This project was funded with Section 405c federal funds.

#### **Project Contribution to Highway Safety Target:**

Affinity Global Solutions is a contractor that provides LEOS training, installation, and weekly maintenance for more than 120 local governmental law enforcement agencies.

### Driver Education Coordinator

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2024-04-09

This project supported a Driver Education Coordinator to provide coordination and support for the driver education process in South Dakota. The Driver Education Coordinator serves as the primary point-of-contact for any school district administrator or driver education instructor. This position also works to create and maintain a comprehensive database of active driver education instructors across the state.

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

This project provides administrative oversight and support.

**DUI 1<sup>st</sup> Program**

Contact Information: Roland Loudenburg  
Mountain Plains Evaluation  
PO Box 530  
201 N Main St  
Salem, SD 57058

Project Number: 2024-04-10

South Dakota has implemented the South Dakota Public Safety DUI 1st Program across the state to provide consistent drinking and driving programming for DUI offenders with an emphasis on DUI 1st offenders. In FY2024, a contract with Mountain Plains Evaluation again provided evaluation of the 1st Offender Curriculum; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

In an attempt to reduce the number of re-offenses for first time DUI offenders, South Dakota developed a twelve hour, standardized, evidence-based curriculum for first time DUI offenders that included education and cognitive-behavioral components. A cadre of providers from across the state have been trained through 2-day certification training and annual refresher training. In addition, providers are required to implement the program consistent with outlined standards to maintain program fidelity. The providers coordinate with the courts for referral of first DUI offenders. Reduction in recidivism rates have been documented for individuals that completed the course when compared to DUI 1st Offenders that did not complete the course. A post 1st Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants. Additionally, a key important component of implementation of the curriculum is to ensure that all sites are implementing the model in a consistent manner across the state. The evaluators participate in project steering committee meetings, conduct site visits, and monitor program implementation to assess the implementation and fidelity of the model.

In FY2024, there were 151 DUI 1st Offender courses offered with 859 individuals that completed the course. The number of courses offered, and participations has decreased from the previous year and the project is working to understand the reasons for the decrease.

This project was funded with Section 405d-Imp federal funds.

**Project Contribution to Highway Safety Target:**

Course Participants recidivate at a slower rate than non-course participants when viewed by year of offense. Individuals participating in the SD Public Safety DUI course completed several forms that provided information used to evaluate change in knowledge and attitude in the form of a pre and post-

test. Analysis of program data has documented consistent and lower recidivism rates for program participants compared to controls. Substantial reduction in recidivism has been documented in the initial years after the offence for those participating in the course compared to those who do not. At five-years post arrest, program participants have a recidivism rate of 20.9% compared to 24.8% of controls, an 15.7% decrease in the recidivism rate. The trend indicates that the effect of the program diminishes with time; however even after five-years the percentage of cases that have recidivated is less than the percentage of controls that have recidivated.

### Emergency Medical Services for Children – Bike Safety

Contact Information: Corolla Lauck  
EMS for Children  
1400 W 22nd St  
Sioux Falls, SD 57105

Project Number: 2024-02-23

SD EMS for Children surpassed the goals of the Bike Safety Grant by delivering 32 educational presentations to 875 students, achieving 320% of the target. The presentations focused on South Dakota Codified Laws regarding bike safety, the importance of helmet use, and the consequences of not wearing helmets during crashes.

While student participation in pre- and post-surveys was under 50% due to time constraints and lack of access to necessary resources, the educational content was effectively communicated.

The program also conducted several awareness campaigns, timed with key periods such as high-traffic holidays and seat belt enforcement days. In addition, 2,121 bike helmets were distributed statewide, and 32 bike rodeos and 26 bike fittings were held in partnership with local communities. Resources such as updated Bike Rodeo Instructor Manuals and Bike Safety Posters were developed to support these initiatives.

SD EMS for Children staff traveled across the state to deliver presentations and participate in professional development, including attending the LifeSavers Conference to enhance expertise in safety and injury prevention.

Overall, the program exceeded expectations, making a significant impact on bike safety awareness and education across South Dakota.

This project is funded with Section 402 federal funds.

### **Project Contribution to Highway Safety Target:**

The overall objective of the bicycle project was to reduce the number of bicycle injuries and fatalities by providing training or resources for at least 10 educational events by September 30, 2024. This grant year, bike safety resources were shared with community members across the state for 32 educational events or as-needed disbursement with accompanying information on helmet fitting for those that did not have it. The objective for the bicycle project was met.

### Emergency Medical Services for Children – Impaired Driving Prevention

Contact Information: Corolla Lauck  
EMS for Children

1400 W 22nd St  
Sioux Falls, SD 57105

Project Number: 2024-02-19

SD EMS for Children exceeded the objectives of the impaired driving grant by conducting 44 presentations on impaired driving to 1,161 students, achieving 440% of the required target. The presentations covered topics including South Dakota Codified Laws on impaired driving, the effects of alcohol on the adolescent brain, the importance of being a designated driver, and the financial and legal consequences of impaired driving.

Despite less than 50% participation in pre- and post-surveys due to time constraints, lack of student access to phones, and incomplete survey submissions, the educational content was successfully delivered.

The program also ran targeted impaired driving awareness campaigns during critical times, including NHTSA saturation patrols, holidays, and the Sturgis Motorcycle Rally. These efforts suggest a positive impact.

A new initiative, Safety Sticks, was introduced to spread impaired driving prevention messages in schools, convenience stores, and public spaces. These self-adhesive messages, such as “Be Here for the Adventure. Drive Sober” and “Designate Before You Celebrate, Drive Sober,” helped further raise awareness.

Staff also participated in professional development by attending the LifeSavers Conference in Denver, CO, expanding their knowledge in safety and injury prevention.

In conclusion, SD EMS for Children surpassed expectations for impaired driving education, demonstrating a strong commitment to improving public safety and awareness in South Dakota.

#### **Project Contribution to Highway Safety Target:**

The objective of this project was to provide a minimum of 10 safety and injury prevention educational events by September 30, 2024. A total of 44 impairment safety and injury prevention in-person presentations were provided statewide. The objective of this project was met.

#### **Emergency Medical Services for Children – Occupant Safety**

Contact Information: Corolla Lauck  
EMS for Children  
1400 W 22nd St  
Sioux Falls, SD 57105

Project Number: 2024-02-23

SD EMS for Children significantly exceeded the goals of the Occupant Restraint Grant by delivering 51 presentations to 2,105 students and EMS professionals, achieving 510% of the required target. The educational content focused on South Dakota Codified Laws for seat belt use among minors, the consequences of not wearing a seat belt, and survival statistics showing the increased likelihood of

survival when wearing a seat belt in crashes. Additionally, EMS providers statewide were trained on safely securing pediatric patients during ambulance transport.

Although less than 50% of students participated in pre- and post-surveys due to challenges such as time constraints, lack of smartphone access, and incomplete survey submissions, the educational initiatives were successfully delivered.

Awareness campaigns aligned with the NHTSA calendar were conducted, targeting high-traffic holidays and seat belt enforcement periods. Notable initiatives included the distribution of 951 Stop the Bleed® kits to South Dakota Driver's Education students and the creation of Safety Sticks, featuring self-adhesive messages like "Life's an Adventure. Buckle Up for It" and "You're Going Places, Buckle Up," which were distributed across schools, convenience stores, and public spaces. A mobile marketing campaign, "We Care, Buckle Up," was also launched, focusing on ambulance services and pediatric car seat safety.

SD EMS for Children staff traveled throughout South Dakota to deliver presentations and observe the Pediatric Champions class on seat belt use. Program Coordinator attended the LifeSavers Conference in Denver, CO, to expand knowledge on safety and injury prevention while networking with professionals in the field.

In conclusion, SD EMS for Children far surpassed expectations for the Occupant Restraint Grant, making significant progress in raising awareness about seat belt safety and the safe transport of pediatric patients across South Dakota.

This project is funded with Section 402 federal funds.

#### **Project Contribution to Highway Safety Target:**

The objective of this project was to provide a minimum of 10 safety and injury prevention events by September 30, 2024. This grant year, there were 51 in-person resources and education provided statewide. The educational content focused on South Dakota Codified Laws for seat belt use among minors, the consequences of not wearing a seat belt, and survival statistics showing the increased likelihood of survival when wearing a seat belt in crashes. Additionally, EMS providers statewide were trained on safely securing pediatric patients during ambulance transport. Notable initiatives included the distribution of 951 Stop the Bleed® kits to South Dakota Driver's Education students.

#### **Electronic Grants Management System – EDGAR**

Contact Information:            Robert Weinmeister  
   Office of Highway Safety  
   Department of Public Safety  
   118 W Capitol Ave  
   Pierre, SD 57501

Project Numbers:                2024-04-03 and 2024-04-04

EDGAR (Electronic Database for Grant Application and Reporting) offers options for the advertisement, submittal and review of grantee proposals/applications, the creation of contracts, the disbursement of funds, the collection and retention of contract deliverables, and requests for reimbursement and post-grant reporting and evaluations. E-grant systems with automatic notifications and reminders help

subrecipients stay on track with contract terms and deliverables, alert the state when documents are overdue, collect data for annual reports, and increase staff efficiencies by reducing the issuance of manual notifications from the Highway Safety Office.

This project was funded with Section 402 and 164AL federal funds.

**Project Contribution to Highway Safety Target:**

There are currently 111 law enforcement agencies registered with EDGAR to either manage their Highway Safety grant or report monthly traffic data. There are currently 79 state, community coalitions, and non-profit organizations registered with EDGAR.

**Health Connect of South Dakota**

Contact Information: Fran Rice  
Health Connect of South Dakota  
2011 West 26<sup>th</sup> Street, Suite 203  
Sioux Falls, SD 57105

Project Numbers: 2024-02-18

This project conducted community events and community outreach prevention activities on the importance of not driving while impaired, wearing a seat belt and the dangers of distracted driving. Awareness materials and media outreach were created and disseminated to community, school, and law enforcement stakeholders.

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

Throughout the FFY24 grant year, Health Connect of South Dakota (HCSD) successfully organized and executed various events aimed at reducing alcohol-related fatalities in the Sioux Empire (Minnehaha, Lincoln, McCook, and Turner counties). The primary goal was to decrease drunken driving fatalities from 21 in FFY23, which was achieved with only 13 alcohol-involved fatalities reported in FFY24.

HCSD hosted two mocktail education events focusing on key driving safety issues such as driving under the influence, seat belt use, and distracted driving. Additional outreach efforts included three health fairs and over 15 community events, with participation from 430 individuals, including seniors, low-income families, minority populations, and teenagers. The program engaged local organizations, health professionals, and community leaders to enhance its reach and impact. Social media and local media were leveraged to increase awareness and event attendance.

Key outcomes included providing essential education on driving safety, empowering the community with resources, and fostering valuable dialogues. Many attendees expressed interest in future initiatives, demonstrating a strong commitment to ongoing driver safety efforts. HCSD also provided 17 community events, directly impacting driver safety knowledge in the Sioux Empire.

Feedback from post-event surveys revealed the need for further emphasis on driver safety skills and highlighted the rising concern of drug-impaired driving, with 11 drug-related fatalities in the Sioux Empire in FFY24. These insights will inform future programming, ensuring better engagement and addressing the full scope of impaired driving.

The success of the FFY24 grant has set the stage for continued community-driven driver safety initiatives. HCSD is committed to expanding educational efforts and addressing both alcohol and drug-impaired driving in future events. The outcomes from this grant year have laid a solid foundation for long-term public health improvements, and HCSD looks forward to building on this momentum in the years to come.

### Highway Emergency Responder Training Foundation

Contact Information:            Andy Wicks  
   Highway Emergency Responder Foundation  
   1402 26<sup>th</sup> Street SE  
   Watertown, SD 57201

Project Numbers:                2024-02-27

The HERT Foundation's 2024 training projects successfully met and exceeded many of its goals. The primary objectives outlined in the application were to train 20 students in light duty towing and recovery, 15 students in heavy duty towing and recovery, and 60 students in Hybrid/Electric Vehicle education and towing recovery methods.

The Light Duty training goal was met, while the Heavy-Duty training far exceeded projections, achieving 187% of the target. The Hybrid/Electric Vehicle training was highly attended by fire personnel, repair shop industry workers, and towing and recovery operators from across the state. While the overall total number of individuals trained was 10% below projections, the Hybrid/Electric Vehicle training gained significant media attention, highlighting concerns about newer vehicle technologies, and raising public awareness.

The success of these initiatives reflects the HERT Foundation's commitment to enhancing safety and technical expertise within the towing and recovery industry, with notable outreach and impact across multiple sectors in South Dakota.

This project was funded with Section 402 federal funds.

#### **Project Contribution to Highway Safety Target:**

The goal was to train 20 students in light duty towing and recovery methods as well as well as Traffic Incident Management, 15 students in heavy duty towing and recovery methods and 60 students in Hybrid/Electric Vehicle education and towing and recovery methods.

### Impaired Driving Technical Assistance

Contact Information:            Roland Loudenburg  
   Mountain Plains Evaluation  
   PO Box 530  
   201 N Main St  
   Salem, SD 57058

Project Number:                2024-04-12

In FY2024, the Highway Safety Office executed a contract with Mountain Plains Evaluation to aid with the Impaired Driving Technical Assistance group.

This project is funded with Section 405d-Imp federal funds.

**Project Contribution to Highway Safety Target:**

The South Dakota Impaired Driving Technical Assistance is required to continue to review state impaired driving data, identify priorities, monitor project implementation, and review progress in conjunction with the Office of Highway Safety and other stakeholders across the state with a vested interest in reducing impaired driving. The South Dakota Impaired Driving Plan presents a synopsis of impaired driving indicators and statistics relevant to impaired driving in South Dakota, outlines areas of concerns, identifies priority areas for future programming, and outlines a process upon which the South Dakota Impaired Driving Technical Assistance can guide and inform the Office of Highway Safety in implementing and prioritizing funding for programming (that is evidence based) to reduce impaired driving in South Dakota.

**Advanced Crash Investigation Training**

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2024-04-25

This project provided advanced crash investigation training to law enforcement officers statewide in the form of Forensic Computer Aided Drawing (CAD) and analysis.

This project is funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

Advanced training for law enforcement officers to effectively investigate crashes to aid in determination of causation factors.

**Law Enforcement Equipment**

Contact Information: Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Law enforcement agencies that identified highway safety problems through analysis of crash reports and/or citation history were invited to apply for support to purchase specific equipment to address those problems. Funding was used to support equipment purchased for the Highway Patrol, sheriff's offices, and police departments including radar/lidar units, speed signs and speed trailers for speed enforcement (Section 402 dollars), in-car video cameras, oral fluid and breath testing devices (Section 405d-Imp dollars) to enhance prosecution of impaired driving cases.

**Project Contribution to Highway Safety Target:**

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to purchase equipment which will ultimately be used to drive down fatalities and injuries.

### Law Enforcement Liaisons

Contact Information: Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2024-04-13; 2024-04-14; 2024-04-15

Two individuals with law enforcement experience provided liaison services between the Office of Highway Safety and local law enforcement agencies. In FY2024, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education. The LELs monitor grant funded activities, provide resource materials to all agencies, and monitor traffic enforcement data submitted by law enforcement agencies.

In FY2024, the LELs made contact with nearly all county sheriff's offices and city police departments. The LELs provided technical assistance and resources to the following agencies that received NHTSA funding in FY2024: one state police office, 31 sheriff offices, 30 police departments, one University police, and one tribal law enforcement agency.

These projects were funded with Section 402 and 164AL federal funds.

#### **Project Contribution to Highway Safety Target:**

This project provides administrative oversight and support.

### Law Enforcement Overtime

Contact Information: Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Funds were allocated for overtime to support sobriety checkpoints and saturation patrols during the national high-visibility impaired driving and seat belt mobilizations. Overtime was also used to do sustained traffic enforcement during high-risk time frames identified in the project applications from law enforcement agencies. To qualify for overtime, agencies were required to identify a highway safety problem that could be addressed by enhancing traffic patrols. High-visibility enforcement deters speeding and impaired driving by convincing the public that highways are monitored, and offenders will be punished thereby reducing crashes. Overtime was funded with Section 402, 164AL, and 405d-Imp federal funds as appropriate to the activity performed.



#### **Project Contribution to Highway Safety Target:**

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to fund overtime enforcement activities which will ultimately be used to drive down fatalities and injuries.

### Lawrence and Schiller, Media Contractor

Contact Information:            Jamie Hegge  
   Lawrence & Schiller  
   3932 South Willow Avenue  
   Sioux Falls, SD 57105

Project Numbers:                2024-04-16; 2024-04-17

Lawrence and Schiller is a full-service advertising agency that assists the Office of Highway Safety in all of its advertising, social media, and other safety messaging activities.

This contract was funded through Section 164AL and 402 federal funds and through donated bonus ad placement.

#### **Project Contribution to Highway Safety Target:**

This project focused on public messaging of safety campaigns.

### Lawrence County Teen Court

Contact Information:            Alexandra Lux  
   Lawrence County Teen Court  
   68 Sherman Street Suite 213  
   Deadwood, SD 57732

Project Numbers:                2024-02-40

This project worked to use evidence-based models to positively impact youth behaviors to reduce distracted driving and increase seatbelt use. Lawrence County Teen Court frequently refers youth who go through teen court for a traffic related offense to complete Alive at 25 through the South Dakota Safety Council.

This project was funded with Section 402 federal funds.

#### **Project Contribution to Highway Safety Target:**

The Northern Hills Diversion program successfully implemented several safe driving and substance abuse education initiatives, exceeding many of its targets for the 2024 cycle. The program aimed to provide safe driving education to at least 30% of youth in the Northern Hills Diversion program, and it achieved 38%, surpassing the goal. Additionally, 100% of youth sentenced for impairment-related offenses were assessed for alcohol and drug abuse warning signs. 98% of those youths successfully completed services with a certified chemical dependency counselor, except for those who moved out of state. The program also ensured that 100% of youth were provided opportunities to learn about the effects of substance abuse and gain skills for healthier, more productive lives. Furthermore, 99% of youth sentenced for substance-related offenses successfully completed their sentences within six

months, exceeding the 90% target. An impressive 92% of diversion youth who completed sentences for impairment-related offenses did not reoffend within six months, surpassing the 85% target.

In addition, the program ensured that 100% of youth offenders and volunteers received evidence-based educational materials on distracted driving and seatbelt use. However, while the planned written examination was not administered to all participants, the educational outreach was successfully carried out.

Northern Hills Diversion also participated in National Distracted Driving Awareness Month and seatbelt use events in Lawrence County, providing materials to over 500 youth at local high schools. Despite efforts, partnerships for events in Butte and Meade Counties could not be finalized.

Overall, the program made significant strides in educating youth about safe driving and substance abuse prevention, with strong completion rates and positive outcomes. Further efforts to refine data collection and expand partnerships are planned for future initiatives.

## Media

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Avenue  
Pierre, SD 57501

Project Numbers: 2024-04-05; 2024-04-11

This project is meant to raise awareness through education regarding all on Highway Safety issues. The Office of Highway Safety will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

This project was funded with 164AL and 402 federal funds.

### **Project Contribution to Highway Safety Target:**

This project focused on public messaging of safety campaigns.

## Planning and Administration

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Avenue  
Pierre, SD 57501

Project Number: 2024-04-18

Funding for this project was provided by Section 402 federal funds and state match.

**Project Contribution to Highway Safety Target:**

This project provides administrative oversight and support.

**Traffic Safety Resource Prosecutor**

Contact Information: Robert Weinmeister  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Avenue  
Pierre, SD 57501

Project Numbers: 2024-04-21

The Traffic Safety Resource Prosecutor provides technical assistance and training to law enforcement officers and prosecuting attorneys on the most effective methods of investigating and prosecuting impaired drivers.

This project was funded with Section 405d-24/7 federal funds.

**Project Contribution to Highway Safety Target:**

Continued technical assistance and training to law enforcement officers and prosecuting attorneys on the most effective methods of investigating and prosecuting impaired drivers.

**Seat Belt Survey – Administration and Analysis**

Contact Information: Upper Great Plains Transportation Institute  
North Dakota State University  
NDSU Dept. 2880 PO Box 6050  
Fargo, ND 58108-6050

Project Number: 2024-04-20

In FY2024, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual seat belt survey. The survey was administered in partnership with the EMS Association, described below. The seat belt portion of the survey was administered with established guidance from NHTSA including site selection, the manual and training for observers, coding forms, and schedule for observations.

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

NDSU received the data from the SD EMS Association, described below, performed the analysis, and produced the final report on the results of the survey. The seat belt usage rate in South Dakota decreased from 91.0% in 2023 to 88.6% in 2024.

**Seatbelt Survey – Observational**

Contact Information: Katherine Benton

SD EMS Association  
9001 N Kiwanis Ave  
Sioux Falls, SD 57107

Project Number: 2024-04-20

The Office of Highway Safety contracted with the SD EMS Association for the observation portion of the annual seatbelt survey. The Association provided EMT's to perform the observations at pre-determined sites and times. The data was gathered according to NHTSA protocols and provided to UGPTI for analysis (see above).

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

In 2024, the seat belt usage rate in South Dakota was 88.6%. These surveys provide a guidepost for future enforcement and messaging campaigns.

**Lutheran Social Services of South Dakota**

Contact Information: Valeria Wicker  
Lutheran Social Services of South Dakota  
705 E. 41st St., Ste. 200  
Sioux Falls, SD 57105

Project Number: 2024-02-38

This project aims to improve driving safety among Sioux Falls immigrants through translated videos, English for Drivers, and training driving instructors. Many non-English speaking individuals living in the Sioux Falls area are driving vehicles without the proper education, testing and licensing due to language barriers.

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

The LSS Multi-Cultural Center has made significant progress in pivoting from developing multi-lingual asynchronous video lessons to offering a more interactive and targeted English for Driving course. This course spans 13 weeks but can be completed in 10 weeks, depending on weather conditions. The outreach team is actively canvassing to recruit participants, with 21 currently enrolled—enough to provide a robust class. Additional participants are being sought to account for potential attrition.

Prospective students will complete a language evaluation. Those who score at level 3 or higher in English are eligible for the course. This 30-hour course will qualify participants for a learner's permit, while the materials and instruction will also provide substantial exposure to driving commands in preparation for the road test. Although the program is not yet equipped for behind-the-wheel instruction, simulation materials such as decommissioned road signs and large tarps marked with lanes and intersections are being used to enhance learning experiences.

By shifting to in-person instruction and focusing on language support, the program is addressing the immediate needs of the community while laying a strong foundation for long-term driver safety and

education. This initiative aligns with the objectives of the Highway Safety Grant by promoting accessible, inclusive, and effective driver education programs in Sioux Falls.

### **South Dakota Broadcasters Association**

Contact Information: Steve Willard, President  
South Dakota Broadcasters Association  
106 W Capitol Ave, Suite 7  
Pierre, SD 57501

Project Number: 2024-04-19

This is a nationally unique project that utilizes “paid public service announcements” placed on every broadcast station in South Dakota through the State Broadcasters Association. The contract with SDBA generates a minimum of 3 to 1 in match. In other words, for everyone paid announcement, the broadcast stations place another 3+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

This project was funded with Section 164AL federal funds.

#### **Project Contribution to Highway Safety Target:**

This project focused on public messaging of safety campaigns.

### **South Dakota Driver Education Association**

Contact Information: Gerald Johnson  
South Dakota Driver Education Association  
509 N Arch St  
Aberdeen, SD 57401

Project Number: 2024-02-21

The South Dakota Driver Education Association (SDDEA) worked to reduce fatal and injury crashes among drivers aged 14-18 in South Dakota. As part of its efforts, SDDEA hosted the annual Driver's Education Conference, offering valuable instruction on improving both classroom and in-car training. Presenters focused on working with students who have diverse learning needs and disabilities. SDDEA also developed and distributed new content standards to ensure consistent, high-quality driver education across the state, with particular attention to supporting newly certified instructors. Furthermore, SDDEA collaborated with the state to begin the process of adopting these standards into state rules, aiming to promote greater standardization in driver education.

This project was funded with Section 402 federal funds.

#### **Project Contribution to Highway Safety Target:**

The objective of this project was to reduce fatal and injury crashes among drivers aged 14-18 in South Dakota by 5%, with the goal of lowering the total number from 700 in FY2022 to 665 in FY2024. SDDEA hosted a Driver Education Conference in 2024, attended by 23 instructors from across the state. Presentations on improving in class and in car instruction were provided as well as instruction on technology integration in vehicles and challenges in sharing the roadway with other road users.

Statistics from the Department of Public Safety show the number of fatal and injury crashes for ages 14-18 from October 1, 2022, to September 30, 2024, was 625.

### Safety Village of South Dakota

Contact Information: Roxanna McKenna  
1108 N West Ave  
Sioux Falls, SD 57104

Project Number: 2024-02-44

The Safety Village of South Dakota aims to reduce pedestrian fatalities by providing training and resources for at least 8 safety and injury prevention educational events by September 30, 2024. Through partnerships with agencies such as the Sioux Falls Police Department, Minnehaha County Sheriff's Office, and the South Dakota State Highway Patrol, the project will educate both motorists and pedestrians on road safety, safe walking, and cycling practices. The initiative will focus on individuals with intellectual disabilities to prevent risky behaviors and promote safer communities.

In addition to local outreach, the Safety Village will support national safety campaigns like May Mobilization 2024 and National Walk to School Days and continue year-round efforts to foster community-based safety education and awareness.

This project was funded with Section 402 federal funds.

### **Project Contribution to Highway Safety Target:**

During the 2023-2024 grant cycle, the Safety Village of South Dakota made significant strides in raising awareness about pedestrian safety through targeted education and community engagement. The initiative reached 3,496 children and their families at 10 separate events, with a total of 1,053.9 hours dedicated to pedestrian safety. The program engaged 10 volunteers, who contributed 47 hours to help spread the critical safety message across the state.

The events included hands-on activities, such as a mock street crossing, which facilitated meaningful conversations about pedestrian safety. The discussions highlighted important topics such as the basic steps for safely crossing streets, including the often-overlooked rule of looking left, right, and left again. The Safety Village also emphasized rules for walking in parking lots and along sidewalks, which were eye-opening for many parents and children.

Key safety messages included eight tips for safe walking, such as walking on sidewalks, crossing at crosswalks, staying aware of traffic, and avoiding alcohol and drugs. For drivers, eight safety tips were shared, focusing on caution around pedestrians, yielding at crosswalks, avoiding distractions, and the importance of not driving under the influence.

The Safety Village of South Dakota remains committed to continuing its pedestrian safety efforts, emphasizing that the loss of a loved one due to preventable accidents is a tragic outcome. The program will continue to promote the importance of pedestrian safety and its impact on the community, ensuring that these crucial conversations continue to drive change in South Dakota.

### South Dakota Office of the Attorney General, Division of Criminal Investigation (DCI)

Contact Information: Hank Prim / LaDonna Holm  
South Dakota Office of the Attorney General, DCI  
1302 E Hwy. 34, Suite 2  
Pierre, SD 57501

Project Number: 2024-02-10

This project provided specialized training in Pedestrian/Cyclist Traffic Crash Investigation, Driving While Impaired (DWI) Detection, Standardized Field Sobriety Testing (SFST) Instructor Development training and Driving Under the Influence of Cannabis class.

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

Law Enforcement Training successfully met the objectives of its grant by providing specialized training to select South Dakota law enforcement officers, enhancing their ability to address key traffic safety issues. The program hosted several courses throughout 2023 and 2024, with a focus on impaired driving and crash investigations.

Key training events included the Pedestrian/Cyclist Crash Investigation Course in Pierre (March 18-22, 2024), which trained 20 officers; the DWI Detection & Standardized Field Sobriety Testing Instructor Development Course in Pierre (November 13-17, 2023), which trained 18 officers; and two Driving Under the Influence of Cannabis courses, one in Sioux Falls (November 7, 2023) with 13 officers and one in Mobridge (October 10, 2023) with 26 officers. These courses provided advanced DUI training, equipping officers with a comprehensive toolkit to address impaired driving, including issues related to cannabis, alcohol, and prescription drugs. Specialized training in pedestrian and cyclist crash investigations further ensured that officers could respond effectively to all traffic-related incidents.

The training programs adhered to National Traffic Safety Administration (NHTSA) and South Dakota Standards and Training Commission guidelines, ensuring high-quality instruction. Officers from 38 law enforcement agencies across the state participated, with selection based on agency needs, particularly for those involved in traffic and alcohol/drug enforcement.

Overall, these training efforts are expected to lead to safer roads, more effective law enforcement, stronger legal outcomes, and improved public health and safety.

**[South Dakota School of Mines and Technology](#)**

Contact Information: Duane Kavanaugh  
School of Mines and Technology  
501 E St Joseph St  
Rapid City, SD 57701

Project Number: 2024-02-35

To prevent college students from drinking and driving, the driving safety prevention program offered small group programming and advertised with brochures, posters, website, and tabling events at various colleges. Orientation and small groups provided understanding of alcohol potency, driving impairment, BAC calculation, legal/educational/financial and health harm, and options for pre-planning safe rides home. The School of Mines continued to develop their partnership with Rapid Taxi to offer college students from four different campuses safe rides home.

This project is funded with Section 405d-Imp federal funds.

### **Project Contribution to Highway Safety Target:**

Throughout the grant year, the program's efforts to increase student engagement and education on impaired driving saw significant growth compared to the previous year. The prevention specialist gained a deeper understanding of student needs, leading to more educational opportunities and heightened involvement in activities. New resources, such as the Fatal Vision Cart and goggles, were incorporated into outdoor tabling events, and materials like Safe Ride Posters and Business Cards were distributed at all tabling locations. Participation in impaired driving tabling events increased from previous years, with the introduction of the Turn n' Learn Game for indoor educational events.

The program expanded its reach to include students from all campuses: South Dakota School of Mines & Technology (SDSMT), Black Hills State (BHS), and Western Dakota Technical (WDT). Non-traditional campuses, such as BHS and WDT, received support through six tabling events reaching approximately 850 students, along with requested educational materials.

Efforts to promote the Safe Rides Home program continued through regular communication with the owner of Rapid Taxi to address issues and encourage increased student usage. In collaboration with the Executive Wellness Committee, new Safe Rides Posters and business cards featuring a QR code for easy access to Rapid Taxi services were developed. Additionally, billboards promoting Safe Rides and impaired driving awareness were created and displayed during football and volleyball games.

To further promote impaired driving awareness, flyers for the August "Drive Sober or Get Pulled Over" Highway Safety mobilization campaign were distributed via email to all students, alongside additional flyers sent through the Wellness Wednesday What's Up email distribution, reaching approximately 2,000 students.

These efforts significantly impacted student awareness and participation in impaired driving prevention, contributing to a safer campus environment.

### **South Dakota State University**

Contact Information:            Mariah Weber  
   South Dakota State University  
   1440 N Campus Drive, Room 104, Box 2818  
   Brookings, SD 57007

Project Number:                2024-02-14

The South Dakota State University (SDSU) Safe Rides program focused on impaired driving education for SDSU students and provided alternative transportation for students to prevent impaired driving. Program education was provided through presentations in Residential halls and in classrooms; posters, promotional messaging in the Collegian newspaper and feedback from a self-assessment tool/survey administered to freshmen. The SDSU Safe Ride program is a partnership between the SDSU Wellness Center, the SDSU Students' Association, Brookings Area Transit Authority (BATA), the South Dakota Office of Highway Safety, and the City of Brookings, offering a safe transportation alternative to SDSU students, Brookings community members, and visitors.

This project was funded with Section 405d-Imp federal funds.

### **Project Contribution to Highway Safety Target:**

The goal of this project was to reduce the number of alcohol related injuries and fatalities in the city of Brookings by 20% from 6 in FFY2022 to 5 by September 30, 2024.

The goal of reducing alcohol-related injuries and fatalities in the city of Brookings by 20%, from 6 in FFY2022 to 5 by September 30, 2024, was not fully achieved. During FFY24 (October 1, 2023 – September 30, 2024), there were 0 alcohol-related fatalities and 9 alcohol-related injuries in the city of Brookings. While the target to reduce alcohol-related injuries was not met, the absence of alcohol-related fatalities is a significant accomplishment and reflects progress toward creating a safer community.

The Rabbit Ride program, which provides critical transportation to reduce impaired driving, transported 15,240 riders during FFY24, a slight decrease from the 17,685 riders in FFY23. Despite a 13.8% decrease in ridership, the program continues to offer a vital alternative to impaired driving and plays a role in preventing alcohol-related incidents.

Overall, while the reduction in alcohol-related injuries fell short of the goal, the elimination of fatalities and the ongoing use of Rabbit Ride highlight meaningful progress in reducing the risks associated with alcohol-related incidents in the community.

### [Spink County Coalition](#)

Contact Information: Heidi Appel  
111 E 6<sup>th</sup> Ave  
Redfield, SD 57469

Project Number: 2024-02-16

This project hosted a series of safe driving events targeting middle and high school students in Spink County, including Redfield, Doland, Hitchcock-Tulare, and Northwestern schools. Events will feature driving simulators, presentations, and activities, along with participation from local law enforcement and the SD Highway Patrol. A summer safe driving event will be held, with a media campaign to raise awareness and encourage youth and their parents/guardians to attend.

Additionally, the Coalition will work with the Redfield SADD Chapter to organize the "Rock the Belt" event, promoting seatbelt use through surveys and activities. The Coalition will also partner with local schools to promote 4D Month, with safe driving challenges, social media campaigns, and public outreach. A float in the 4th of July parade will promote youth safe driving messages, and a safe driving myth and fact campaign will be launched at Redfield Middle and High Schools. The Coalition will continue its billboard campaign.

This project is funded with Section 402 federal funds.

### **Project Contribution to Highway Safety Target:**

In the 2023-2024 grant year, the Spink County Coalition (SCC) exceeded its goals by hosting 8 safe driving activities, surpassing the original target of 6. The year began with a resource table featuring driving simulators and a seatbelt assessment at schools. During 4D Month, SCC engaged students with daily safe driving trivia, a poster and video contest, and PSAs on the dangers of drunk, drugged, distracted, and drowsy driving.

The Coalition held additional resource tables and presented safe driving education at two driver's education classes, allowing students to use the simulators. The simulators traveled to the Faulkton school district, and Redfield students participated in a highway safety day with presentations from the Spink County Sheriff's Office and SD Highway Patrol.

Focus was on a second seatbelt assessment, with a notable 10% improvement in seatbelt usage over a five-day period. Throughout the year, the simulators were used 6 times, a significant improvement from the previous year, contributing to greater student engagement and awareness in safe driving practices.

### **Students Against Destructive Decisions (SADD)**

Contact Information: Bailey Bindle  
SADD, Inc.  
1701 Rhode Island Ave NW  
Washington, DC 20036

Project Numbers: 2024-02-15

This project aimed to engage current South Dakota SADD chapters and work to add additional chapters while conducting peer-to-peer traffic safety events at a school or community level. SADD looked to use a data-driven approach to identify the leading causes of teen crashes and use evidence-informed programming that addresses distracted driving.

This project was funded with Section 402 federal funds.

### **Project Contribution to Highway Safety Target:**

In FY24, SADD registered 11 chapters in MySADD, connected with 31 schools, and distributed 11 newsletters focused on teen traffic safety. The program hosted eight virtual, evidence-based training sessions and reached over 330 students at the SD Peer Leadership Summits. SADD also delivered 19 professional development sessions for educators and law enforcement.

In-person events were held in eight high-crash counties, and virtual training reached a broader audience statewide. Through social media, SADD generated 44 posts, reaching 18,977 South Dakotans, and educated 4,834 individuals through peer-to-peer programs.

Although baseline data collection was delayed, SADD is committed to gathering data for the 2024-2025 school year. Overall, the program successfully expanded its reach, built partnerships, and raised awareness of teen traffic safety, laying a strong foundation for future impact.

### **Traffic Records Coordinating Committee (TRCC)**

Contact Information: Robert Weinmeister/Roland Loudenburg  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2024-04-22

The Traffic Records Coordinating Committee meets regularly to discuss ways to improve the traffic record system and coordinate the factions involved. Some of the topics of discussion include integration of case data from the United Judicial System with driver licensing records as well as linking NEMSIS and trauma system data, reducing the number of unknown roads in the state roadway inventory, enforcing suspended and revoked drivers' licenses, electronic citations, and expansion of LEOS to local law enforcement.

This project was funded by Section 405c federal funds.

**Project Contribution to Highway Safety Target:**

This project coordinates the sharing and implementation of roadway safety data activity.

**University of South Dakota – Government Research Bureau**

Contact Information: Robert Weinmeister/Dr. Shane Nordyke  
USD Government Research Bureau  
PO Box 530  
Vermillion, SD 57069

Project Numbers: 2024-03-23 and 2024-03-24

The University of South Dakota's Government Research Bureau will analyze crash data and overlap with geographic and sociodemographic data, establish a plan, and facilitate stakeholder engagement, and assist with updates to the Triennial Highway Safety Plan.

This project was funded with Section 402 and 164AL federal funds.

**Project Contribution to Highway Safety Target:**

The Triennial Highway Safety Plan documents a three-year period of the State's highway safety program that is data-driven in establishing performance targets and selecting the countermeasure strategies for programming funds to meet those performance targets.

**University of South Dakota – Student Counseling Center**

Contact Information: Madison Harrington  
USD: Student Counseling Center  
414 East Clark Street, Cook House  
Vermillion, SD 57069

Project Numbers: 2024-02-26

The University of South Dakota (USD) Safe Rides program focuses on providing alternative transportation for students to prevent impaired driving. The University provided ongoing awareness and education about binge drinking, drinking and driving, as well as other alcohol-related items throughout the fall and spring semesters. Collaboration occurred with on and off campus entities to provide awareness materials throughout the year.

This project was funded with Section 405d-Imp federal funds.

### **Project Contribution to Highway Safety Target:**

The Safe Rides Program at USD continued to operate successfully throughout FY24, with no reported injuries or crashes involving students. The service, which operates regularly on Friday and Saturday nights during the Fall and Spring semesters, provided essential transportation while ensuring student safety. The program also extended its services during special events, such as USD Homecoming (D-Days), adjusting shift schedules to accommodate higher demand.

A key focus of the program has been increasing awareness and alcohol education. Efforts included tabling, events, social media promotion, and collaborations with campus and community groups. Educational initiatives like "Beers Aren't Bad" targeted Greek Life, athletes, incoming freshmen, and students with alcohol policy violations. These outreach efforts successfully promoted the Safe Rides program and its benefits.

In FY24, total ridership reached 9,370, indicating high student engagement and consistent usage of the service. Despite occasional weather-related cancellations, communication improvements helped ensure students were informed about any disruptions. However, the lack of an additional bus driver during D-Days presented a challenge, and efforts will be made to address this in the future.

While ridership was lower in the summer, the program was paused during these months. Future considerations may involve evaluating the need for a limited summer schedule. Ongoing collaborations with USD administration, Student Government, and local businesses will continue to promote the program, with plans to expand outreach through digital marketing efforts.

Feedback from riders will be used to refine the program, with potential adjustments to operating hours and routes. The FY24 Safe Rides Program achieved its goals of preventing alcohol-related injuries and fostering strong student engagement, and plans are in place to further enhance services, improve outreach, and ensure sustainable funding moving forward.

## FY2024 Planned Activities Not Implemented

### Bennett County Sheriffs Office

Contact Information: Kevin Curtis  
201 State Street  
Martin, SD 57551

Project Number: 2024-00-82 and 2024-00-55

#### **Reason project was not implemented:**

The Bennett County Sheriff's Office choose not to work any overtime and therefore the awarded funding was not utilized.

### Oglala Sioux Tribe Department of Public Safety

Contact Information: Kevin Rascher  
977 Horse Thief Road  
Pine Ridge, SD 57771

Project Number: 2024-00-89

#### **Reason project was not implemented:**

Due to staffing issues, there was no overtime worked by Oglala Sioux Tribe Department of Public Safety to utilize the awarded funding.

### Turner County Sheriffs Office

Contact Information: Anthony Jacobs  
400 S Main Ave  
Parker, SD 57053

Project Number: 2024-01-06

#### **Reason project was not implemented:**

Due to new administration, turnover in staff and relocation of the office, the Turner County Sheriff's Office was unable to utilize the awarded funding.

### Office of Rural Health/Emergency Medical Services

Contact Information: Marty Link  
4101 W 38<sup>th</sup> Street  
Sioux Falls, SD 57106

Project Number: 2024-02-39

#### **Reason project was not implemented:**

The purpose of this grant project originated with the safety of provider and patient with a focus on electric vehicles, their batteries, and potential risks to providers and patients. The Office of EMS and Trauma focused on an existing Simulation in Motion (SIM) training platform to incorporate safety concerns with extrication and patient care in the event of a full or hybrid vehicles sustains damage to the electrical system.

However, as this initiative progressed, it became clear that our SIM partners relied more on local fire department expertise to provide such training. The State Fire Marshalls office confirmed local fire departments have received educational materials on safety concerns with electric vehicles and would be the agency on scene focusing on dangers pertaining to electric vehicles. They indicated such training has been provided during state fire school which occurs annually.

Due to delays in finalizing the contract (due to legal reviews and revisions), Office of Rural Health/Emergency Medical Services were unable to submit their invoice within the grant timeframe.

## FY2024 Mobilization Activity

### December 2023 Mobilization – Holiday Season Impaired Driving

	State Police	County Sheriff's Offices	Police Departments	Other Agencies
Participating Agencies	1	31	31	1
Reporting Agencies	1	31	31	1

<b>Enforcement Activity:</b>	
Number of Enforcement Hours	1,402
Number of Checkpoints	25
Number of Saturation Patrols	214

<b>Citation Information:</b>	
DUI Arrests	268
Drug Arrests	380
Seatbelt Citations	364
Child Safety Seat Citations	34
Speeding Citations	1,265
Felony Arrests	350
Recovered Stolen Vehicles	55
Fugitives Apprehended	67
Suspended Licenses	154
Uninsured Motorists	493
Reckless Driving	24
Other Arrests	1,793

<b>Paid Media:</b>	
TV Ads	\$31,265.00
Radio Ads	\$26,180.04
Print Ads	\$1,008.00
Billboards	\$804.35
Social Media	\$7,368.53

<b>Earned Media:</b>	
Press Conferences	0
TV News Stories	3
Radio News Stories	17
Print News Stories	21
Other News Stories	92

**May 2024 Mobilization – Click It or Ticket**

	<b>State Police</b>	<b>County Sheriff's Offices</b>	<b>Police Departments</b>	<b>Other Agencies</b>
Participating Agencies	1	31	32	0
Reporting Agencies	1	31	32	0

<b>Enforcement Activity:</b>	
Number of Enforcement Hours	1,610
Number of Checkpoints	9
Number of Saturation Patrols	208

<b>Citation Information:</b>	
DUI Arrests	265
Drug Arrests	712
Seatbelt Citations	808
Child Safety Seat Citations	65
Speeding Citations	4,729
Felony Arrests	445
Recovered Stolen Vehicles	85
Fugitives Apprehended	151
Suspended Licenses	250
Uninsured Motorists	481
Reckless Driving	34
Other Arrests	1,983

<b>Paid Media:</b>	
TV Ads	\$16,228.00
Radio Ads	\$3,749.52
Print Ads	\$2,575.64
Billboards	\$497.00
Social Media	\$2,216.90
Out-of-Home	\$9,998.82

<b>Earned Media:</b>	
Press Conferences	1
TV News Stories	1
Radio News Stories	22
Print News Stories	9
Other News Stories	50

**August 2024 Mobilization – Drive Sober or Get Pulled Over**

	<b>State Police</b>	<b>County Sheriff's Offices</b>	<b>Police Departments</b>	<b>Other Agencies</b>
Participating Agencies	1	31	31	1
Reporting Agencies	1	31	31	1

<b>Enforcement Activity:</b>	
Number of Enforcement Hours	1,801
Number of Checkpoints	15
Number of Saturation Patrols	234

<b>Citation Information:</b>	
DUI Arrests	308
Drug Arrests	710
Seatbelt Citations	891
Child Safety Seat Citations	47
Speeding Citations	6,294
Felony Arrests	433
Recovered Stolen Vehicles	62
Fugitives Apprehended	194
Suspended Licenses	391
Uninsured Motorists	714
Reckless Driving	29
Other Arrests	2,513

<b>Paid Media:</b>	
TV Ads	\$0.00
Radio Ads	\$19,162.29
Print Ads	\$1,352.00
Billboards	\$1,934.31
Social Media	\$4,486.59

<b>Earned Media:</b>	
Press Conferences	2
TV News Stories	1
Radio News Stories	13
Print News Stories	15
Other News Stories	74

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

**Federal Reimbursement Voucher**

State: South Dakota

Page: 1

Reimbursement Info: Total: \$.00

2024-FINAL

Report Date: 01/22/2025

For Approval

Claim Period: 09/27/2024 - 09/30/2024

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>NHTSA</b>								
<b>164 Transfer Funds</b>								
<b>164 Alcohol</b>								
	164AL-2024-24-00-00	164 AL Alcohol Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
	164AL-2024-24-04-03	Agate-164	\$14,200.49	\$ .00	\$14,200.49	\$14,200.49	\$14,200.49	\$ .00
	164AL-2024-24-04-06	Community Outreach-164AL	\$37,564.60	\$ .00	\$37,564.60	\$37,564.60	\$37,564.60	\$ .00
	164AL-2024-24-04-14	Law Enforcement Liaison (FT)	\$22,564.32	\$ .00	\$22,564.32	\$22,564.32	\$22,564.32	\$ .00
	<b>164 Alcohol Total</b>		<b>\$74,329.41</b>	<b>\$ .00</b>	<b>\$74,329.41</b>	<b>\$74,329.41</b>	<b>\$74,329.41</b>	<b>\$ .00</b>
<b>164 Paid Media</b>								
	164PM-2024-24-04-05	Alcohol Media-164AL	\$383,215.66	\$ .00	\$383,215.66	\$383,215.66	\$383,215.66	\$ .00
	164PM-2024-24-04-16	Main Advertising Contract-164AL	\$375,873.56	\$ .00	\$375,873.56	\$375,873.56	\$375,873.56	\$ .00
	164PM-2024-24-04-19	SD Broadcasters	\$126,854.76	\$ .00	\$126,854.76	\$126,854.76	\$126,854.76	\$ .00
	<b>164 Paid Media Total</b>		<b>\$885,943.98</b>	<b>\$ .00</b>	<b>\$885,943.98</b>	<b>\$885,943.98</b>	<b>\$885,943.98</b>	<b>\$ .00</b>
	<b>164 Transfer Funds Total</b>		<b>\$960,273.39</b>	<b>\$ .00</b>	<b>\$960,273.39</b>	<b>\$960,273.39</b>	<b>\$960,273.39</b>	<b>\$ .00</b>
<b>FAST Act NHTSA 402</b>								
<b>Occupant Protection</b>								
	OP-2024-24-00-00	402 FAST Act Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
	<b>Occupant Protection Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>Paid Advertising</b>								
	PM-2024-24-04-17	Main Advertising Contract-402	\$101,526.01	\$ .00	\$101,526.01	\$101,526.01	\$101,526.01	\$ .00
	<b>Paid Advertising Total</b>		<b>\$101,526.01</b>	<b>\$ .00</b>	<b>\$101,526.01</b>	<b>\$101,526.01</b>	<b>\$101,526.01</b>	<b>\$ .00</b>
<b>NHTSA 402 Match</b>								
	MATCH-2024-24-00-00	State Match	\$ .00	\$ .00	\$25,379.00	\$ .00	\$ .00	\$ .00
	<b>NHTSA 402 Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$25,379.00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
	<b>FAST Act NHTSA 402 Total</b>		<b>\$101,526.01</b>	<b>\$ .00</b>	<b>\$126,905.01</b>	<b>\$101,526.01</b>	<b>\$101,526.01</b>	<b>\$ .00</b>
<b>FAST Act 405c Data Program</b>								
<b>405c Data Program</b>								
	M3DA-2024-24-00-00	405C Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
	M3DA-2024-24-04-08	Crash Report Data Collection Systems	\$7,152.73	\$ .00	\$7,152.73	\$7,152.73	\$7,152.73	\$ .00
	<b>405c Data Program Total</b>		<b>\$7,152.73</b>	<b>\$ .00</b>	<b>\$7,152.73</b>	<b>\$7,152.73</b>	<b>\$7,152.73</b>	<b>\$ .00</b>
<b>405c Match</b>								
	M3MATCH-2024-24-00-00	State Match	\$ .00	\$ .00	\$1,788.18	\$ .00	\$ .00	\$ .00

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Federal Reimbursement Voucher

<b>405c Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$1,788.18</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>FAST Act 405c Data Program Total</b>		<b>\$7,152.73</b>	<b>\$ .00</b>	<b>\$8,940.91</b>	<b>\$7,152.73</b>	<b>\$7,152.73</b>	<b>\$ .00</b>
<b>FAST Act 405d Impaired Driving Mid</b>							
<b>405d Mid HVE</b>							
M5HVE-2024-24-00-15	Corson County Sheriffs Office	\$7,527.17	\$ .00	\$7,527.17	\$7,527.17	\$7,527.17	\$ .00
M5HVE-2024-24-00-80	South Dakota Highway Patrol	\$326,198.87	\$ .00	\$326,198.87	\$326,198.87	\$326,198.87	\$ .00
<b>405d Mid HVE Total</b>		<b>\$333,726.04</b>	<b>\$ .00</b>	<b>\$333,726.04</b>	<b>\$333,726.04</b>	<b>\$333,726.04</b>	<b>\$ .00</b>
<b>405d Mid ID Coordinator</b>							
M5IDC-2024-24-04-12	Impaired Driving Technical Assistance	\$30,319.59	\$ .00	\$30,319.59	\$30,319.59	\$30,319.59	\$ .00
<b>405d Mid ID Coordinator Total</b>		<b>\$30,319.59</b>	<b>\$ .00</b>	<b>\$30,319.59</b>	<b>\$30,319.59</b>	<b>\$30,319.59</b>	<b>\$ .00</b>
<b>405d Mid Court Support</b>							
M5CS-2024-24-00-10	DUI 1st Program	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5CS-2024-24-04-10	DUI 1st Program	\$52,894.86	\$ .00	\$52,894.86	\$52,894.86	\$52,894.86	\$ .00
<b>405d Mid Court Support Total</b>		<b>\$52,894.86</b>	<b>\$ .00</b>	<b>\$52,894.86</b>	<b>\$52,894.86</b>	<b>\$52,894.86</b>	<b>\$ .00</b>
<b>405d Mid Other Based on Problem ID</b>							
M5OT-2024-24-00-26	University of South Dakota	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5OT-2024-24-00-35	SD School of Mines and Technology	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5OT-2024-24-02-14	South Dakota State University	\$113,520.00	\$ .00	\$113,520.00	\$113,520.00	\$113,520.00	\$ .00
M5OT-2024-24-02-19	SD EMS for Children	\$71,596.92	\$ .00	\$71,596.92	\$71,596.92	\$71,596.92	\$ .00
M5OT-2024-24-02-26	University of South Dakota	\$27,234.40	\$ .00	\$27,234.40	\$27,234.40	\$27,234.40	\$ .00
M5OT-2024-24-02-35	South Dakota School of Mines and Technol	\$16,056.39	\$ .00	\$16,056.39	\$16,056.39	\$16,056.39	\$ .00
<b>405d Mid Other Based on Problem ID Total</b>		<b>\$228,407.71</b>	<b>\$ .00</b>	<b>\$228,407.71</b>	<b>\$228,407.71</b>	<b>\$228,407.71</b>	<b>\$ .00</b>
<b>405d Impaired Driving Mid</b>							
M5X-2024-24-00-00	405D Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5X-2024-24-02-14	South Dakota State University	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5X-2024-24-02-19	SDEMSC	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5X-2024-24-02-26	University of South Dakota	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5X-2024-24-02-35	SD School of Mines and Technology	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M5X-2024-24-04-10	DUI 1st Program	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
<b>405d Impaired Driving Mid Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>405d Mid Drug and Alcohol Training</b>							
FDMDATR-2024-24-00-51	South Dakota Highway Patrol-DRE	\$129,267.90	\$ .00	\$129,267.90	\$129,267.90	\$129,267.90	\$ .00
<b>405d Mid Drug and Alcohol Training Total</b>		<b>\$129,267.90</b>	<b>\$ .00</b>	<b>\$129,267.90</b>	<b>\$129,267.90</b>	<b>\$129,267.90</b>	<b>\$ .00</b>
<b>405d Mid Match</b>							
M5MATCH-2024-24-00-00	State Match	\$ .00	\$ .00	\$237,137.43	\$ .00	\$ .00	\$ .00
<b>405d Mid Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$237,137.43</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>FAST Act 405d Impaired Driving Mid Total</b>		<b>\$774,616.10</b>	<b>\$ .00</b>	<b>\$1,011,753.53</b>	<b>\$774,616.10</b>	<b>\$774,616.10</b>	<b>\$ .00</b>
<b>FAST Act 405d 24-7 Sobriety</b>							
<b>405d 24-7 Court Support</b>							
F24CS-2024-24-00-00	405d 27-7 Development Project	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
F24CS-2024-24-04-21	Traffic Safety Resource Prosecutor	\$22,639.93	\$ .00	\$22,639.93	\$22,639.93	\$22,639.93	\$ .00
<b>405d 24-7 Court Support Total</b>		<b>\$22,639.93</b>	<b>\$ .00</b>	<b>\$22,639.93</b>	<b>\$22,639.93</b>	<b>\$22,639.93</b>	<b>\$ .00</b>

[https://gts.nhtsa.gov/gts/reports/new\\_report1.asp?report=8&transid=109886](https://gts.nhtsa.gov/gts/reports/new_report1.asp?report=8&transid=109886)

**405d 24-7 Match**

F24MATCH-2024-24-00-00	State Match	\$ .00	\$ .00	\$ 2,588.52	\$ .00	\$ .00	\$ .00
<b>405d 24-7 Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ 2,588.52</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>FAST Act 405d 24-7 Sobriety Total</b>		<b>\$ 22,639.93</b>	<b>\$ .00</b>	<b>\$ 25,228.45</b>	<b>\$ 22,639.93</b>	<b>\$ 22,639.93</b>	<b>\$ .00</b>

**BIL NHTSA 402**

**Planning and Administration**

PA-2024-24-00-00	402 Project Development P	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
PA-2024-24-04-18	Program Administration P	\$ 146,103.46	\$ .00	\$ 266,223.51	\$ 146,103.46	\$ 146,103.46	\$ .00
<b>Planning and Administration Total</b>		<b>\$ 146,103.46</b>	<b>\$ .00</b>	<b>\$ 266,223.51</b>	<b>\$ 146,103.46</b>	<b>\$ 146,103.46</b>	<b>\$ .00</b>

**Emergency Medical Services**

EM-2024-24-02-39	Office of Rural Health/EMS-NEMSIS	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
<b>Emergency Medical Services Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>

**Safety Belts**

OP-2024-24-00-00	402 Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
OP-2024-24-00-05	Butte Co SO	\$ 6,258.46	\$ 6,258.46	\$ 6,258.46	\$ 6,258.46	\$ 6,258.46	\$ .00
OP-2024-24-00-06	Gettysburg PD	\$ 8,768.24	\$ 8,768.24	\$ 8,768.24	\$ 8,768.24	\$ 8,768.24	\$ .00
OP-2024-24-00-07	Hutchinson Co SO	\$ 28,671.00	\$ 28,671.00	\$ 28,671.00	\$ 28,671.00	\$ 28,671.00	\$ .00
OP-2024-24-00-10	Milbank PD	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ .00
OP-2024-24-00-14	Corson Co SO	\$ 29,320.87	\$ 29,320.87	\$ 29,320.87	\$ 29,320.87	\$ 29,320.87	\$ .00
OP-2024-24-00-30	Gregory PD	\$ 13,728.67	\$ 13,728.67	\$ 13,728.67	\$ 13,728.67	\$ 13,728.67	\$ .00
OP-2024-24-00-34	Vermillion PD	\$ 4,830.64	\$ 4,830.64	\$ 4,830.64	\$ 4,830.64	\$ 4,830.64	\$ .00
OP-2024-24-00-36	Spearfish PD	\$ 26,011.78	\$ 26,011.78	\$ 26,011.78	\$ 26,011.78	\$ 26,011.78	\$ .00
OP-2024-24-00-46	Hughes Co SO	\$ 9,971.99	\$ 9,971.99	\$ 9,971.99	\$ 9,971.99	\$ 9,971.99	\$ .00
OP-2024-24-00-49	Beresford PD	\$ 14,880.79	\$ 14,880.79	\$ 14,880.79	\$ 14,880.79	\$ 14,880.79	\$ .00
OP-2024-24-00-57	Wagner PD	\$ 1,972.85	\$ 1,972.85	\$ 1,972.85	\$ 1,972.85	\$ 1,972.85	\$ .00
OP-2024-24-00-59	Stanley Co SO	\$ 12,717.00	\$ 12,717.00	\$ 12,717.00	\$ 12,717.00	\$ 12,717.00	\$ .00
OP-2024-24-00-62	Lead PD	\$ 22,804.00	\$ 22,804.00	\$ 22,804.00	\$ 22,804.00	\$ 22,804.00	\$ .00
OP-2024-24-00-68	Mobridge PD	\$ 2,338.21	\$ 2,338.21	\$ 2,338.21	\$ 2,338.21	\$ 2,338.21	\$ .00
OP-2024-24-00-69	Huron PD	\$ 17,420.59	\$ 17,420.59	\$ 17,420.59	\$ 17,420.59	\$ 17,420.59	\$ .00
OP-2024-24-00-70	Pennington Co SO	\$ 18,213.32	\$ 18,213.32	\$ 18,213.32	\$ 18,213.32	\$ 18,213.32	\$ .00
OP-2024-24-00-74	Hanson Co SO	\$ 3,947.44	\$ 3,947.44	\$ 3,947.44	\$ 3,947.44	\$ 3,947.44	\$ .00
OP-2024-24-00-78	Douglas Co SO	\$ 18,389.14	\$ 18,389.14	\$ 18,389.14	\$ 18,389.14	\$ 18,389.14	\$ .00
OP-2024-24-00-79	South Dakota Highway Patrol	\$ 405,037.55	\$ .00	\$ 405,037.55	\$ 405,037.55	\$ 405,037.55	\$ .00
OP-2024-24-00-82	Bennett Co SO	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
OP-2024-24-00-89	Oglala Sioux Tribe-DPS	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
OP-2024-24-00-92	Meade Co SO	\$ 40,282.89	\$ 40,282.89	\$ 40,282.89	\$ 40,282.89	\$ 40,282.89	\$ .00
OP-2024-24-00-93	Brown Co SO	\$ 22,377.59	\$ 22,377.59	\$ 22,377.59	\$ 22,377.59	\$ 22,377.59	\$ .00
OP-2024-24-00-95	Davison Co SO	\$ 9,995.50	\$ 9,995.50	\$ 9,995.50	\$ 9,995.50	\$ 9,995.50	\$ .00
OP-2024-24-00-98	Deadwood PD	\$ 3,003.24	\$ 3,003.24	\$ 3,003.24	\$ 3,003.24	\$ 3,003.24	\$ .00
OP-2024-24-01-01	Sturgis PD	\$ 17,601.00	\$ 17,601.00	\$ 17,601.00	\$ 17,601.00	\$ 17,601.00	\$ .00
OP-2024-24-01-08	McCook Co SO	\$ 19,945.00	\$ 19,945.00	\$ 19,945.00	\$ 19,945.00	\$ 19,945.00	\$ .00
OP-2024-24-02-23	SD EMS for Children	\$ 143,699.95	\$ 143,699.95	\$ 143,699.95	\$ 143,699.95	\$ 143,699.95	\$ .00
OP-2024-24-04-20	Seatbelt Survey	\$ 85,616.00	\$ .00	\$ 85,616.00	\$ 85,616.00	\$ 85,616.00	\$ .00
<b>Safety Belts Total</b>		<b>\$ 988,803.71</b>	<b>\$ 498,150.16</b>	<b>\$ 988,803.71</b>	<b>\$ 988,803.71</b>	<b>\$ 988,803.71</b>	<b>\$ .00</b>

**Pedestrian/Bicycle Safety**

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Federal Reimbursement Voucher

PS-2024-24-02-41	SD EMS for Children-Bicycle Safety	\$82,977.87	\$82,977.87	\$82,977.87	\$82,977.87	\$82,977.87	\$82,977.87	\$82,977.87	\$82,977.87	\$0.00
PS-2024-24-02-44	Safety Village of South Dakota	\$19,213.60	\$0.00	\$19,213.60	\$19,213.60	\$19,213.60	\$19,213.60	\$19,213.60	\$19,213.60	\$0.00
<b>Pedestrian/Bicycle Safety Total</b>		<b>\$102,191.47</b>	<b>\$82,977.87</b>	<b>\$102,191.47</b>	<b>\$102,191.47</b>	<b>\$102,191.47</b>	<b>\$102,191.47</b>	<b>\$102,191.47</b>	<b>\$102,191.47</b>	<b>\$0.00</b>
<b>Crash Investigation</b>										
AI-2024-24-02-10	Attorney General's Office - DCI	\$14,100.48	\$0.00	\$14,100.48	\$14,100.48	\$14,100.48	\$14,100.48	\$14,100.48	\$14,100.48	\$0.00
AI-2024-24-04-25	Advanced Crash Investigation Training	\$12,060.38	\$0.00	\$12,060.38	\$12,060.38	\$12,060.38	\$12,060.38	\$12,060.38	\$12,060.38	\$0.00
<b>Crash Investigation Total</b>		<b>\$26,160.86</b>	<b>\$0.00</b>	<b>\$26,160.86</b>	<b>\$26,160.86</b>	<b>\$26,160.86</b>	<b>\$26,160.86</b>	<b>\$26,160.86</b>	<b>\$26,160.86</b>	<b>\$0.00</b>
<b>Driver Education</b>										
DE-2024-24-02-21	SD Driver Education Association	\$15,479.39	\$0.00	\$15,479.39	\$15,479.39	\$15,479.39	\$15,479.39	\$15,479.39	\$15,479.39	\$0.00
DE-2024-24-04-09	Driver Education Coordinator	\$26,437.66	\$26,437.66	\$26,437.66	\$26,437.66	\$26,437.66	\$26,437.66	\$26,437.66	\$26,437.66	\$0.00
<b>Driver Education Total</b>		<b>\$41,917.05</b>	<b>\$26,437.66</b>	<b>\$41,917.05</b>	<b>\$41,917.05</b>	<b>\$41,917.05</b>	<b>\$41,917.05</b>	<b>\$41,917.05</b>	<b>\$41,917.05</b>	<b>\$0.00</b>
<b>Speed Enforcement</b>										
SE-2024-24-00-25	Watertown PD	\$27,848.83	\$27,848.83	\$27,848.83	\$27,848.83	\$27,848.83	\$27,848.83	\$27,848.83	\$27,848.83	\$0.00
SE-2024-24-00-29	SDSU PD	\$9,720.24	\$9,720.24	\$9,720.24	\$9,720.24	\$9,720.24	\$9,720.24	\$9,720.24	\$9,720.24	\$0.00
SE-2024-24-00-45	Miner Co SO	\$7,993.54	\$7,993.54	\$7,993.54	\$7,993.54	\$7,993.54	\$7,993.54	\$7,993.54	\$7,993.54	\$0.00
SE-2024-24-00-54	Tea PD	\$6,953.96	\$6,953.96	\$6,953.96	\$6,953.96	\$6,953.96	\$6,953.96	\$6,953.96	\$6,953.96	\$0.00
SE-2024-24-00-64	Edmunds Co SO	\$52,967.28	\$52,967.28	\$52,967.28	\$52,967.28	\$52,967.28	\$52,967.28	\$52,967.28	\$52,967.28	\$0.00
<b>Speed Enforcement Total</b>		<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$105,483.85</b>	<b>\$0.00</b>
<b>Speed Management</b>										
SC-2024-24-00-11	Groton PD	\$14,400.56	\$14,400.56	\$14,400.56	\$14,400.56	\$14,400.56	\$14,400.56	\$14,400.56	\$14,400.56	\$0.00
SC-2024-24-00-12	Yankton PD	\$1,680.00	\$1,680.00	\$1,680.00	\$1,680.00	\$1,680.00	\$1,680.00	\$1,680.00	\$1,680.00	\$0.00
SC-2024-24-00-13	Lake Co SO	\$4,787.51	\$4,787.51	\$4,787.51	\$4,787.51	\$4,787.51	\$4,787.51	\$4,787.51	\$4,787.51	\$0.00
SC-2024-24-00-16	Brookings PD	\$37,118.18	\$37,118.18	\$37,118.18	\$37,118.18	\$37,118.18	\$37,118.18	\$37,118.18	\$37,118.18	\$0.00
SC-2024-24-00-19	Minnehaha Co SO	\$15,517.50	\$15,517.50	\$15,517.50	\$15,517.50	\$15,517.50	\$15,517.50	\$15,517.50	\$15,517.50	\$0.00
SC-2024-24-00-21	Webster PD	\$7,998.33	\$7,998.33	\$7,998.33	\$7,998.33	\$7,998.33	\$7,998.33	\$7,998.33	\$7,998.33	\$0.00
SC-2024-24-00-22	Day Co SO	\$2,384.41	\$2,384.41	\$2,384.41	\$2,384.41	\$2,384.41	\$2,384.41	\$2,384.41	\$2,384.41	\$0.00
SC-2024-24-00-26	Union Co SO	\$3,558.00	\$3,558.00	\$3,558.00	\$3,558.00	\$3,558.00	\$3,558.00	\$3,558.00	\$3,558.00	\$0.00
SC-2024-24-00-33	Marshall Co SO	\$6,797.39	\$6,797.39	\$6,797.39	\$6,797.39	\$6,797.39	\$6,797.39	\$6,797.39	\$6,797.39	\$0.00
SC-2024-24-00-35	Belle Fourche PD	\$22,188.00	\$22,188.00	\$22,188.00	\$22,188.00	\$22,188.00	\$22,188.00	\$22,188.00	\$22,188.00	\$0.00
SC-2024-24-00-38	Lincoln Co SO	\$10,002.57	\$10,002.57	\$10,002.57	\$10,002.57	\$10,002.57	\$10,002.57	\$10,002.57	\$10,002.57	\$0.00
SC-2024-24-00-40	Pierre PD	\$6,806.43	\$6,806.43	\$6,806.43	\$6,806.43	\$6,806.43	\$6,806.43	\$6,806.43	\$6,806.43	\$0.00
SC-2024-24-00-41	Roberts Co SO	\$16,040.00	\$16,040.00	\$16,040.00	\$16,040.00	\$16,040.00	\$16,040.00	\$16,040.00	\$16,040.00	\$0.00
SC-2024-24-00-42	Lake Norden PD	\$885.58	\$885.58	\$885.58	\$885.58	\$885.58	\$885.58	\$885.58	\$885.58	\$0.00
SC-2024-24-00-47	Hamlin Co SO	\$20,836.27	\$20,836.27	\$20,836.27	\$20,836.27	\$20,836.27	\$20,836.27	\$20,836.27	\$20,836.27	\$0.00
SC-2024-24-00-53	Summerset PD	\$10,398.17	\$10,398.17	\$10,398.17	\$10,398.17	\$10,398.17	\$10,398.17	\$10,398.17	\$10,398.17	\$0.00
SC-2024-24-00-58	Sioux Falls PD	\$445,019.46	\$445,019.46	\$445,019.46	\$445,019.46	\$445,019.46	\$445,019.46	\$445,019.46	\$445,019.46	\$0.00
SC-2024-24-00-60	Rapid City PD	\$126,667.58	\$126,667.58	\$126,667.58	\$126,667.58	\$126,667.58	\$126,667.58	\$126,667.58	\$126,667.58	\$0.00
SC-2024-24-00-63	Madison PD	\$3,343.00	\$3,343.00	\$3,343.00	\$3,343.00	\$3,343.00	\$3,343.00	\$3,343.00	\$3,343.00	\$0.00
SC-2024-24-00-65	Mitchell PD	\$1,141.22	\$1,141.22	\$1,141.22	\$1,141.22	\$1,141.22	\$1,141.22	\$1,141.22	\$1,141.22	\$0.00
SC-2024-24-00-73	Canton PD	\$2,174.54	\$2,174.54	\$2,174.54	\$2,174.54	\$2,174.54	\$2,174.54	\$2,174.54	\$2,174.54	\$0.00
SC-2024-24-00-77	Brookings Co SO	\$26,965.01	\$26,965.01	\$26,965.01	\$26,965.01	\$26,965.01	\$26,965.01	\$26,965.01	\$26,965.01	\$0.00
SC-2024-24-00-84	Faulk Co SO	\$10,103.20	\$10,103.20	\$10,103.20	\$10,103.20	\$10,103.20	\$10,103.20	\$10,103.20	\$10,103.20	\$0.00
SC-2024-24-00-85	Clark Co SO	\$697.62	\$697.62	\$697.62	\$697.62	\$697.62	\$697.62	\$697.62	\$697.62	\$0.00
SC-2024-24-00-87	Clark PD	\$6,738.49	\$6,738.49	\$6,738.49	\$6,738.49	\$6,738.49	\$6,738.49	\$6,738.49	\$6,738.49	\$0.00
SC-2024-24-00-91	Moody Co SO	\$26,284.66	\$26,284.66	\$26,284.66	\$26,284.66	\$26,284.66	\$26,284.66	\$26,284.66	\$26,284.66	\$0.00
SC-2024-24-00-99	Aurora Co SO	\$7,279.88	\$7,279.88	\$7,279.88	\$7,279.88	\$7,279.88	\$7,279.88	\$7,279.88	\$7,279.88	\$0.00

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Federal Reimbursement Voucher

SC-2024-24-01-04	Lennox PD	\$6,053.66	\$6,053.66	\$6,053.66	\$6,053.66	\$6,053.66	\$6,053.66	\$6,053.66	\$0.00
<b>Speed Management Total</b>		<b>\$843,867.22</b>	<b>\$843,867.22</b>	<b>\$843,867.22</b>	<b>\$843,867.22</b>	<b>\$843,867.22</b>	<b>\$843,867.22</b>	<b>\$843,867.22</b>	<b>\$0.00</b>
<b>Roadway Safety</b>									
RS-2024-24-02-18	Health Connect of South Dakota	\$14,999.87	\$0.00	\$14,999.87	\$14,999.87	\$14,999.87	\$14,999.87	\$14,999.87	\$0.00
RS-2024-24-02-38	Lutheran Social Services	\$6,362.28	\$0.00	\$6,362.28	\$6,362.28	\$6,362.28	\$6,362.28	\$6,362.28	\$0.00
RS-2024-24-04-04	Agate-402	\$33,984.43	\$0.00	\$33,984.43	\$33,984.43	\$33,984.43	\$33,984.43	\$33,984.43	\$0.00
RS-2024-24-04-07	Community Outreach-402	\$87,641.62	\$0.00	\$87,641.62	\$87,641.62	\$87,641.62	\$87,641.62	\$87,641.62	\$0.00
RS-2024-24-04-13	Law Enforcement Liaison	\$66,811.40	\$0.00	\$66,811.40	\$66,811.40	\$66,811.40	\$66,811.40	\$66,811.40	\$0.00
RS-2024-24-04-15	Law Enforcement Liaison (FT)	\$52,642.61	\$0.00	\$52,642.61	\$52,642.61	\$52,642.61	\$52,642.61	\$52,642.61	\$0.00
RS-2024-24-04-24	USD Government Research-402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Roadway Safety Total</b>		<b>\$262,442.21</b>	<b>\$0.00</b>	<b>\$262,442.21</b>	<b>\$262,442.21</b>	<b>\$262,442.21</b>	<b>\$262,442.21</b>	<b>\$262,442.21</b>	<b>\$0.00</b>
<b>Paid Advertising</b>									
PM-2024-24-04-11	Generic Media-402	\$371,938.28	\$0.00	\$371,938.28	\$371,938.28	\$371,938.28	\$371,938.28	\$371,938.28	\$0.00
PM-2024-24-04-17	Main Advertising Contract-402	\$320,220.79	\$0.00	\$320,220.79	\$320,220.79	\$320,220.79	\$320,220.79	\$320,220.79	\$0.00
<b>Paid Advertising Total</b>		<b>\$692,159.07</b>	<b>\$0.00</b>	<b>\$692,159.07</b>	<b>\$692,159.07</b>	<b>\$692,159.07</b>	<b>\$692,159.07</b>	<b>\$692,159.07</b>	<b>\$0.00</b>
<b>Teen Safety Program</b>									
TSP-2024-24-02-15	SADD, Inc.	\$66,006.37	\$66,006.37	\$66,006.37	\$66,006.37	\$66,006.37	\$66,006.37	\$66,006.37	\$0.00
TSP-2024-24-02-16	Spink County Coalition	\$18,028.01	\$18,028.01	\$18,028.01	\$18,028.01	\$18,028.01	\$18,028.01	\$18,028.01	\$0.00
TSP-2024-24-02-25	Community Organized Resources for Educat	\$73,871.41	\$73,871.41	\$73,871.41	\$73,871.41	\$73,871.41	\$73,871.41	\$73,871.41	\$0.00
TSP-2024-24-02-40	Lawrence County Teen Court	\$7,278.32	\$7,278.32	\$7,278.32	\$7,278.32	\$7,278.32	\$7,278.32	\$7,278.32	\$0.00
<b>Teen Safety Program Total</b>		<b>\$165,184.11</b>	<b>\$165,184.11</b>	<b>\$165,184.11</b>	<b>\$165,184.11</b>	<b>\$165,184.11</b>	<b>\$165,184.11</b>	<b>\$165,184.11</b>	<b>\$0.00</b>
<b>Management of Highway Incidents</b>									
HI-2024-24-02-27	Highway Emergency Responder Training Fou	\$37,250.00	\$0.00	\$37,250.00	\$37,250.00	\$37,250.00	\$37,250.00	\$37,250.00	\$0.00
<b>Management of Highway Incidents Total</b>		<b>\$37,250.00</b>	<b>\$0.00</b>	<b>\$37,250.00</b>	<b>\$37,250.00</b>	<b>\$37,250.00</b>	<b>\$37,250.00</b>	<b>\$37,250.00</b>	<b>\$0.00</b>
<b>NHTSA 402 Match</b>									
MATCH-2024-24-00-00	State Match	\$0.00	\$0.00	\$761,122.79	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>NHTSA 402 Match Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$761,122.79</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>BIL NHTSA 402 Total</b>		<b>\$3,411,563.01</b>	<b>\$1,722,100.87</b>	<b>\$4,292,805.85</b>	<b>\$3,411,563.01</b>	<b>\$3,411,563.01</b>	<b>\$3,411,563.01</b>	<b>\$3,411,563.01</b>	<b>\$0.00</b>
<b>BIL 164 Transfer Funds</b>									
<b>Alcohol Enforcement</b>									
ENF_AL-2024-24-00-04	Mitchell PD-SCATF	\$5,703.24	\$5,703.24	\$5,703.24	\$5,703.24	\$5,703.24	\$5,703.24	\$5,703.24	\$0.00
ENF_AL-2024-24-00-17	Brookings PD	\$8,415.51	\$8,415.51	\$8,415.51	\$8,415.51	\$8,415.51	\$8,415.51	\$8,415.51	\$0.00
ENF_AL-2024-24-00-20	Yankton PD	\$2,200.00	\$2,200.00	\$2,200.00	\$2,200.00	\$2,200.00	\$2,200.00	\$2,200.00	\$0.00
ENF_AL-2024-24-00-23	Day Co SO	\$16,543.52	\$16,543.52	\$16,543.52	\$16,543.52	\$16,543.52	\$16,543.52	\$16,543.52	\$0.00
ENF_AL-2024-24-00-24	Minnehaha Co SO	\$8,066.20	\$8,066.20	\$8,066.20	\$8,066.20	\$8,066.20	\$8,066.20	\$8,066.20	\$0.00
ENF_AL-2024-24-00-27	Potter Co SO	\$5,422.51	\$5,422.51	\$5,422.51	\$5,422.51	\$5,422.51	\$5,422.51	\$5,422.51	\$0.00
ENF_AL-2024-24-00-37	Sisseton PD	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$0.00
ENF_AL-2024-24-00-39	Roberts Co SO	\$9,044.64	\$9,044.64	\$9,044.64	\$9,044.64	\$9,044.64	\$9,044.64	\$9,044.64	\$0.00
ENF_AL-2024-24-00-43	Vermillion PD	\$11,374.51	\$11,374.51	\$11,374.51	\$11,374.51	\$11,374.51	\$11,374.51	\$11,374.51	\$0.00
ENF_AL-2024-24-00-44	Miner Co SO	\$21,296.74	\$21,296.74	\$21,296.74	\$21,296.74	\$21,296.74	\$21,296.74	\$21,296.74	\$0.00
ENF_AL-2024-24-00-52	Tea PD	\$9,878.20	\$9,878.20	\$9,878.20	\$9,878.20	\$9,878.20	\$9,878.20	\$9,878.20	\$0.00
ENF_AL-2024-24-00-55	Bennett Co SO	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
ENF_AL-2024-24-00-56	Canton PD	\$2,248.51	\$2,248.51	\$2,248.51	\$2,248.51	\$2,248.51	\$2,248.51	\$2,248.51	\$0.00
ENF_AL-2024-24-00-61	SDSU PD	\$15,186.89	\$15,186.89	\$15,186.89	\$15,186.89	\$15,186.89	\$15,186.89	\$15,186.89	\$0.00
ENF_AL-2024-24-00-66	Summerset PD	\$3,667.49	\$3,667.49	\$3,667.49	\$3,667.49	\$3,667.49	\$3,667.49	\$3,667.49	\$0.00

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Federal Reimbursement Voucher

ENF_AL-2024-24-00-71	Pennington Co SO	\$1,974.05	\$1,974.05	\$1,974.05	\$1,974.05	\$1,974.05	\$1,974.05	\$1,974.05	\$0.00	
ENF_AL-2024-24-00-72	Belle Fourche PD	\$7,966.88	\$7,966.88	\$7,966.88	\$7,966.88	\$7,966.88	\$7,966.88	\$7,966.88	\$0.00	
ENF_AL-2024-24-00-75	Brookings Co SO	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$0.00	
ENF_AL-2024-24-00-76	Lincoln Co SO	\$7,115.63	\$7,115.63	\$7,115.63	\$7,115.63	\$7,115.63	\$7,115.63	\$7,115.63	\$0.00	
ENF_AL-2024-24-00-81	Oglala Sioux Tribe-DPS	\$9,415.00	\$9,415.00	\$9,415.00	\$9,415.00	\$9,415.00	\$9,415.00	\$9,415.00	\$0.00	
ENF_AL-2024-24-00-86	Clark PD	\$2,260.00	\$2,260.00	\$2,260.00	\$2,260.00	\$2,260.00	\$2,260.00	\$2,260.00	\$0.00	
ENF_AL-2024-24-00-88	Clark Co SO	\$15,026.37	\$15,026.37	\$15,026.37	\$15,026.37	\$15,026.37	\$15,026.37	\$15,026.37	\$0.00	
ENF_AL-2024-24-00-90	Moody Co SO	\$7,005.21	\$7,005.21	\$7,005.21	\$7,005.21	\$7,005.21	\$7,005.21	\$7,005.21	\$0.00	
ENF_AL-2024-24-01-00	Yankton Co SO	\$22,735.00	\$22,735.00	\$22,735.00	\$22,735.00	\$22,735.00	\$22,735.00	\$22,735.00	\$0.00	
ENF_AL-2024-24-01-02	Douglas Co SO	\$4,031.26	\$4,031.23	\$4,031.26	\$4,031.26	\$4,031.26	\$4,031.26	\$4,031.26	\$0.00	
ENF_AL-2024-24-01-03	Lennox PD	\$6,940.50	\$6,940.50	\$6,940.50	\$6,940.50	\$6,940.50	\$6,940.50	\$6,940.50	\$0.00	
ENF_AL-2024-24-01-06	Turner Co SO	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
ENF_AL-2024-24-01-07	Sturgis PD	\$9,447.48	\$9,447.48	\$9,447.48	\$9,447.48	\$9,447.48	\$9,447.48	\$9,447.48	\$0.00	
<b>Alcohol Enforcement Total</b>		<b>\$240,465.34</b>	<b>\$240,465.31</b>	<b>\$240,465.34</b>	<b>\$240,465.34</b>	<b>\$240,465.34</b>	<b>\$240,465.34</b>	<b>\$240,465.34</b>	<b>\$0.00</b>	
<b>Alcohol Paid Media</b>										
PM_AL-2024-24-04-05	Alcohol Media-164AL	\$1,866.20	\$0.00	\$1,866.20	\$1,866.20	\$1,866.20	\$1,866.20	\$1,866.20	\$0.00	
PM_AL-2024-24-04-16	Main Advertising Contract-164AL	\$21,018.57	\$0.00	\$21,018.57	\$21,018.57	\$21,018.57	\$21,018.57	\$21,018.57	\$0.00	
PM_AL-2024-24-04-19	SD Broadcasters	\$73,145.24	\$0.00	\$73,145.24	\$73,145.24	\$73,145.24	\$73,145.24	\$73,145.24	\$0.00	
<b>Alcohol Paid Media Total</b>		<b>\$96,030.01</b>	<b>\$0.00</b>	<b>\$96,030.01</b>	<b>\$96,030.01</b>	<b>\$96,030.01</b>	<b>\$96,030.01</b>	<b>\$96,030.01</b>	<b>\$0.00</b>	
<b>Alcohol Law Enforcement Training</b>										
LET_AL-2024-24-00-00	164 Bill Project Development	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
<b>Alcohol Law Enforcement Training Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>BIL 164 Transfer Funds Total</b>		<b>\$336,495.35</b>	<b>\$240,465.31</b>	<b>\$336,495.35</b>	<b>\$336,495.35</b>	<b>\$336,495.35</b>	<b>\$336,495.35</b>	<b>\$336,495.35</b>	<b>\$0.00</b>	
<b>BIL 405c Data Program</b>										
<b>405c Data Program</b>										
M3DA-2024-24-00-00	405C Project Development	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
M3DA-2024-24-04-08	Crash Report Data Collection Systems	\$285,082.27	\$0.00	\$285,082.27	\$285,082.27	\$285,082.27	\$285,082.27	\$285,082.27	\$0.00	
<b>405c Data Program Total</b>		<b>\$285,082.27</b>	<b>\$0.00</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$0.00</b>	
<b>405c Match</b>										
M3MATCH-2024-24-00-00	State Match	\$0.00	\$0.00	\$69,482.39	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
<b>405c Match Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$69,482.39</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>BIL 405c Data Program Total</b>		<b>\$285,082.27</b>	<b>\$0.00</b>	<b>\$354,564.66</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$285,082.27</b>	<b>\$0.00</b>	
<b>BIL 405d Impaired Driving Mid</b>										
<b>405d Mid HVE</b>										
M5HVE-2024-00-00-00	405D Project Development	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
<b>405d Mid HVE Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>BIL 405d Impaired Driving Mid Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>BIL 405d 24-7 Sobriety</b>										
<b>405d 24-7 Court Support</b>										
F24CS-2024-24-00-00	405D 24-7 Project Development	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
F24CS-2024-24-04-21	Traffic Safety Resource Prosecutor	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
<b>405d 24-7 Court Support Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>405d 24-7 Match</b>										
F24MATCH-2024-24-00-00	State Match	\$0.00	\$0.00	\$3,054.07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	

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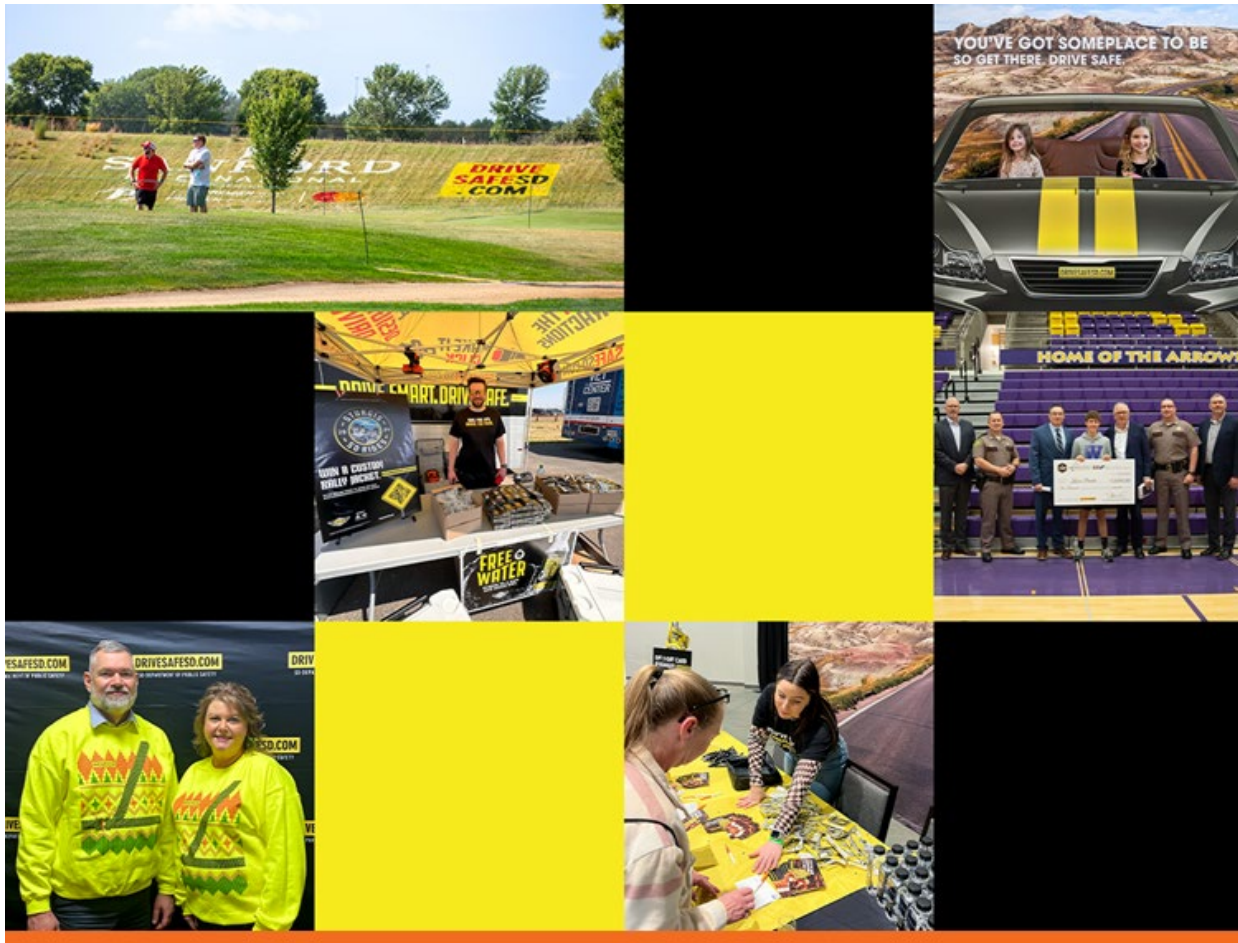
Federal Reimbursement Voucher

<b>405d 24-7 Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$3,054.07</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>BIL 405d 24-7 Sobriety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$3,054.07</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL NHTSA 402</b>							
<b>Paid Advertising</b>							
PM-2024-00-00-00	402 Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
PM-2024-24-04-17	Main Advertising Contract-402	\$80,803.20	\$ .00	\$80,803.20	\$80,803.20	\$80,803.20	\$ .00
<b>Paid Advertising Total</b>		<b>\$80,803.20</b>	<b>\$ .00</b>	<b>\$80,803.20</b>	<b>\$80,803.20</b>	<b>\$80,803.20</b>	<b>\$ .00</b>
<b>NHTSA 402 Match</b>							
MATCH-2024-24-00-00	State Match	\$ .00	\$ .00	\$20,200.80	\$ .00	\$ .00	\$ .00
<b>NHTSA 402 Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$20,200.80</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL NHTSA 402 Total</b>		<b>\$80,803.20</b>	<b>\$ .00</b>	<b>\$101,004.00</b>	<b>\$80,803.20</b>	<b>\$80,803.20</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL 405c Data Program</b>							
<b>405c Data Program</b>							
M3DA-2024-24-00-00	405C Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
M3DA-2024-24-04-22	TRCC Coordinator	\$2,931.90	\$ .00	\$2,931.90	\$2,931.90	\$2,931.90	\$ .00
<b>405c Data Program Total</b>		<b>\$2,931.90</b>	<b>\$ .00</b>	<b>\$2,931.90</b>	<b>\$2,931.90</b>	<b>\$2,931.90</b>	<b>\$ .00</b>
<b>405c Match</b>							
M3MATCH-2024-24-00-00	State Match	\$ .00	\$ .00	\$732.98	\$ .00	\$ .00	\$ .00
<b>405c Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$732.98</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL 405c Data Program Total</b>		<b>\$2,931.90</b>	<b>\$ .00</b>	<b>\$3,664.88</b>	<b>\$2,931.90</b>	<b>\$2,931.90</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL 405d Impaired Driving Mid</b>							
<b>405d Mid HVE</b>							
M5HVE-2024-24-00-00	405D Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
<b>405d Mid HVE Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL 405d Impaired Driving Mid Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL 405d 24-7 Sobriety</b>							
<b>405d 24-7 Court Support</b>							
F24CS-2024-24-00-00	405D 24-7 Project Development	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
F24CS-2024-24-04-21	Traffic Safety Resource Prosecutor	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00	\$ .00
<b>405d 24-7 Court Support Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>SUPPLEMENTAL BIL 405d 24-7 Sobriety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>NHTSA Total</b>		<b>\$5,983,083.89</b>	<b>\$1,962,566.18</b>	<b>\$7,224,690.10</b>	<b>\$5,983,083.89</b>	<b>\$5,983,083.89</b>	<b>\$ .00</b>
<b>Total</b>		<b>\$5,983,083.89</b>	<b>\$1,962,566.18</b>	<b>\$7,224,690.10</b>	<b>\$5,983,083.89</b>	<b>\$5,983,083.89</b>	<b>\$ .00</b>

## 2024 Social and Digital Media

From impactful campaigns and record-setting contests to unforgettable events and innovative executions, the Office of Highway Safety hit the road and steered Drive Safe SD toward the future in 2024.

Each campaign, conversation, and connection we made this year brought us one step closer to our goal: eliminating traffic fatalities in South Dakota. We've shown that saving lives doesn't have to be dead serious — that public safety campaigns can be catchy, memorable, and pretty fun.



**YOU'VE GOT  
SOMEPLACE  
TO BE**

## 2024 Social and Digital Media



**DRAW THE LINE**

**WEAR YOUR SEAT BELT**

[DRIVESAFESD.COM](https://www.drivesafesd.com)

BROUGHT TO YOU BY THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY



**YOU'VE GOT SOMEPLACE TO BE**

**BUCKLE UP FOR A DRIVER'S ED. REFRESHER**

We've all got someplace to be this season. The only way to get there is by driving safely. This quick refresher will ensure you, your passengers and everyone else on the road has a safer summer.

So, sit down, strap up and listen in. No pencil required.

[DRIVESAFESD.COM](https://www.drivesafesd.com)



**DITCH THE DISTRACTIONS**

**KEEP YOUR EYES ON THE ROAD**

[DRIVESAFESD.COM](https://www.drivesafesd.com)



**GOT SOMEPLACE TO BE?**

**SLOW DOWN**

**GET THERE SAFE**

[DRIVESAFESD.COM](https://www.drivesafesd.com)



**YOU'VE GOT  
SOMEPLACE  
TO BE**

**DRIVESAFESD.COM**

*Brought to you by the South Dakota Office of Highway Safety*

**SPACE.**

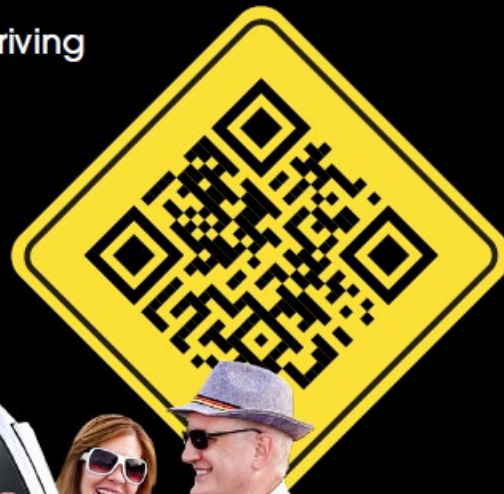
BROUGHT TO YOU BY THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY

# TAKE A RIDE NOT A CHANCE.

**USE A DESIGNATED DRIVER.**

Scan to sign up for safe-driving reminders and sobriety checkpoint alerts.

[DRIVESAFESD.COM](https://www.drivesafesd.com)



## FY2024 Events and Campaigns

From March 18<sup>th</sup> to April 30<sup>th</sup>, the Office of Highway Safety and the South Dakota Broadcasters Association ran the Lesson Learned SD campaign for the eighth year in a row. The Lesson Learned program is a way to encourage young drivers to start using the habits that will help make them safe drivers. Participants answered safe driving questions on the Lesson Learned SD website and were entered into the drawing. There were 5,442 students that participated from 182 South Dakota high schools. The winning student won \$10,000 and another \$10,000 for the school, courtesy of the South Dakota Broadcasters Association.





The annual Sturgis Motorcycle Rally was held August 2nd-11<sup>th</sup>. Over 470,900 motorcycle enthusiasts traveled to Sturgis, SD. The South Dakota Office of Highway Safety utilized various out-of-home media tactics in order to educate motorists and motorcyclists the importance of driving and riding safe. Digital billboards displaying real-time Rally fatalities were used to remind drivers and riders to be safe on the roadways.



# HIT THE ROAD. NOT A RIDER.

Watch for Motorcycles.



The Office of Highway Safety's DriveSafeSD.com logo was all over the golf course at the Sanford International which was held September 13<sup>th</sup>-15<sup>th</sup>. This included live coverage displaying the logo on the Golf Channel.







