

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

Fiscal Year	2019
NHTSA Grant Application	SOUTH DAKOTA - Highway Safety Plan - FY 2019
State Office	South Dakota Office of Highway Safety
Application Status	Submitted

**Highway Safety Plan****1 Summary information****APPLICATION INFORMATION**

Highway Safety Plan Name:	SOUTH DAKOTA - Highway Safety Plan - FY 2019
Application Version:	2.0

**INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.**

S. 405(b) Occupant Protection:	No
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(d) 24-7 Sobriety Programs:	Yes
S. 405(e) Distracted Driving:	No
S. 405(f) Motorcyclist Safety Grants:	No
S. 405(g) State Graduated Driver Licensing Incentive:	No
S. 1906 Racial Profiling Data Collection:	No

**STATUS INFORMATION**

Submitted By:	Amanda Hossle
Submission On:	6/28/2018 8:50 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM
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**2 Highway safety planning process**

**Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.**

All of the data presented and analyzed in this report are from the South Dakota Accident Records System or the Fatality Analysis Reporting System maintained by the National Highway Traffic Safety Administration. This South Dakota Accident Records System is collected and maintained by the South Dakota Office of Highway Safety. In addition, citation data is based on reports from the South Dakota Unified Judicial System and data points related to seatbelt use or drawn from the annual Statewide Seatbelt Use Report. South Dakota Office of Highway Safety also consults and coordinates with the South Dakota Department of Transportation in establishing specific performance measures as they relate to certain problem areas and strategies. Performance targets for 2015-2019 were established by evaluating long-term trends for

each of the course measures to create goals that were aggressive yet attainable. Countermeasures were chosen to target the specific problem areas we have identified in the state.

**Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).**

<b>Name</b>	<b>Agency</b>
Marilyn Buskohl	AAA SD
LaDonna Holm	Attorney General-DCI
Jody Hauge	Aurora Co SO
David Fink	Aurora Co SO
Ryan Cherveney	Belle Fourche PD
Paul Williams	Bennett Co SO
Keith Curtis	Bennett Co SO
Wyatt Osthus	Black Hills State University
Josh Vaith	Black Hills State University
Joshua Campbell	Box Elder PD
Jon Pike	Brookings Co SO
Kathy Hanson	Brookings Co SO
Chris Larson	Brookings PD
Kevin Catlin	Brookings PD
Tom Schmitt	Brown Co SO
Mike Deneni	Burke PD/Gregory Co SO
Gary Brunner	Butte Co SO
Tristan Clements	Butte Co SO
Gerrit Williams-Ponto	Campbell Co SO
Tiffany Butler	Carroll Institute
Joe Keough	City of Langford
Nicole Bauman	City of Roscoe
Jeff Anders	Clay Co SO
Keith Gall	Corson Co SO
Nicole Parker	Custer Co SO
Steve Harr	Davison Co SO
Darin Moke	Davison Co SO
Les Mayer	Dewey Co SO
Marty Link	DOH, Office of Rural Health
Nancy Allard	Office of Highway Safety, JOL
Stacy Bruels	Department of Social Services
Kyle Couchey	Edmunds Co SO
Brent Koens	Faulk Co SO
Mark Toennies	Faulk Co Emergency Management
Nancy Scharenbroich	From the HEART
Tayt Alexander	Hamlin Co SO
Heidi Trautner	Hamlin Co SO
Doug DeBoer	Hand Co SO
Brandon Wingert	Hanson Co SO
Dalton Sack	Hughes Co SO
Kevin VanDiepen	Huron PD
Dan Kight	Huron PD
Matt Haugen	Jackson Co SO
Jon Beck	Jackson Co SO
Micah Hofman	Lake Co SO
Robert Williams	Lead PD
Chad Brown	Lincoln Co SO
Dennis Johnson	Lincoln Co SO

Ryan Bottjen	Lyman Co SO
Steven Flanagan	Madison PD
Aaron Lee	Marshall Co SO
Thomas Chester	Martin PD
Theodore Smith	McPherson Co SO
Steve Reimer	Meade Co SO
Jake Folk	Milbank PD
Shannon Speck	Miller PD
Joe Bosman	Minnehaha Co SO
Dan Kopfmann	Mitchell PD
Brad Buysse	Mitchell PD
Tom Strickland	Mobridge PD
Richard Headid	North Sioux City PD
Connie Cuny	Oglala Sioux Tribe-DPS
Ken Franks	Oglala Sioux Tribe-DPS
Samantha Robey	Paul Bachand's Office
Dustin Morrison	Pennington Co SO
Chris Goldsmith	Perkins Co SO
Brandon Semmler	Platte PD
Timothy Southern	Public Health Lab
Kevin Jensen	Prairie View Prevention
Dave Kinser	Rapid City PD
Corolla Lauck	SD EMS for Children
Diane Hall	SD EMS for Children
Andy Wicks	SD Towing Association
Bonnie Jameson	SD Teen Court Association
Isaac Kurtz	SD Highway Patrol
Mary Jo Farrington	SD School of Mines
Julia Tan	SD School of Mines
Mariah Weber	South Dakota State University
Tonya Ahrendt	Safety Village
Randy Brink	Sioux Falls PD
Betsy Odden	Sioux Falls PD
Pam Burley	Spearfish PD
Boyd Dean	Spearfish PD
Kevin Schurch	Spink Co SO
Kathy Kenzy	Stanley Co SO
Sean Briscoe	Sturgis PD
Don Allen	Summerset PD
Justin Taylor	Summerset PD
Adrian Hoesli	Tea PD
Anthony Jacobs	Turner Co SO
Noreen Plumage	Unified Judicial System
Dawn Thompson	Union Co SO
Robert Albertsen	Union Co SO
Ben Severson	University of South Dakota
Luke Trowbridge	Vermillion PD
Eric Majeres	Volunteers of America
Ryan Remmers	Watertown PD
Paul Witcraft	Whitewood PD
Doug Moser	Whitewood PD
Paul Scheuth	Winner PD

**Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.**

Given that its 869,666 residents[1] are distributed over 77,121 square miles of terrain, South Dakota remains one of the nation's most sparsely populated states. The markedly rural character of South Dakota's landscape presents distinctive challenges to traffic crash prevention and management. Altogether, rural roads and highways comprise 95.9% of the 82,584 total roadway miles that crisscross the state, and in 2017, rural travel accounted for 70.1% of all vehicle miles traveled[2]. The difficulties associated with designing and administering effective highway safety programs across a rural geography amplify the need for well-focused, systematic planning efforts. Further, it follows that the physical dispersion of South Dakota's drivers brings about a marked need for motor vehicle transportation.

Through the lens of major traffic crash indicators, observers of highway safety outcomes witnessed a number of encouraging developments in 2017. Of the 18,380 traffic crashes reported through the South Dakota Accident Reporting System (SDARS) data system in 2017, positive directionalities were observed across a wide range of outcomes measures.

- A total of 649 serious injuries were recorded in 2017; this represents a decrease of 6.2% from the analogous 2016 total.
- The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above was 37% lower in 2017 than in 2016.
- A total of 29 individuals were killed in 2017 as a result of traffic crashes involving at least one speeding driver, a 17.1% decrease from 2016 (35). The five-year average also decreased by 5.7%.
- There were only 13 motorcycle fatalities in 2017. The number of motorcycle fatalities per 1000 registered motorcycles for 2017 (.135) is 43.2% lower than the 2016 rate (.234). Of those, only 8 (61.5%) were sustained by unhelmeted motorcyclists.
- Only 10 drivers under the age of 21 were involved in a fatal traffic crash in 2017, three fewer than in 2016.
- The number of pedestrian and pedalcyclist fatalities in South Dakota remains quite small with only 6 pedestrian fatalities and no pedalcyclist fatalities in 2017.
- The 2016 estimate for statewide estimated safety restraint usage on all road types was 74.2%, an increase from 2015 (73.6%).

These positive outcomes are in spite of the fact that both population and vehicle miles traveled in South Dakota continued to increase in 2017. This increase alone ushers in an opportunity for a rise in traffic crashes in South Dakota. The positive outcomes also occurred in spite of a continued prevalence of rural over urban travel in South Dakota. In 2016, rural VMT accounted for 70.1% of all vehicle miles traveled in South Dakota. Data suggests that the crash conditions faced by motorists in rural traffic crashes are decidedly more perilous than their urban analogs.

It should be noted, however, that there were a couple of areas in which South Dakota did not see improvements in 2017.

- In total, 129 traffic crash fatalities were recorded in South Dakota in 2017, an 11.2% from 2016.
- The 2017 statewide fatality rate of 1.34 represents an 8.9% increase from that of 2016 (1.34). However, the most recent five-year average fatality rate has decreased 22.1% from the 2005-2009 average.
- A total of 84 unrestrained passenger vehicle occupants were killed in traffic crashes in 2017, a 12% increase from 2016 (75). The five-year average also increased by 3.2%.

While some of these developments appear discouraging, the five-year averages for each of these core outcome measures are more promising. These five-year averages provide a more accurate reflection of overall trends in performance measures as they smooth out the fluctuations that inherently occur from year to year. While we were in some cases not able to meet our more ambitious goals for 2012-2016, we are mostly on track to meet our long-term goals.

These accomplishments point to the overall effectiveness of the Office of Highway Safety in South Dakota. Through the design, delivery, coordination, and monitoring of effective prevention strategies and countermeasures, and by working in cooperation with an alliance of statewide partners, the Office of Highway Safety seeks to vigorously pursue its mission to minimize economic and human loss resulting from traffic crashes. The Office of Highway Safety's performance expectations are informed by extensive analytical groundwork, and are rooted in the notion that planning efforts are best guided by the methodical consideration of all available quantitative and qualitative resources. Given that meticulous projection analyses suggest that new advances remain within reach in coming years, we enthusiastically seize the present opportunity to facilitate the enhancement of highway safety in the State of South Dakota.

[1] US Census Bureau estimate for 2017

[2] <http://www.sddot.com/transportation/highways/traffic/docs/VMTAllvehicles.pdf>

**Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).**

The South Dakota Office of Highway Safety provides four grant training workshops throughout the state every year. Potential applicants attend these workshops in order to understand the application process and the rules and requirements of the Highway Safety grant program. All law enforcement and community applications are reviewed by Office of Highway Safety employees. Applications that are approved to be a part of the Highway Safety Plan demonstrate a Highway Safety related problem along with proven countermeasures that will be deployed to prevent injuries and fatalities on South Dakota's roadways.

**Enter list of information and data sources consulted.**

All of the data presented and analyzed in this report are from the South Dakota Accident Records System or the Fatality Analysis Reporting System maintained by the National Highway Traffic Safety Administration. This South Dakota Accident Records System is collected and maintained by the South Dakota Office of Highway Safety. In addition, citation data is based on reports from the South Dakota Unified Judicial System and data points related to seatbelt use or drawn from the annual Statewide Seatbelt Use Report.

### Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).

The 2019 plan begins with a broad data presentation organized around the core outcome and core behavior measures required as mandatory reporting items by NHTSA. Interlaced into this section are the performance goals established by the Office of Highway Safety through collaboration with external partners. In developing and implementing the strategies and plans of the Highway Safety Plan and the Strategic Highway Safety Plan, the Office of Highway Safety has worked in coordination with the South Dakota Department of Transportation (SDDOT). This coordination has included numerous planning meetings with a diverse array of participants held in early 2018 in four locations across South Dakota. These meetings utilized the NHTSA evidence-based concept and Countermeasures That Work, Sixth Edition, 2011 (A full list of participants is included on the following page). Each application submitted for consideration to the FFY2019 Highway Safety Plan is based on roadway, crash, and other data to support the quantifiable and measurable highway safety performances measures required in the Fast Act. All of the data presented and analyzed in this report are from the South Dakota Accident Records System. This data is collected and maintained by the South Dakota Office of Highway Safety. Due to significant improvements in our ability to collect crash reports (approximately 95% of reports are submitted electronically), there is little to no delay in the uploading of these reports. This allows the data to be readily available for performance monitoring throughout the year. Lee Axdahl, the Director of Highway Safety also serves on the steering committee for the development of the Strategic Highway Safety Plan, which helps to ensure that the efforts are coordinated. For each of the core outcome measures addressed in the plan, supporting data is provided to justify the established goals. Goals are made in relation to long-term projections as well as the most recent year's data points.

## 3 Performance report

Open each performance measure listed below or click **Add New** to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress

### C-1) Number of traffic fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

#### 2018 Performance Goal

**Goal Statement:** Maintain the traffic fatalities five-year average at 130 or less for 2014-2018.

**Current Value (2012-2016):** 130.6

**Current Status:** In Progress

#### Key Observations from 2017 Data

- In total, 129 traffic crash fatalities were recorded in South Dakota in 2017, an increase of approximately 11.2% from 2016.

- Similar to previous years, the vast majority (95.3%) of traffic crash fatalities in South Dakota in 2016 were motorists, as opposed to pedestrians or pedalcyclists.

**Recent Data**

Of the 18,380 motor vehicle traffic crashes reported in South Dakota in 2017, 111 (0.60% of total crashes) resulted in at least one fatality. In total, 129 traffic crash fatalities were recorded in South Dakota in 2017, an increase of approximately 11.2% from 2016. Of these fatalities, 74 (57.4%) were sustained by residents of South Dakota. As was the case in previous years, the majority of fatalities were the vehicle operators. In 2017, 91 fatalities (70.5%) of all traffic crash fatalities, were operators of motor vehicles.

Table 1 presents basic fatality counts and annual percentage changes from 2013 to 2017. Figure 1 provides a visual representation of fatalities in South Dakota over the same period, as expressed through five-year averages.

**Table 1. Annual Traffic Crash Fatalities: 2013-2017**

	Fatalities	% Change
2013	135	+2.0%
2014	136	+0.7%
2015	133	-2.3%
2016	116	-14.7%
2017	129	+11.2%

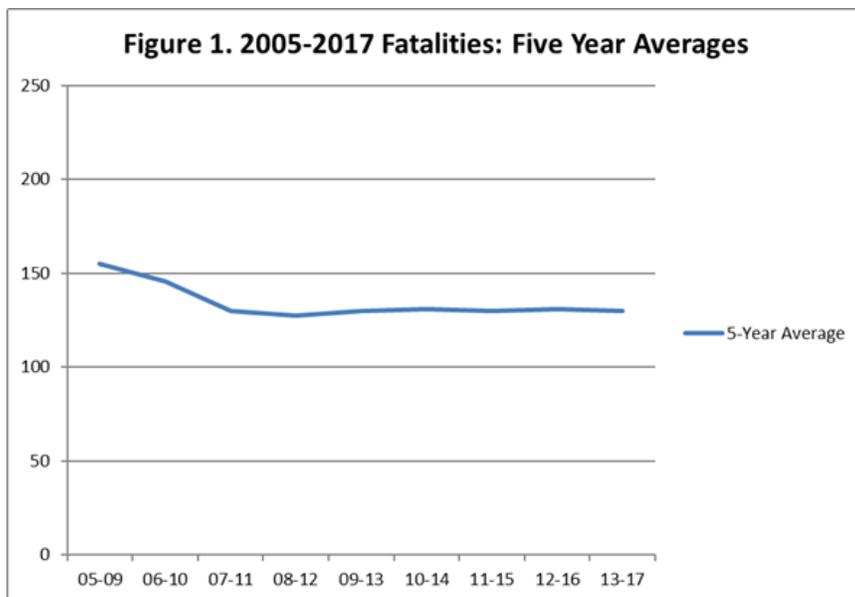


Figure 2 presents traffic crash fatalities by unit type for 2017. From this data, it can be seen that the vast majority of traffic crash fatalities in South Dakota are motorists, as opposed to pedestrians or pedalcyclists. With regard to the 129 traffic crash fatalities recorded in 2017, 123 (95.3%) were motor vehicle occupants with the largest percentages coming from passenger cars (22%), light trucks (22%) and SUVs (18%). Of all motor vehicle occupant fatalities, 72.1% (93) were male. Occupants and operators aged 21-30 years accounted for 20.2% (26) of all occupant fatalities, the highest of any age group.[1] Finally, 80.6% (104) of 2017 traffic

crash fatalities occurred on rural roadways while the remaining 19.4% (25) occurred on urban roadways. Reporting on core measure C-3 will go further in elaborating on the overwhelmingly rural nature of South Dakota's road system, and describing the implications of this condition on traffic crash outcomes.

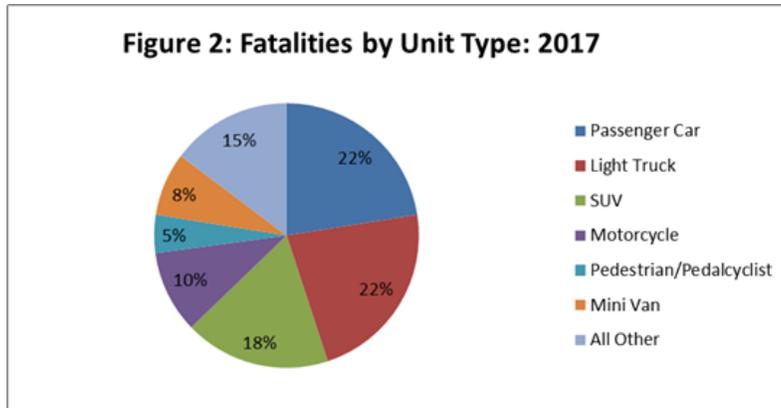


Table 2 displays calculated values for a modified per capita measure of traffic crash fatalities: total fatalities per 100,000 in-state population. This metric provides a relative indicator of fatality incidence, indexed to dynamic population counts. The figures presented in this table supply another means by which to examine trending features with respect to traffic crash fatalities in South Dakota. By this measure, the state fatality rate decreased for the last year and has witnessed a 44.3% cumulative improvement in fatality outcomes since 2006.

Table 2. Total Fatalities per 100,000 In-State Population: 2006-2017[1]

	Population Estimate	Total Fatalities	Per 100,000 Population	Annual % Change
2006	787,380	191	24.26	-
2007	795,689	146	18.35	-24.4%
2008	804,194	121	15.05	-18.0%
2009	812,383	131	16.13	+7.2%
2010	814,180	140	17.20	+6.6%
2011	824,082	111	13.5	-21.5%
2012	833,354	133	15.96	+18.2%
2013	844,877	135	15.98	+0.1%
2014	853,175	136	15.94	-0.25%
2015	858,469	133	15.49	-2.8%
2016	865,454	116	13.51	-12.7%
2017	869,666	129	14.83	+9.8%

[1] That each of the major “per unit denominators” commonly used in traffic crash reporting (such as population counts, registered vehicle counts, and registered driver counts) are unavoidably misspecified is a well-worn topic. It is commonly acknowledged that no single per unit measure is both broadly and consistently inclusive of and only of those indexing units most relevant to the primary “numerator” measure. Indeed, population figures may be construed as a biased control factor due to the tendency for in-state fatality counts to include out-of-state motorists. However, in-state population is favored here due to its straightforward parsimony and its inter-state definitional reliability.

[1] Among 10 year age span groups.

## C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: In Progress

**Enter a program-area-level report on the State’s progress towards meeting State performance targets from the previous fiscal year’s HSP.**

### 2018 Performance Goal

**Goal Statement:** Decrease the serious traffic injuries five-year average to 759 or less for the 2014-2018 time period.

**Current Value (2012-2016):** 775

**Current Status:** In Progress

### Key Observations from 2017 Data

- 5,319 non-fatal traffic crash injuries were sustained in 2017[1], 649 of which were serious or incapacitating.
- The number of serious injuries recorded in 2017 represents a decrease of 6.2% from the analogous 2016 total.

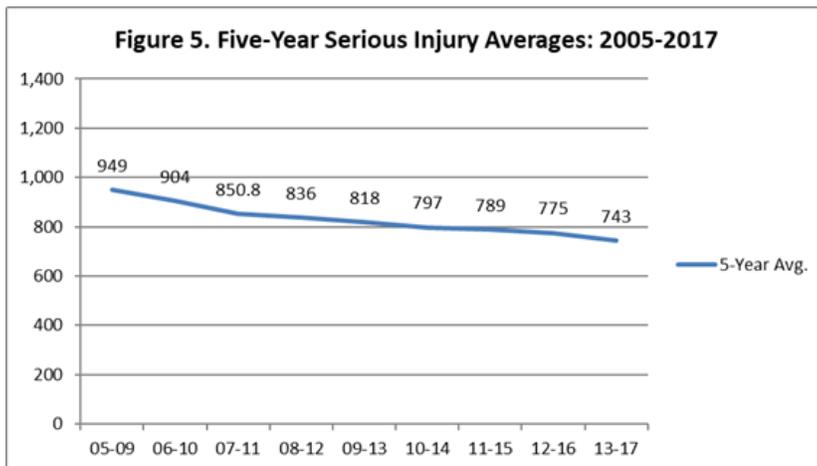
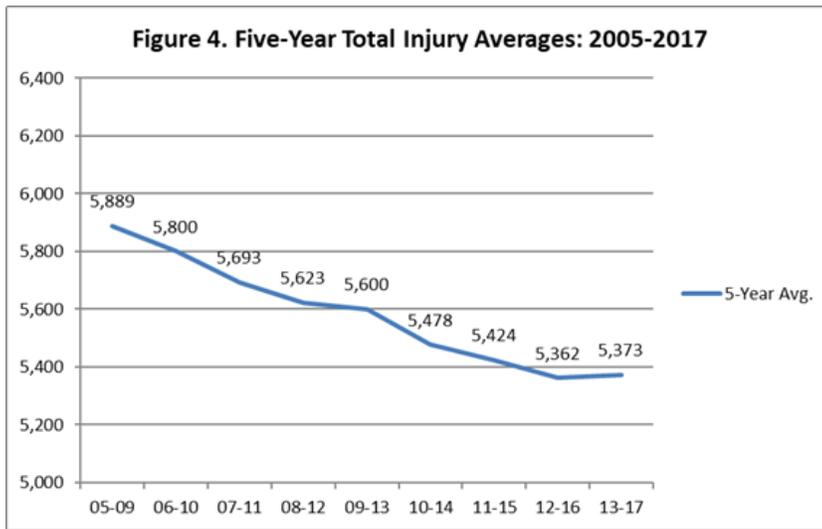
### Recent Data

A grand total of 5,448 injuries were sustained as a result of traffic crashes in 2017, 129 (2.4%) of which were ultimately fatal. Of non-fatal injuries, 649 (12.2%) were serious or incapacitating. The number of serious injuries recorded in 2017 (649) represents a 6.2% decrease from the same figure in 2016 (692).

Table 3 displays frequency counts and average annual changes for all non-fatal injuries and serious injuries from 2013–2017. Figures 4 and 5 present five-year average trend lines for total non-fatal injuries (Figure 4) and serious injuries (Figure 5). As can be seen in the graphs, the five-year average for total and serious injuries have both continually decreased since the 2005-2009 time period. It is our goal to continue this trend of improvement.

Table 3. Annual Traffic Crash Non-Fatal Injuries, Total and Serious: 2013-2017

	Total Injuries	% Change	Serious Injuries	% Change
2013	5,597	+3.1%	832	+2.7%
2014	5,089	-9.1%	738	-11.3%
2015	5,525	+8.6%	803	+8.8%
2016	5,166	-6.5%	692	-13.8%
2017	5,448	+5.5%	649	-6.2%



[1] This figure includes 2820 "possible" injuries included in the South Dakota Crash Data.

**C-3) Fatalities/VMT (FARS, FHWA)**

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

**2018 Performance Goals**

**Goal Statement (a):** Decrease the five-year average fatalities/VMT to an average rate of 1.34 or less for 2014-2018.

**Current Value (2012-2016):** 1.42

**Current Status:** In progress

**Goal Statement (b):** Decrease the five-year average rural fatalities/VMT to an average rate of 1.62 or less for 2014-2018.

**Current Value (2012-2016):** 1.75

**Current Status:** In progress

**Goal Statement (c):** Decrease the five-year average urban fatalities/VMT to an average rate of .72 or less for 2014-2018.

**Current Value (2012-2016):** .65

**Current Status:** In progress

**Key Observations from 2017 Data**

- Because such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways.
- The 2017 statewide fatality rate of 1.34 represents an 8.94% increase from that of 2016 (1.23).
- Injury-to-fatality ratios suggest that rural crashes remain more likely than urban crashes to produce fatalities, all else being equal. However, the urban fatality rate saw the largest increase in 2017.

#### Recent Data

South Dakota's highway system is dominated by vastness. The state's geographic expansiveness and sparse population combine to result in a marked reliance on travel by rural roadways; 70% of all vehicle miles traveled in South Dakota occurred on rural highways and streets. Table 4 exhibits basic figures for miles of roadways and vehicle miles traveled (VMT) in South Dakota for 2017. Overall, the 9.62 billion total VMT figure for 2017 represents an increase of 1.7% from the 9.46 billion VMT figure for 2016.

	Values	% of Total
Rural Miles	79,162.266	95.86%
Urban Miles	3,421.553	4.14%
Total Miles	82,583.819	100%
Rural VMT	6,744,046,573	70.08%
Urban VMT	2,879,273,157	29.92%
Total VMT	9,623,319,730	100%

Because such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways. Table 5 provides fatality and injury rate figures for 2013–2017, segmented by location type.[1]

Table 5. Fatality and Injury Rates by Location: 2013-2017[2]

	Total Fatality Rate	Rural Fatality Rate	Urban Fatality Rate	Total Injury Rate	Rural Injury Rate	Urban Injury Rate
2012	1.47	1.80	0.65	59.82	37.40	119.38
2013	1.48	1.81	0.71	59.93	34.57	120.06
2014	1.49	1.78	0.77	55.58	31.78	112.39
2015	1.42	1.730	0.72	59.16	35.50	114.66

2016	1.23	1.61	0.42	54.58	33.31	104.00
2017	1.34	1.54	0.86	57.03	33.30	111.21
% Change ( '16 to '17)	+8.94%	-4.35%	+104.76%	+4.49%	-0.03%	+6.93%

The above injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal. This observation implies that states like South Dakota, whose distinctively rural composition produces unique geographic contexts, face unique challenges to effective traffic crash management.

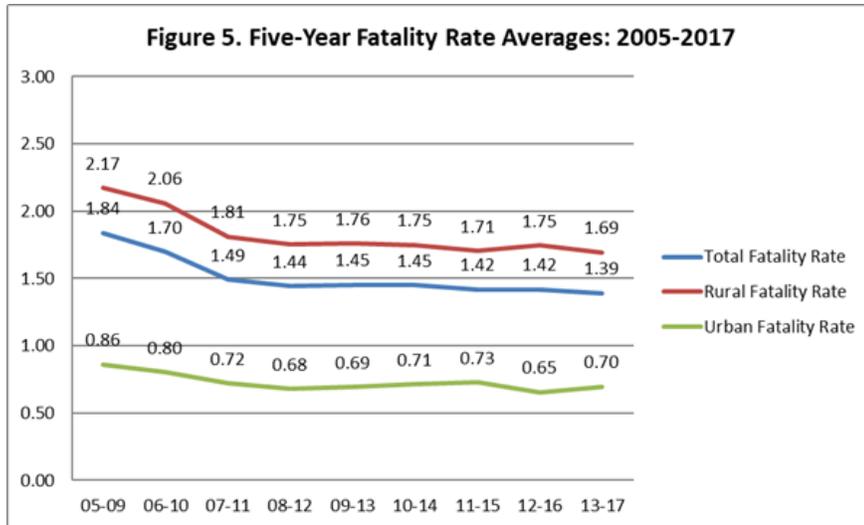


Figure 7 demonstrates a mostly downward trend across five-year averages for total, rural, and urban fatality rates since the initial 2005-2009 average. As expected, average rural fatality rates are substantially higher than comparable urban fatality rates for each of the last eight time periods. The reasons for this tendency are at least partially intuitive, including but not limited to the characteristically higher allowable rates of speed on rural roadways and the increased transit time required for emergency responders to arrive at crash sites.

[1] "Fatality rate" is defined here as the number of fatalities per 100 million vehicle miles traveled. Likewise, "injury rate" expresses the number of injuries (all severity levels, not including fatalities) per 100 million vehicle miles traveled.

[2] (Rural + Urban fatalities/injuries may not add to total, because some accident reports include no rural/urban designation.)

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

**2018 Performance Goal**

**Goal Statement:** Decrease the unrestrained passenger vehicle occupant fatalities five-year average to 60 or less for 2014-2018.

**Current Value (2012-2016):** 61.4

**Current Status:** In progress

**Key Observations from 2017 Data**

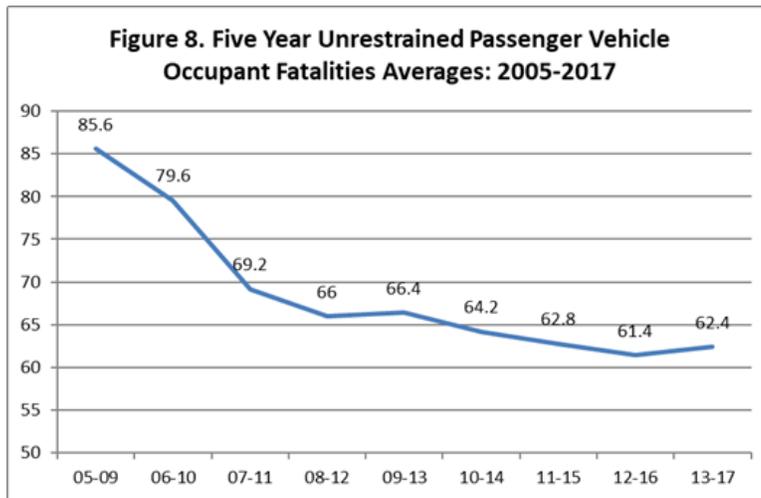
- A total of 84 unrestrained passenger vehicle occupants were killed in traffic crashes in 2017, a 12% increase from 2016 (75). The five-year average also increased by 3.2%.
- In 2017, 62.6% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 19.4% of restrained occupants suffered an injury or fatality.
- 79.0% of all unrestrained driver fatalities in passenger vehicles in 2017 were sustained by males.

### Recent Data

In 2017, 23,421 passenger vehicle occupants were involved in traffic crashes, 1,318 of which were unrestrained.[1] Of these unrestrained occupants whose injury status was known, 63 (4.8%) were killed, 163 (12.3%) sustained a serious injury, and 565 (23.1%) received other injuries[2]. Altogether then, 60.0% of these occupants suffered an injury, fatal or otherwise. By contrast, only 18.4% of restrained passenger vehicle occupants involved in a traffic crash sustained an injury or fatality. In 2017, only 0.09% of restrained passenger vehicle occupants involved in a traffic crash were killed. Table 6 presents crash outcome figures for all unrestrained passenger vehicle occupants in South Dakota from 2013–2017. Figure 8 presents five-year averages from 2005 to 2017 of unrestrained passenger vehicle occupant fatalities.

Table 6. Injury Outcomes of Unrestrained Passenger Vehicle Occupants: 2013-2017[1]

	Fatalities	Serious Injuries	Other Injuries	No Injuries	Total
2013	63	276	746	684	1769
2014	68	179	495	627	1369
2015	60	228	567	544	1399
2016	58	296	752	670	1793
2017	63	163	565	527	1318
2017 (%)	4.8%	12.4%	42.9%	40.0%	100.0%
All Years (%)	4.1%	14.9%	40.9%	39.9%	100.0%



South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. In 2017, two children under the age of five were killed as passenger vehicle occupants. One of the two children was unrestrained, while the other was in a restraint system used properly. One other child under the age of five suffered serious injuries; this child was unrestrained. Of those 90 passenger vehicle occupants 5 or over that sustained fatal injuries, 62 (68.9%) were unrestrained[1]. Males accounted for 79.0% (49) of all unrestrained fatalities.

[1] "Unrestrained" includes those who used no restraint or youth restraint system used improperly.

[1] Passenger vehicle includes Cargo Van (10,000 pounds or less), light truck, mini-van, passenger van with seats for 8 or less including driver, passenger car, single unit truck (10,000 pounds or less) van/bus with seats for 9-15 people including driver and SUVs. (<https://www.fhwa.dot.gov/policy/ohpi/vehclass.htm>)

[1] Here, "unrestrained" passengers are those not wearing a seatbelt or shoulder harness, as well as a child occupant not properly secured in a child restraint system. The restraint usage status was unknown for 1959 individuals.

[2] "Other" injuries includes those recorded as having "possible" injuries.

### C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

#### 2018 Performance Goal

**Goal Statement:** Decrease the alcohol impaired driving fatalities five-year average to 40.9 or less for 2014-2018.

**Current Value (2012-2016):** 43.6

**Current Status:** In progress

#### Key Observations from 2017 Data

The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above was 37% lower in 2017 than in 2016.

In 2017, 68.8% of fatalities (22) involving at least one driver or motorcycle operator with a BAC of .08 or above were sustained by intoxicated drivers themselves, leaving 31.2% of fatalities to be incurred by non-intoxicated drivers or passengers.

#### Recent Data

In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher.[1] Altogether, 18,380 traffic crashes were reported in 2017, 526 of which involved at least one driver with a BAC reading of .08 or above. In other words, 2.9% of all accidents involved at least one intoxicated driver. In 2016 this percentage was slightly lower at 2.7%. There was a total of 32 fatalities resulting from accidents involving at least one driver intoxicated; this figure represents a 30.4% decrease from the analogous figure in 2016 (46).

Of the 32 fatality victims, 22 (68.8%) were themselves drivers with a BAC level of .08 or higher. Among the 27 drivers with a BAC of .08 or higher involved in fatal accidents, 85.2% (23) carried an in-state driver's license; 25.9% (7) were operating without or under a revoked or suspended license; 81.5% (22) were male; and 14.8% (4) were 25 years old or younger.

Table 8 shows annual figures and percentage changes for crashes involving at least one driver or motorcycle operator with a BAC reading of .08 or higher, compared to figures for total crashes.[2]

Table 8. BAC Accidents and Total Accidents: 2013-2017

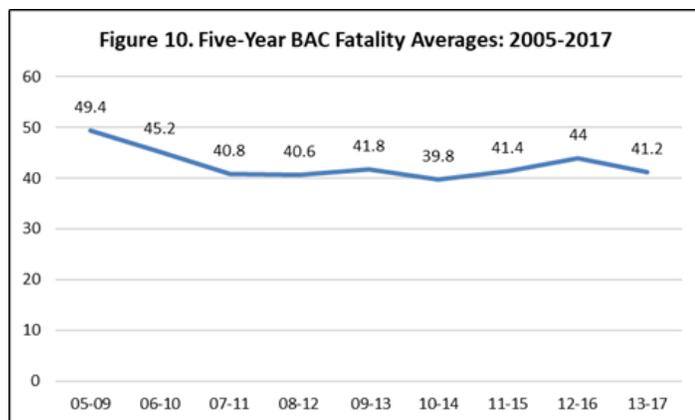
	BAC Crashes	Total Crashes	% Total Crashes that were BAC Crashes	% Annual Change in BAC Crashes
2013	473	16,620	2.8%	+0.4%
2014	470	17,344	2.7%	-0.6%
2015	477	17,789	2.7%	0.0%
2016	477	17,497	2.7%	0.0%
2017	526	18,380	2.9%	+10.3%

Table 9 presents frequency counts of fatalities and injuries resulting from traffic crashes involving at least one driver with a BAC reading of .08 or higher. From 2005–2017, 556 fatalities and 956 serious injuries were sustained in crashes involving at least one operator exceeding the legal BAC limit. In 2016 alone, 47 fatalities and 80 serious injuries were reported in analogous traffic crashes. The fatality figure represents a sizable increase from 2015 of 17.5%. The total number of accidents involving a driver with a BAC of .08 or above however remained the same.

	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2005	70	74	120	143	407
2006	67	83	192	181	523
2007	44	68	152	225	489
2008	35	75	187	328	625
2009	54	81	207	361	703
2010	37	80	199	367	683

2011	33	88	211	401	733
2012	44	104	268	382	798
2013	41	81	250	491	863
2014	44	68	216	452	780
2015	43	74	276	475	870
2016	46	80	296	476	898
2017	32	73	239	411	755
2017 (%)	4.24%	9.67%	31.66%	54.44%	100.00%
All Years (%)	6.3%	11.3%	30.9%	51.5 %	100.0%

Figure 10 displays five-year averages for fatalities reported from 2005–2017. Fatalities resulting from these traffic crashes accounted for 24.8% of all fatalities recorded in 2017.



[1] Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as “intoxicated drivers.”

[2] In this table, “BAC Crashes” refer to those accidents wherein at least one driver was found to have a BAC level of .08 or higher.

#### C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State’s progress towards meeting State performance targets from the previous fiscal year’s HSP.

##### 2018 Performance Goal

**Goal Statement:** Decrease the speeding related fatalities five-year average to 31.8 or less for 2014-2018.

**Current Value (2012-2016):** 35.0

**Current Status:** In progress

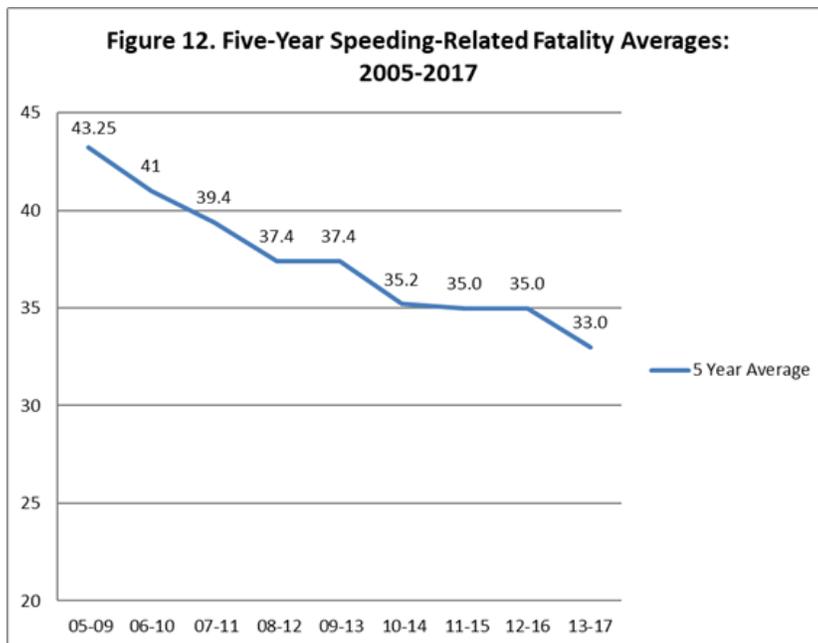
##### Key Observations from 2017 Data

- A total of 29 individuals were killed in 2017 as a result of traffic crashes involving at least one speeding driver, a 17.1% decrease from 2016 (35).
- 100% of speeding-related fatalities in 2017 were sustained by motor vehicle occupants; no pedestrians were killed in these traffic crashes.
- 86.2% of speeding-related fatalities in 2017 occurred on rural roadways. Additionally, speeding-related fatalities per VMT were substantially higher in rural areas.

#### Recent Data

Lead-footed motor vehicle drivers pose an ongoing challenge to highway safety planners. 26.4% percent of South Dakota's traffic crash fatalities in 2017 were sustained in roadway incidents involving at least one speeding driver. Existing data appears to suggest that South Dakotans send mixed signals with respect to the attitudes and behaviors that underlie this manner of driving. On the one hand, the 2012 Highway Safety Behaviors Survey shows that South Dakotans generally support the idea of reigning in speeding drivers. 87.5% of respondents believe that speeding increases the risk of an accident, and 95.7% agree that the enforcement of speeding laws is important. Consequently, 76.5% rate the chances of being ticketed as a consequence of driving over the speed limit as either somewhat likely or very likely. At the same time, 56.7% of respondents report having driven more than five miles per hour over the speed limit at least once in the last year. Only 43.5% claim to never drive faster than 70 mph in 65 mph zones, and 26.7% report never driving faster than 35 mph in 30 mph zones. In total, survey findings imply that while South Dakotans hope that speeding on the state's roadways can be reduced, this view may not inform their own driving practices.

In 2017, 1733 traffic crashes occurred that involved at least one speeding driver (9.4% of all reported traffic crashes); a total of 2,707 people were involved. Of these individuals, 29 (1.1%) sustained fatal injuries, 129 (4.8%) suffered serious but non-fatal injuries, and 589 (21.8%) received non-serious injuries. 100% of speeding-related fatalities in 2017 were sustained by motor vehicle occupants; no pedestrians were killed in these traffic crashes. Figure 12 displays the five-year averages for speeding-related fatalities during the 2005–2017 period.



#### C-7) Number of motorcyclist fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

#### 2018 Performance Goal

**Goal Statement:** Decrease the five-year average for motorcyclist fatalities to 18.7 or less for 2014-2018.

**Current Value (2012-2016):** 23.4

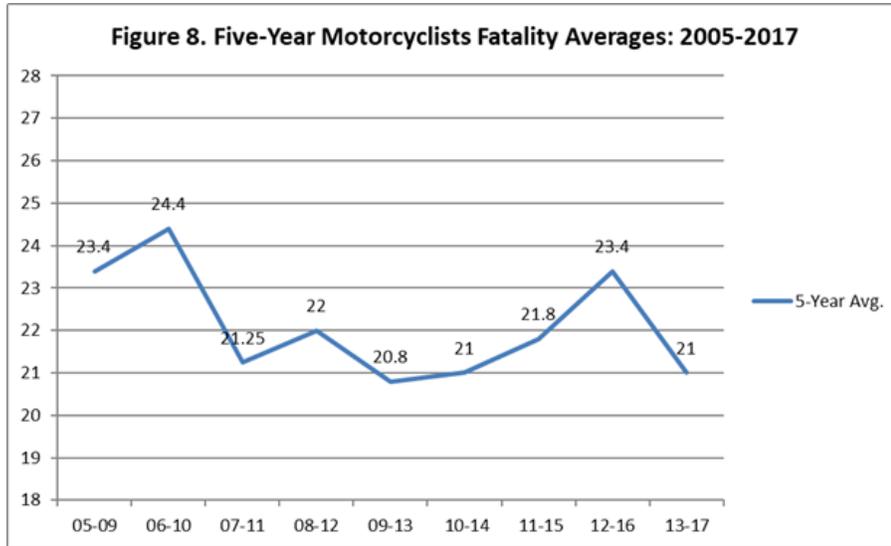
**Current Status:** In progress

**Key Observations from 2017 Data**

- The number of motorcycle fatalities per 1000 registered motorcycles for 2017 (.135) is 43.2% lower than the 2016 rate (.234).
- Motorcycles were involved in only 2.1% of traffic crashes in 2017, however motorcyclists accounted for (13) 10.1% of all fatalities.
- Of the 13 fatalities sustained in traffic crashes involving motorcycles in 2017, 100% of them were the motorcycle operators.

**Recent Data**

In 2017, 382 traffic crashes involving motorcycles were reported, amounting to approximately 2.1% of all traffic crashes.[1] Of the 531 motorcycle occupants involved in these accidents a total of 372 people (70.0%) received non-fatal injuries as a result of these crashes, and 13 motorcyclists (2.4%) were killed. The above fatality count of 13, amounts to 10.1% of all fatalities reported in 2017. Thus despite only being involved in 2.7% of traffic crashes in 2017, motorcyclists accounted for 10.1% of all fatalities. Figure 14 displays five-year averages for motorcycle fatalities (motorcycle occupants only) for 2005-2017.



Of the 13 motorcyclist fatalities in 2017, 10 (76.9%) were age 40 or older and 9 (69.2%) were incurred by males. Over a third of the fatalities (38.5%) occurred during the three-week time span including the week prior to, the week of, and the week after the 2017 Sturgis Motorcycle Rally (August 7-13, 2017). Of the 13 motorcycle operators that were killed 8(61.5%) were licensed in South Dakota and two (15.4%) of the motorcyclists suffering fatal injuries were drivers with a blood alcohol content reading of .08 or above. Since South Dakota does not track motorcycle vehicle miles traveled, fatality per VMT rates cannot be computed. Table 11 displays figures for an alternative rate measure: motorcycle fatalities per 1000 registered motorcycles. While this metric is problematic for a number of reasons, it nonetheless supplies a relative indicator of motorcycle fatality rates.[1] From this table it can be seen that motorcycle fatalities, as a proportion of motorcycle registrations, decreased 42.3% since 2016.

Table 11. Motorcycle Fatalities per Registered Motorcycle: 2013-2017

	Registered Motorcycles[2]	Motorcyclist Fatalities	Fatalities per 1000 Registered Motorcycles
2013	75,669	22	0.291
2014	78,380	17	0.217
2015	89,079	31	0.348
2016	94,179	22	0.234
2017	96,653	13	0.135

[1] Several caveats are in order with regard to the use of a fatalities-per-registered-vehicle metric. This particular measure is tenuous not only because a considerable proportion of motorcycle traffic in South Dakota stems from inter-state travel, but also because some fatalities are sustained by out-of-state motorcyclists.

[2] [http://dor.sd.gov/Motor\\_Vehicles/Title\\_and\\_Registration/Historical\\_Statistics/State\\_Totals.aspx](http://dor.sd.gov/Motor_Vehicles/Title_and_Registration/Historical_Statistics/State_Totals.aspx)

[1] In sections C7 and C8, references to "motorcycles" and "motorcycle operators/occupants" also include mopeds and moped operators/occupants. For simplicity, the term "motorcycle" alone is used.

### C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

#### 2018 Performance Goal

**Goal Statement:** Decrease the unhelmeted motorcyclist fatalities five-year average to 14.0 or less for 2014-2018.

**Current Value (2012-2016):** 16.0

**Current Status:** In Progress

#### Key Observations from 2017 Data

- Of the 13 motorcyclist fatalities in 2017, 8 (61.5%) were sustained by unhelmeted motorcyclists.
- 5 of the 8 unhelmeted motorcyclist fatalities (62.5%) recorded in 2017 were sustained by out-of-state motorcyclists.
- Males accounted for 62.5% of the unhelmeted motorcyclist fatalities recorded in 2017.

#### Recent Data

Table 12 presents comparative crash outcomes data for helmeted and unhelmeted motorcyclists from 2013-2017. It should be noted, though, that the low n-values in these categories may be too small to justify the formation of practical inferences based on these figures alone.

Table 12. Injury Outcomes for Unhelmeted and Helmeted Motorcycle Occupants: 2013-2017

	Unhelmeted Motorcycle Occupants				
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2013	15	85	146	42	284
2014	11	86	170	46	313
2015	22	103	226	63	411
2016	15	94	161	101	369
2017	8	72	155	127	362

2017 (%)	2.21%	19.89%	42.82%	35.08%	100.00%
All Years (%)	3.92%	27.56%	51.28%	17.47%	100.00%
<b>Helmeted Motorcycle Occupants</b>					
	<b>Fatalities</b>	<b>Serious Injuries</b>	<b>Other Injuries</b>	<b>No Injury</b>	<b>Total</b>
2013	7	44	94	26	171
2014	5	75	121	32	233
2015	9	62	122	50	242
2016	6	33	92	25	152
2017	5	52	95	25	177
2017 (%)	2.82%	29.38%	53.67%	14.12%	100.00%
All Years (%)	2.95%	29.78%	54.18%	13.21%	100.00%

The 8 unhelmeted fatalities in 2017 included five bikers (62.5%) carrying a South Dakota driver's license; 62.5% (8) of unhelmeted fatalities were also sustained by males. Table 13 gives annual figures for unhelmeted motorcyclist fatalities per registered motorcycle from 2013-2017. Again, interpretive caution is warranted due to the low number of observations.

Table 13. Unhelmeted Motorcycle Fatalities per Registered Motorcycle: 2013-2017

	Fatalities per 1,000 Registered Motorcycles
2013	0.15
2014	0.14
2015	0.25
2016	0.14
2017	0.08

### C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

#### 2018 Performance Goal

**Goal Statement:** Maintain the drivers age 20 or younger involved in fatal crashes five-year at 18.6 or less for 2014-2018.

**Current Value (2012-2016):** 18.4

**Current Status:** In progress

#### Key Observations from 2017 Data

- 10 drivers under the age of 21 were involved in a fatal traffic crash in 2017, three fewer than in 2016.
- 14 fatalities resulted from crashes where drivers under the age of 21 were involved; this figure represents a 44% decrease since 2016. It is important to keep in mind the small values of the figures used to determine the percentage changes though.

#### Recent Data

Both popular opinion and self-reported attitude data give justification to the prevailing impression of young motorists as a dangerous driving population. According to the 2012 Highway Safety Behaviors Survey 23.1% of drivers age 30 and under admit to driving more than 35 mph in 30 mph zones "all of the time: or "most of the time," a proportion higher than that found in any other age group. 5.9% motorists 30 or younger report never wearing a seatbelt while driving, 30.4% believe seatbelts are as likely to cause harm as to prevent it, and 30.4% assert an ability to drive safely even after consuming multiple alcoholic drinks. Reflecting some level of awareness of these tendencies, 55.8% of all respondents to the 2012 survey suggested that the state should increase the minimum driving age from 14 to 16, ostensibly to reduce the total number of young drivers on South Dakota's roadways.

Table 14 provides yearly counts and annual change figures of drivers under 21 involved in traffic crashes resulting in at least one fatality. As can be seen from the table, the number of drivers under 21 involved in fatal crashes has decreased slightly since last year.

Table 14. Drivers Under 21 Involved in Fatal Crashes: 2013-2017

	Drivers Under 21	Annual % Change
2013	16	-20.0%
2014	22	+37.5%
2015	13	-40.9%
2016	13	0.0%
2017	10	-23.1%

Figure 16 provides a slightly different perspective on fatalities involving drivers under the age of 21 through the lens of five-year averages. As is illustrated in this figure, the five-year averages are relatively consistent with a slight decrease overall.

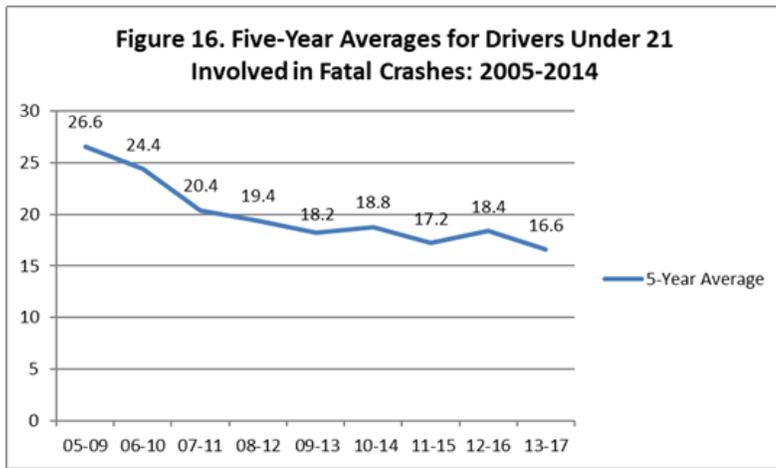


Table 16 presents fatality rates, expressed as fractions of total in-state population counts, for years 2013-2017. This table indicates that 25 fatalities resulted in 2016 from traffic crashes involving a driver under 21 years old, up from 14 in 2015. Additionally, the 2016 fatality rate of 2.88 fatalities per 100,000 in population is substantially higher than last year and the highest rate for the last five years.[1]

Table 16. Fatalities per 100,000 In-State Population from Crashes Involving a Driver Under 21: 2013-2017

	Population Estimate	Fatalities from Crashes Involving a Driver Under 21	Per 100,000 Population
2013	844,877	15	1.78
2014	853,175	27	3.16
2015	858,469	14	1.63
2016	868,799	25	2.88
2017	869,666	14	1.61

Of the 10 drivers under age 21 involved in fatal traffic crashes in 2017, 4 of them (40.0%) were killed. 9 of them (90.0%) were from South Dakota; seven of the 10 (70.0%) were male, and 1 (10.0%) recorded a positive blood alcohol content reading.[2]

[1] It is worth noting though that this does not take into account changes in the proportion of the population that are under 21.

[2] In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.

**C-10) Number of pedestrian fatalities (FARS)**

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

**2018 Performance Goal**

**Goal Statement:** Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2014-2018, despite expected increases in population.

**Current Value (2012-2016):** 6.2

**Current Status:** In progress

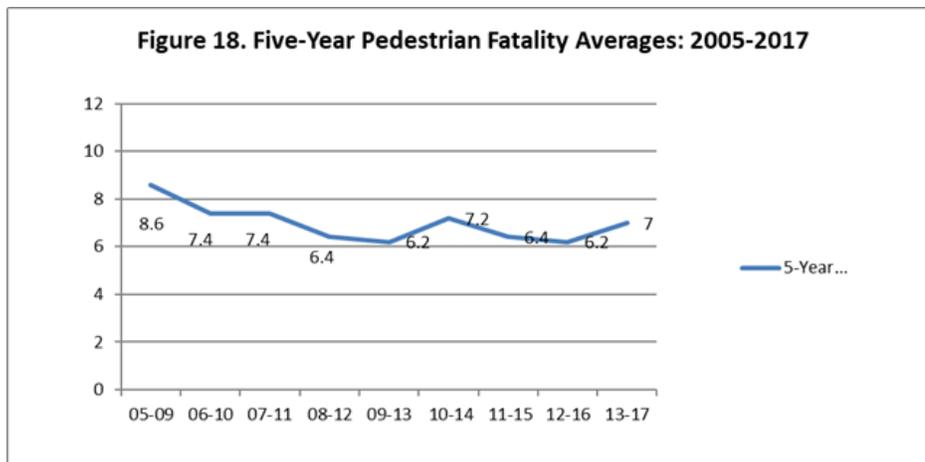
**Key Observations from 2017 Data**

- Since 2005, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 6-7 fatalities per year; 6 were reported in 2017.

**Recent Data**

Pedestrian fatalities are highly uncommon in South Dakota. Only 35 pedestrian fatalities were recorded in the state from 2013 through 2017; this includes 6 such fatalities in 2017. It is worth noting that all pedestrian fatalities in 2017 had BACs higher than .14. Since 2005, the number of annual pedestrian fatalities has fluctuated around an average of 6-7 fatalities per year with the current five-year average for 2013-2017 at 7 pedestrian fatalities.

Figure 18 presents trend data for pedestrian fatalities from 2005–2017, as expressed by five-year averages.



In 2017, 130 pedestrians were involved in traffic crashes. These crashes resulted in 6 pedestrian fatalities, 16 serious injuries, and 41 other injuries. In 2017, one of the pedestrians was killed in a rural area. In addition, 78.9% (45 of 57) of non-fatal pedestrian injuries were sustained in urban areas.

Finally, Table 19 displays pedestrian fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, it can be seen that over the five most recent years, roughly 0-1 pedestrians per 100,000 in-state population have been killed in motor vehicle crashes each year. The 2017 figure of .69 shows a modest increase from the 2016 figure of 0.46.

Table 19. Pedestrian Fatalities per 100,000 In-State Population: 2013-2017

	Population Estimate	Pedestrian Fatalities	Per 100,000 Population
2013	844,877	4	0.47
2014	853,175	9	1.05
2015	858,469	5	0.58
2016	868,799	4	0.46

2017	869,666	6	0.69
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**C-11) Number of bicyclists fatalities (FARS)**

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

**2018 Performance Goal**

**Goal Statement:** Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2014-2018, despite expected increases in population.

**Current Value (2012-2016):** 0.6

**Current Status:** In progress

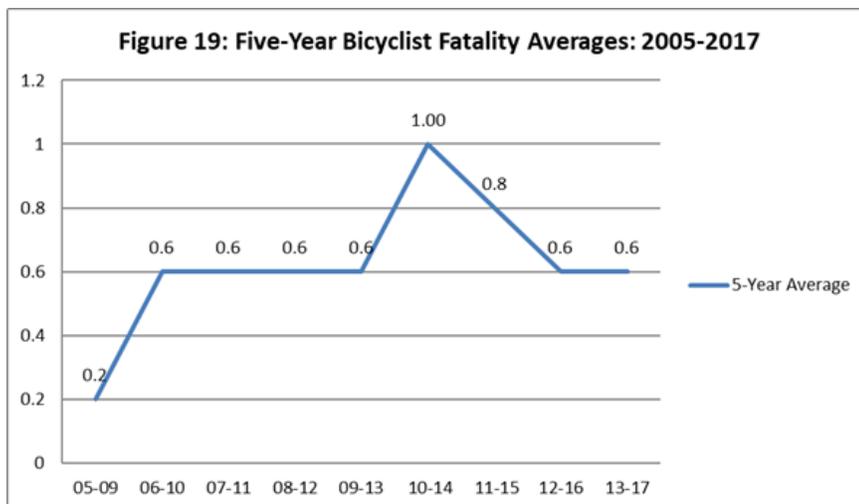
**Key Observations from 2017 Data**

- The number of annual bicyclist fatalities in South Dakota is consistently very low. None were reported in 2017.

**Recent Data**

Bicycle fatalities are highly uncommon in South Dakota. Only 7 bicyclist fatalities were recorded in the state since 2005. There were no bicyclist fatalities in 2017. Since 2005, the five-year average of bicyclist fatalities has remained at 1 fatality or less per year.

Figure 19 presents trend data for bicyclist fatalities from 2005–2017, as expressed by five-year averages. Given the very low number of fatalities per year though, the changes in the averages are a bit misleading. Since most years have zero fatalities, any one year with a fatality can inflate the averages for the entire time it is included in the time frame.



Of the 70 total bicyclists involved in accidents in 2017, 41 (58.6%) were male, 55 (78.6%) were over the age of 20, and a significant majority, 64 (91.4%) were not wearing a helmet. In 2017, 91.2% (31 of 34) of non-fatal bicyclist injuries were sustained in urban areas. This proportion is even higher than what we find with pedestrian injuries. Table 20 provides a tabular summary of data regarding bicyclist fatalities and injuries by location type.

**B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

**2018 Performance Goal**

**Goal Statement:** Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 75.24% by December 31, 2018.

**Current Value (2017):** 74.8%

**Current Status:** In progress

#### Key Observations from 2017 Data

- The 2017 estimate for statewide estimated safety restraint usage on all road types was 74.8%, an increase from 2016 (74.2%).

#### Recent Data

As revealed by the 2012 Highway Safety Behaviors Survey, motorists in South Dakota appear not only to hold a generally favorable view of seatbelts, but also to use them with considerable frequency. Results from this questionnaire show that 71.6% of motorists reported wearing seatbelts "all of the time" while driving, with another 15.2% reporting seatbelt use "most of the time." 91.7% of respondents agree that they would want to be wearing a seatbelt in the event of an accident, and 69.3% disagree that seatbelts are as likely to harm vehicle occupants as to help them. Public awareness of the state's statutory parameters is also reasonably strong. Across all respondents, 89.2% reported knowing that South Dakota has a law requiring seatbelt use, although participants tended to be unsure of the law's finer points.[1] 61.5% of respondents recalled seeing a public message encouraging seatbelt use in the previous 30 days; the analogous figure among drivers ages 30 and under was 79.7%. Finally, a majority (55.6%) of survey participants estimated that the failure to wear a seatbelt is either somewhat likely or very likely to result in receiving a ticket from law enforcement authorities. Taken as a whole, these findings seem to portend diligent use of seatbelts by in-state motorists.

In June of 2017, the South Dakota Office of Highway Safety contracted with the Upper Great Plains Transportation Institute to conduct a statewide observational survey following methodological guidelines spelled out in NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. The underlying purpose of the annual survey is to observe safety restraint use of all drivers, right front passengers, and children under the age of five traveling on rural and urban highways and interstates. The 2017 report, *Seatbelt Use in South Dakota, June 2017* serves as the primary source document for all information presented in this section.

From the sixteen counties selected from the sampling pool, a total of 26,984 automobile occupants were observed during the week of June 12-18, 2017. After weighing averages to account for VMT, the 2017 statewide estimated safety restraint use on all road types was 74.8%. This represents an increase of 0.6 percentage points from the 2016 statewide weighted estimate of 74.2%.

Table 20 exhibits the observed restraint use figures for 2013-2017.

	Statewide
2013	68.7%
2014	68.9%
2015	73.6%
2016	74.2%
2017	74.8%
% Change ('16 to '17)	+0.6%

[1] In all, 40.9% believed that the state's seatbelt law defines the failure to wear a seatbelt as a primary offense, while 40.4% stated (rightly) that it is a secondary offense; 18.7% were uncertain.

## 4 Performance plan

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	127.4
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	703.4
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.310
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2015	2019	58.2
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2015	2019	39.6
C-6) Number of speeding-related fatalities (FARS)	5 Year	2015	2019	35.0
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2015	2019	20.5
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2015	2019	15.4
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2015	2019	15.6
C-10) Number of pedestrian fatalities (FARS)	5 Year	2015	2019	7.0
C-11) Number of bicyclists fatalities (FARS)	5 Year	2015	2019	1.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	2019	76.0
Number of distracted driving fatalities (FARS)	5 Year	2015	2019	7.5

### C-1) Number of traffic fatalities (FARS)

Is this a traffic records system performance measure?

No

C-1) Number of traffic fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 127.4
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

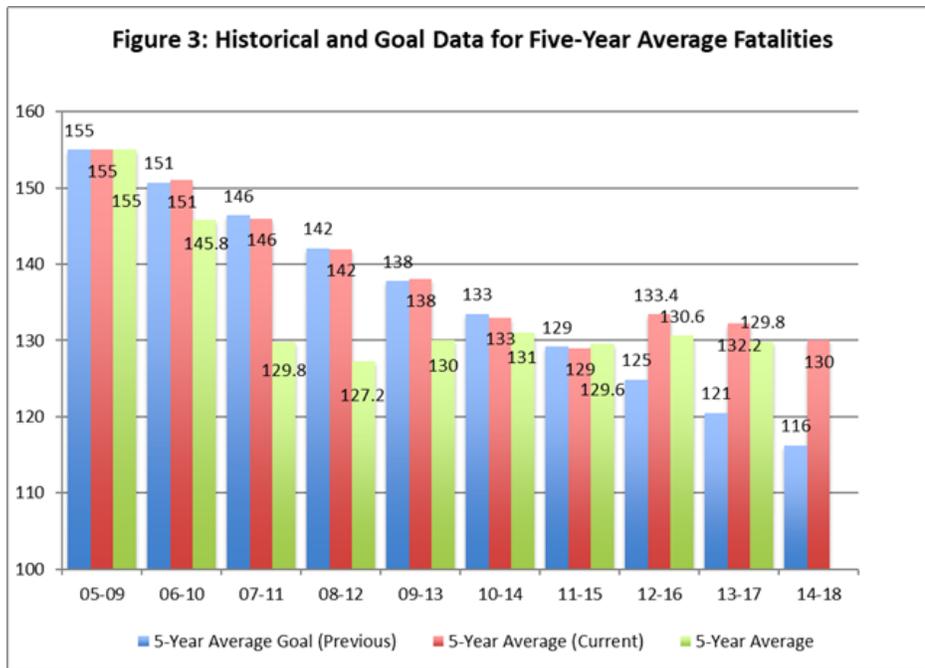
#### 2019 Performance Goal

**Goal Statement:** Decrease the traffic fatalities five-year average to 127.4 or less for 2015-2019.

#### State Goal Calculations

South Dakota's goals for fatalities are based on five-year averages. The goal for each performance year was informed by historical data in order to meet goals related to longer term trends. As is displayed in Figure 3, since the 2005-2009 time period to the 2015-2018 time period, South Dakota aimed to reduce the five-year average for fatalities by 25% (from 155 to 116). However, in 2015 these goals were adjusted to align with more current data and to provide attainable goals. Figure 3 presents both the previous and current goals as well as actual five-year averages. In order to calculate an appropriate goal for the 2015-2019 time period we

calculated the average actual reduction in fatalities from the 2005-2009 time period. In this time, the five-year average for fatalities has decreased roughly 16% or 2% per year. To maintain this rate of decrease at roughly 2% our goal for 2015-2019 will be to decrease the five-year average for fatalities to 127.4 or less.



**C-2) Number of serious injuries in traffic crashes (State crash data files)**

**Is this a traffic records system performance measure?**

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019

Target Metric Type: Numeric

Target Value: 703.4

Target Period: 5 Year

Target Start Year: 2015

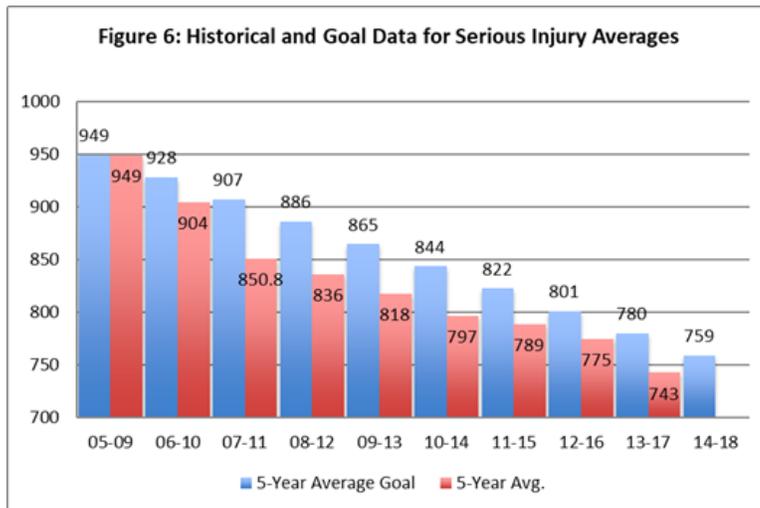
**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

**2019 Performance Goal**

**Goal Statement:** Decrease the five-year average for serious injuries to 703.4 or less for the 2015-2019 time period.

**State Goal Calculations**

As exhibited in Figure 6, from the 2005-2009 time period to the 2014-2018 time period, South Dakota aimed to reduce the five-year average for serious injuries by 20% (from 949 to 759). We are currently on track to meet this goal. In order to calculate an appropriate goal for the 2015-2019 time period we calculated the average reduction in serious injuries from the 2005-2009 time period. In this time, the five-year average for serious injuries has decreased roughly 21.7% or 2.7% per year. To maintain this rate of decrease our goal for 2015-2019 will be to decrease the five-year average for serious injuries to 703.4 or less.



### C-3) Fatalities/VMT (FARS, FHWA)

#### Is this a traffic records system performance measure?

No

C-3) Fatalities/VMT (FARS, FHWA)-2019

Target Metric Type: Numeric

Target Value: 1.310

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

#### 2019 Performance Goals

- (a) Decrease the five-year average fatalities/VMT to an average rate of 1.31 or less for 2015-2019.
- (b) Decrease the five-year average rural fatalities/VMT to an average rate of 1.61 or less for 2015-2019.
- (c) Decrease the five-year average urban fatalities/VMT to an average rate of .61 or less for 2015-2019.

#### State Goal Calculations

The goals for fatalities per VMT are calculated directly from the state goals for fatalities, expected projections in state Vehicle Miles Traveled, and average proportion of fatalities in Urban versus Rural area. Since 2009, the total VMT has increased at an average rate of 1.01%. Using this rate, the estimated VMT for calendar year 2019 is 9,816,748,457. If the goal for the five-year average of fatalities of 127 or less is reached, the fatalities per VMT will be 1.33 or lower for 2015-2019. On average 86% of fatalities occur in rural areas and the rural VMT is expected to increase by 1.01% as well. Taken together we can calculate a rural fatalities/VMT goal for the 2015-2019 time period of 1.63 or lower. The urban fatalities per VMT goal for the 2015-2019 five-year average will be 0.62 fatalities per Urban VMT or lower.

### C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

#### Is this a traffic records system performance measure?

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019

Target Metric Type: Numeric

Target Value: 58.2

Target Period: 5 Year

Target Start Year: 2015

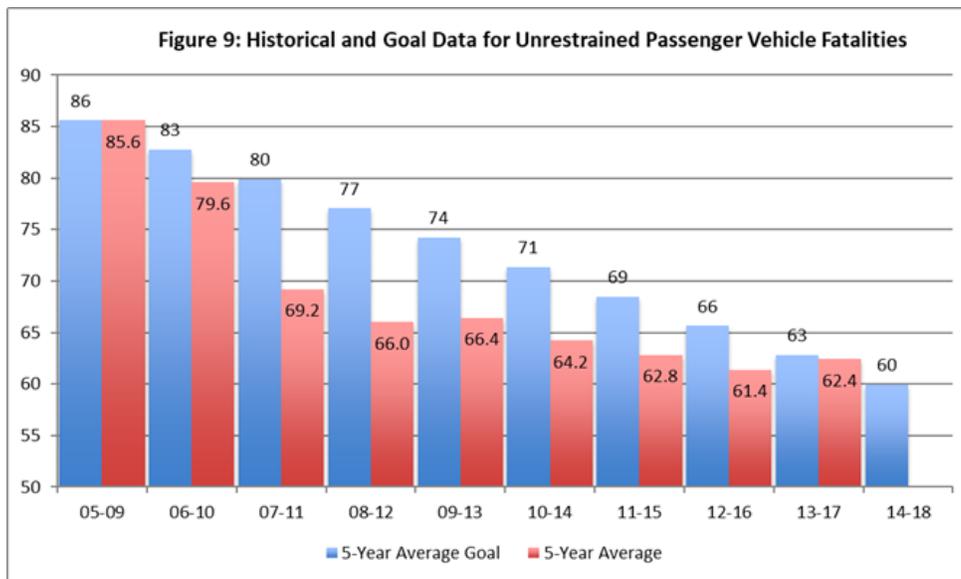
Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

**2019 Performance Goal**

**Goal Statement:** Decrease the five-year average for unrestrained passenger vehicle fatalities to 58.2 or less for 2015-2019.

**State Goal Calculations**

As displayed in Figure 9, between 2005 and 2018, South Dakota aimed to reduce the five-year average for unrestrained passenger vehicle occupant fatalities by 30% (from 86 to 60). To determine an appropriate goal for the 2015-2019 time period we calculated the average actual reduction in unrestrained passenger vehicle fatalities from the 2005-2009 time period. In this time, the five-year average for unrestrained passenger vehicle fatalities has decreased roughly 27% or 3.4% per year. To maintain this rate of decrease our goal for 2015-2019 will be to decrease the five-year average for unrestrained passenger vehicle fatalities to 58.2 or less.



**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

Is this a traffic records system performance measure?

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019

Target Metric Type: Numeric

Target Value: 39.6

Target Period: 5 Year

Target Start Year: 2015

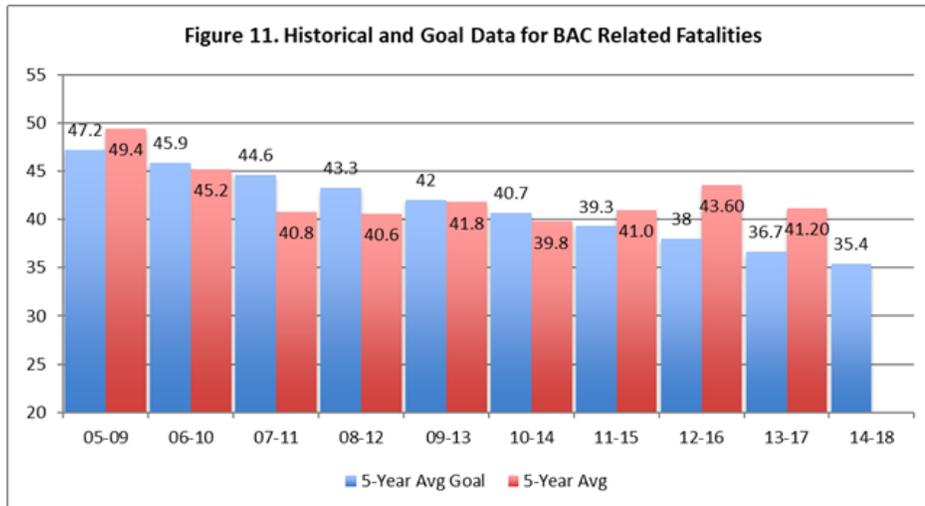
Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

**2019 Performance Goal**

**Goal Statement:** Decrease the five-year average for BAC related fatalities to 39.6 or less for 2015-2019.

**State Goal Calculations**

As illustrated in Figure 11, between 2005 and 2018, South Dakota aimed to reduce the five-year average for alcohol impaired driving fatalities by 25% (from 54 to 41.9). To determine an appropriate goal for the 2015-2019 time period we calculated the average actual reduction in BAC related fatalities from the 2005-2009 time period. In this time, the five-year average for BAC related fatalities has decreased roughly 16.6% or 2.0% per year. To maintain this rate of decrease our goal for 2015-2019 will be to decrease the five-year average for BAC related fatalities to 39.6 or less.



#### C-6) Number of speeding-related fatalities (FARS)

Is this a traffic records system performance measure?

No

C-6) Number of speeding-related fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 35.0

Target Period: 5 Year

Target Start Year: 2015

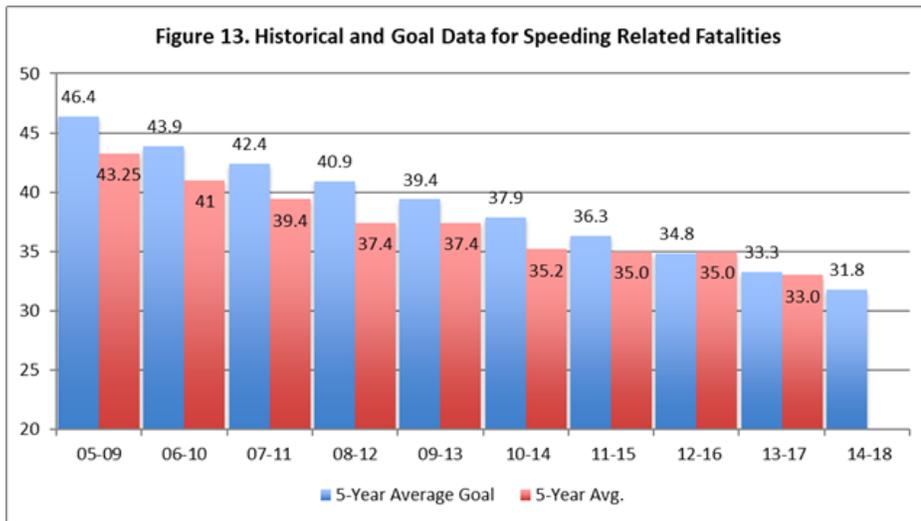
Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

#### 2019 Performance Goal

**Goal Statement:** Decrease the five-year average for speeding related fatalities to 29.9 or less for 2015-2019.

#### State Goal Calculations

As can be seen in Figure 13, from the 2005-2009 time period to the 2014-2018 time period, South Dakota aimed to reduce the five-year average for speeding-related fatalities by 30% (from 45.4 to 31.8). To determine an appropriate goal for the 2015-2019 time period we calculated the average actual reduction in speeding related fatalities from the 2005-2009 time period. In this time, the five-year average for speeding related fatalities has decreased roughly 23.7% or 3.0% per year. To maintain this rate of decrease our goal for 2015-2019 will be to decrease the five-year average for speeding related fatalities to 29.9 or less.



**C-7) Number of motorcyclist fatalities (FARS)**

Is this a traffic records system performance measure?

No

C-7) Number of motorcyclist fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 20.5

Target Period: 5 Year

Target Start Year: 2015

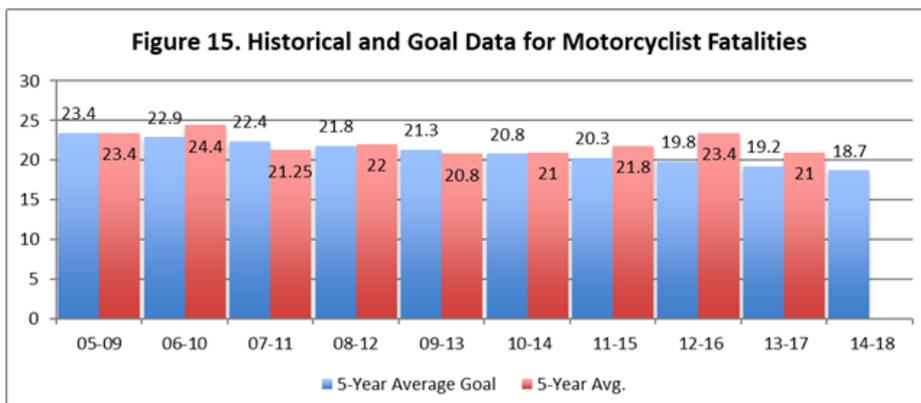
Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

**2019 Performance Goal**

**Goal Statement:** Decrease the five-year average for motorcyclist fatalities to 20.5 or less for 2014-2018.

**State Goal Calculations**

As is exhibited in Figure 15, from the 2005-2009 time period to the 2014-2018 time period, South Dakota aimed to reduce the five-year average for fatalities by 20% (from 23.4 to 18.7). To determine an appropriate goal for the 2015-2019 time period we calculated the average actual reduction in motorcyclist fatalities from the 2005-2009 time period. In this time, the five-year average for motorcyclist fatalities has decreased roughly 10.3% or 1.3% per year. To maintain this rate of decrease our goal for 2015-2019 will be to decrease the five-year average for motorcyclist fatalities to 20.5 or less.



**C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 15.4
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

**2019 Performance Goal**

**Goal Statement:** Decrease the unhelmeted motorcyclist fatalities five-year average to 15.4 or less for 2015-2019.

**State Goal Calculations**

For the purposes of establishing a goal, unhelmeted motorcyclist fatalities must be considered as a subset of motorcyclist fatalities. On average, unhelmeted motorcyclists incur 75% of motorcyclist fatalities. Since the five-year average goal for overall motorcyclist fatalities for the 2015-2019 time period is 20.5 or less, the corresponding figure for unhelmeted motorcyclist fatalities will be 15.4 or less. While it would also be possible to reduce unhelmeted fatalities as a proportion of overall motorcycle fatalities, the lack of a mandatory helmet law in SD and the number of motorcyclist fatalities incurred by operators from out of state make this an unrealistic approach. Hence, our primary objective will be to reduce motorcycle fatalities as a whole.

**C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)****Is this a traffic records system performance measure?**

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019
Target Metric Type: Numeric
Target Value: 15.6
Target Period: 5 Year
Target Start Year: 2015

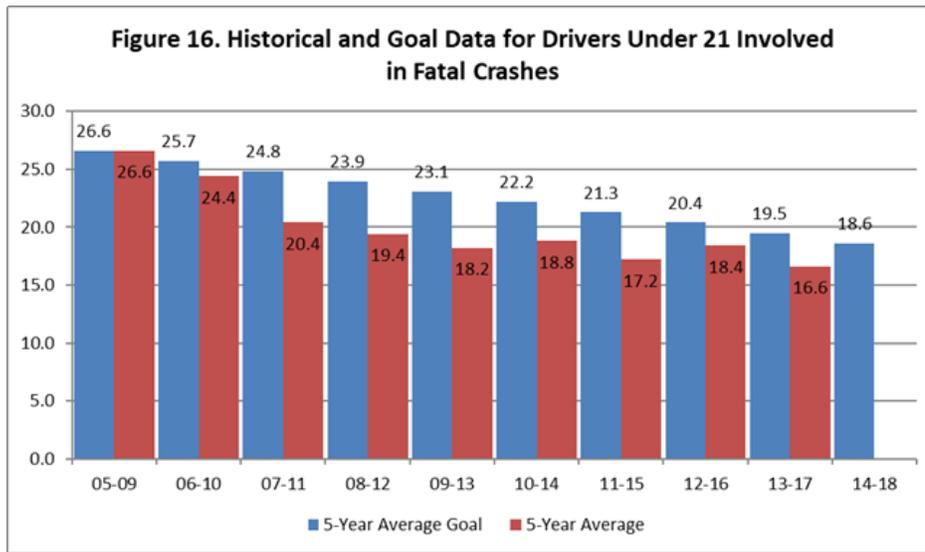
**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

**2019 Performance Goal**

**Goal Statement:** Decrease the drivers age 20 or younger involved in fatal crashes five-year to 15.6 or less for 2015-2019.

**State Goal Calculations**

As is exhibited in Figure 17, from the 2005-2009 time period to the 2014-2018 time period, South Dakota aimed to reduce the five-year average for drivers aged 20 and under involved in fatal crashes by 30% (from 26.6 to 18.6). To determine an appropriate goal for the 2015-2019 time period we calculated the average actual reduction in the number of drivers under 21 involved in fatal crashes from the 2005-2009 time period. In this time, the five-year average for the number of drivers under 21 involved in fatal crashes has decreased roughly 37.6% or 4.5% per year. Much of those gains were early though and the rate of decrease leveled slightly. Therefore, our goal is to maintain a 3% rate of decrease, to do so our goal for 2015-2019 will be to decrease the five-year average for drivers under 21 involved in fatal crashes to 15.6 or less.



### C-10) Number of pedestrian fatalities (FARS)

Is this a traffic records system performance measure?

No

C-10) Number of pedestrian fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 7.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

#### 2019 Performance Goal

**Goal Statement:** Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2015-2019, despite expected increases in population.

#### State Goal Calculations

The number of pedestrian fatalities in South Dakota is so small that analysis of statistical differences or the creation of projections is inappropriate. While South Dakota will continue to strive to reduce the likelihood of pedestrian fatalities, given the vastness of our state and large VMT, zero pedestrian fatalities would be an unrealistic goal. As such, the goal for the 2015-2019 five-year average is simply to maintain the already small pedestrian fatalities at 7 or less per year.

### C-11) Number of bicyclists fatalities (FARS)

Is this a traffic records system performance measure?

No

C-11) Number of bicyclists fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 1.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

**2019 Performance Goal**

**Goal Statement:** Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2015-2019, despite expected increases in population.

**State Goal Calculations**

The number of bicyclist fatalities in South Dakota is so small that analysis of statistical differences or the creation of projections is inappropriate. While South Dakota will continue to strive to reduce the likelihood of bicyclist fatalities, given the vastness of our state and large VMT, permanently sustaining zero bicyclist fatalities for every year would be an unrealistic goal. As such, the goal for the 2015-2019 five-year average is simply to maintain the already miniscule 1 fatality or less per year.

**B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)****Is this a traffic records system performance measure?**

No

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019
Target Metric Type: Percentage
Target Value: 76.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

**2019 Performance Goal**

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 76.0% by December 31, 2019.

While the observed restraint use percentage has increased by 1.2% per year over the last five years, the increases were more substantial in earlier years and have become more modest. This goal reflects an increase of 1.2% over the next two years, which is still aggressive but more attainable.

**Number of distracted driving fatalities (FARS)****Is this a traffic records system performance measure?**

No

Number of distracted driving fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 7.5
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

**2019 Performance Goal**

**Goal Statement:** Decrease the five-year average for distracted driving fatalities to 7.5 for 2015-2019.

**State Goal Calculations**

To determine an appropriate goal for the 2015-2019 time period we calculated the average actual reduction in distracted driving fatalities from the 2005-2009 time period. In this time, the five-year average for distracted driving fatalities has decreased roughly 4.8% or 0.54% per year. To maintain this rate of decrease our goal for 2015-2019 will be to decrease the five-year average for distracted driving fatalities to 7.5 or less.

State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

Check the box if the statement is correct.

Yes

Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Seat belt citations	9,473

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Fiscal year	2017
Impaired driving arrests	10,514

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Speeding citations	51,034

## 5 Program areas

### Program Area Hierarchy

#### 1. Impaired Driving (Drug and Alcohol)

- Media (Paid and Earned)-IMP
  - Media-Alcohol
    - 164 Transfer Funds-AL
- Judicial Related Education or Activity-IMP
  - Judicial Assistance
    - FAST Act 405d Impaired Driving Mid
  - DUI Court
    - FAST Act NHTSA 402
- Highway Safety Office Program Management-IMP
  - Personnel Support-IMP
    - 164 Transfer Funds-AL
  - Administrative and Contractual-IMP
    - 164 Transfer Funds-AL
  - Impaired Driving Task Force (Regulatory Requirement)-IMP
    - FAST Act 405d Impaired Driving Mid
- High Visibility Enforcement-IMP
  - Impaired Driving High Visibility Enforcement
    - FAST Act 405d Impaired Driving Mid
- Community Training, Enforcement and Communication-IMP
  - Prevention and Interdiction
    - FAST Act 405d Impaired Driving Mid
  - Alternative Transportation
    - FAST Act 405d Impaired Driving Mid

#### 2. Traffic Records

- Traffic Records System Improvements
  - Traffic Records Projects
    - MAP 21 405c Data Program
  - Data Systems Improvements
    - MAP 21 405c Data Program
- Highway Safety Office Program Management-Data

- TRCC (Regulatory Requirement)
  - MAP 21 405c Data Program
- 3. Speed Management
  - Media (Paid and Earned)-SP
  - High Visibility Enforcement-SP
    - Speeding High Visibility Enforcement
      - FAST Act NHTSA 402
- 4. Occupant Protection (Adult and Child Passenger Safety)
  - Media (Paid and Earned)-OP
    - Media Non-Alcohol
      - FAST Act NHTSA 402
  - Highway Safety Office Program Management-OP
    - Seatbelt Survey (Regulatory Requirement)
      - FAST Act NHTSA 402
  - High Visibility Enforcement-OP
    - Occupant Protection High Visibility Enforcement
      - FAST Act NHTSA 402
  - Community Training, Enforcement and Communication-OP
    - Communication and Outreach Campaigns
      - FAST Act NHTSA 402
- 5. Non-motorized (Pedestrians and Bicyclist)
  - Community Training, Enforcement and Communication-B&P
    - Communication and Outreach Campaigns-B&P
      - FAST Act NHTSA 402
- 6. Program Admin and Support
  - Highway Safety Office Program Management-402
    - Administrative and Contractual-402
      - FAST Act NHTSA 402
    - Personnel Support-402
      - FAST Act NHTSA 402
  - Community Training, Enforcement and Communication-402
    - Law Enforcement Training
      - FAST Act NHTSA 402
- 7. Young Drivers
  - Driver Education
    - Driver Education Coordinator
      - FAST Act NHTSA 402
- 8. Motorcycle Safety
  - Media (Paid and Earned)-MC
  - High Visibility Enforcement-MC
- 9. Distracted Driving
  - Media (Paid and Earned)-DD
- 10. Planning & Administration
  - (none)
    - Planning and Administration
      - FAST Act NHTSA 402

## 5.1 Program Area: Impaired Driving (Drug and Alcohol)

**Program area type** Impaired Driving (Drug and Alcohol)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Key Observations from 2017 Data

The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above was 37% lower in 2017 than in 2016.

In 2017, 68.8% of fatalities (22) involving at least one driver or motorcycle operator with a BAC of .08 or above were sustained by intoxicated drivers themselves, leaving 31.2% of fatalities to be incurred by non-intoxicated drivers or passengers.

### Recent Data

In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher.[1] Altogether, 18,380 traffic crashes were reported in 2017, 526 of which involved at least one driver with a BAC reading of .08 or above. In other words, 2.9% of all accidents involved at least one intoxicated driver. In 2016 this percentage was slightly lower at 2.7%. There was a total of 32 fatalities resulting from accidents involving at least one driver intoxicated; this figure represents a 30.4% decrease from the analogous figure in 2016 (46).

Of the 32 fatality victims, 22 (68.8%) were themselves drivers with a BAC level of .08 or higher. Among the 27 drivers with a BAC of .08 or higher involved in fatal accidents, 85.2% (23) carried an in-state driver's license; 25.9% (7) were operating without or under a revoked or suspended license; 81.5% (22) were male; and 14.8% (4) were 25 years old or younger.

[1] Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as "intoxicated drivers."

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	39.6
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	15.6

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Media (Paid and Earned)-IMP
2019	Judicial Related Education or Activity-IMP
2019	Highway Safety Office Program Management-IMP
2019	High Visibility Enforcement-IMP
2019	Community Training, Enforcement and Communication-IMP

### 5.1.1 Countermeasure Strategy: Media (Paid and Earned)-IMP

<b>Program area</b>	Impaired Driving (Drug and Alcohol)
<b>Countermeasure strategy</b>	Media (Paid and Earned)-IMP

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

**Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This is a widely-accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

**Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
007	Media-Alcohol	Media (Paid and Earned)-IMP

**5.1.1.1 Planned Activity: Media-Alcohol**

Planned activity name	Media-Alcohol
Planned activity number	007
Primary countermeasure strategy	Media (Paid and Earned)-IMP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### Enter description of the planned activity.

To educate the public on impaired driving, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor 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.

#### Enter intended subrecipients.

South Dakota Broadcasters Association  
Lawrence and Schiller  
Office of Highway Safety-Alcohol Media

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Media (Paid and Earned)-IMP

#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	164 Transfer Funds-AL	164 Alcohol	\$1,126,125.00		\$1,126,125.00

#### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.1.2 Countermeasure Strategy: Judicial Related Education or Activity-IMP

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Judicial Related Education or Activity-IMP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Effective application of judicial-related options such as DUI Courts, JOL activities, and counseling all have their place in reducing recidivism in South Dakota drivers. Reducing recidivism creates an inherently safer roadway system.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

It is well-established by NHTSA that activities such as JOL's and DUI courts have a place in roadway safety. South Dakota is also seeing a good relationship between its DUI First program and reduction in repeat offenders.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale for these strategies comes from historically-approved strategies in previous highway safety plans. South Dakota is concerned, however, with the growing fiscal demands the DUI Court systems are placing on highway safety funding. While these courts are widely accepted as good alternatives to incarceration, the funding requests are reducing funding levels on the enforcement side of the ledger. This equation deserves to be reanalyzed for future funding allocations.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
005	Judicial Assistance	Judicial Related Education or Activity-IMP
006	DUI Court	Judicial Related Education or Activity-IMP

#### 5.1.2.1 Planned Activity: Judicial Assistance

Planned activity name	Judicial Assistance
Planned activity number	005
Primary countermeasure strategy	Judicial Related Education or Activity-IMP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Enter intended subrecipients.

Judicial Outreach Liaison  
Traffic Safety Resource Prosecutor  
DUI 1st Program

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Judicial Related Education or Activity-IMP

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$226,050.00	\$56,512.50	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

### 5.1.2.2 Planned Activity: DUI Court

Planned activity name	DUI Court
Planned activity number	006
Primary countermeasure strategy	Judicial Related Education or Activity-IMP

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

DUI Courts are a proven solution effective at addressing the needs of the hard core drinking driver (HCDD). DUI Courts use the leverage of the Justice System to assess the treatment needs of the HCDD. Once treatment needs are identified, they are coupled with intensive supervision, weekly status hearings before a judge, frequent and random drug and alcohol testing, and a system of behavior modification. The result is a program with public safety at the forefront, which addresses the risk/needs of the offender in an effort to eliminate future driving under the influence offenses. The DUI Court identifies the needs of the HCDD and secures the treatment and other services necessary to deter the offender from future DWI arrests.

#### Enter intended subrecipients.

Unified Judicial System

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Judicial Related Education or Activity-IMP

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2017	FAST Act NHTSA 402 Alcohol (FAST)	\$150,000.00	\$150,000.00	\$150,000.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.3 Countermeasure Strategy: Highway Safety Office Program Management-IMP

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Highway Safety Office Program Management-IMP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible. This also provides support for law enforcement agencies through our LEL program - and this creates a linkage of our knowledge to these partners.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The linkage is knowing where our traffic safety issues are in the state and how best to apply efforts from geographic partners for effective enforcement and community outreach.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
009	Personnel Support-IMP	Highway Safety Office Program Management-IMP
010	Administrative and Contractual-IMP	Highway Safety Office Program Management-IMP
011	Impaired Driving Task Force (Regulatory Requirement)-IMP	Highway Safety Office Program Management-IMP

#### 5.1.3.1 Planned Activity: Personnel Support-IMP

<b>Planned activity name</b>	Personnel Support-IMP
<b>Planned activity number</b>	009
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management-IMP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

In South Dakota, many communities and safety advocates collaborate to promote safety and injury prevention. The Office of Highway Safety will provide technical assistance to highway safety initiatives statewide. Funds will support a Management Analyst and travel expenses to increase skills and knowledge necessary to support evidence based programs.

The Department of Public Safety Public Information Officer will coordinate highway safety media developed and placed by a contractor which may include using NHTSA and/or state developed ad material; develop and distribute public service announcements and press releases; work with local highway safety projects by assisting with development and placement of media and messaging; and provide technical assistance to the Office of Highway Safety as needed.

#### Enter intended subrecipients.

Public Information Officer  
Community Outreach

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-IMP

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2017 164 Transfer Funds-AL 164 Alcohol \$45,760.00 \$0.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

### 5.1.3.2 Planned Activity: Administrative and Contractual-IMP

<b>Planned activity name</b>	Administrative and Contractual-IMP
<b>Planned activity number</b>	010
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management-IMP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Electronic grant management solutions offer options for the advertisement, submittal, and review of subrecipient 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-grants systems

with automatic notifications and reminders help subrecipients stay on track with contract terms and deliverables, alerts the state when documents are overdue, collects data for annual reports, and increases staff efficiencies by reducing the insurance of notifications.

The USD Government Research Bureau will draft a Highway Safety Plan for FY20 using statistical analysis of crash data; the plan will include short and long term goals, a summary of planning projects, and a budget for FY20.

#### Enter intended subrecipients.

Agate Software  
University of South Dakota, Government Research Bureau

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-IMP

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	164 Transfer Funds-AL	164 Alcohol	\$40,200.00		\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.1.3.3 Planned Activity: Impaired Driving Task Force (Regulatory Requirement)-IMP

Planned activity name	Impaired Driving Task Force (Regulatory Requirement)-IMP
Planned activity number	011
Primary countermeasure strategy	Highway Safety Office Program Management-IMP

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a

recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The South Dakota Impaired Driving Task Force 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 Task Force 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.

#### Enter intended subrecipients.

Impaired Driving Task Force (Mountain Plains Evaluation)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-IMP

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$30,000.00	\$7,500.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.1.4 Countermeasure Strategy: High Visibility Enforcement-IMP

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** High Visibility Enforcement-IMP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the**

State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Our countermeasure strategy will, to the extent possible, be driven by geographically-based areas where enforcement activities should be targeted.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
003	Impaired Driving High Visibility Enforcement	High Visibility Enforcement-IMP

#### 5.1.4.1 Planned Activity: Impaired Driving High Visibility Enforcement

Planned activity name	Impaired Driving High Visibility Enforcement
Planned activity number	003
Primary countermeasure strategy	High Visibility Enforcement-IMP

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Law enforcement agencies will increase impaired driving enforcement in order to reduce the number of fatal and serious injury traffic crashes, reduce crashes involving intoxicated drivers, and increase the number of DUI arrests. Funds used for this planned activity will include funding for overtime, travel, in-car cameras, and breath testing devices. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct sobriety checkpoints and saturation patrols throughout the grant year.

**Enter intended subrecipients.**

Intended subrecipients consist of law enforcement agencies specifically Highway Patrol, police departments, and sheriff's offices.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement-MC
2019	High Visibility Enforcement-IMP

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$746,416.38	\$496,930.70	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
In-Car Camera System	3	\$5,600.00	\$16,800.00	\$2,800.00	\$8,400.00

**5.1.5 Countermeasure Strategy: Community Training, Enforcement and Communication-IMP**

**Program area** Impaired Driving (Drug and Alcohol)

Countermeasure strategy Community Training, Enforcement and Communication-IMP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

These programs keep drinking drivers off of South Dakota roadways, create alternative punishments, and generate community outreach activities to prevent problem drivers from getting behind the wheel.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

These are well-accepted alternatives and previously approved activities to remove problem drivers from the roadways.

## Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The rationale is based upon consultation with state traffic safety partners to achieve the highest possible reduction of problem drivers utilizing state roads within allowable federal funding constraints.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
004	Prevention and Interdiction	Community Training, Enforcement and Communication-IMP
001	Alternative Transportation	Community Training, Enforcement and Communication-IMP

### 5.1.5.1 Planned Activity: Prevention and Interdiction

Planned activity name	Prevention and Interdiction
Planned activity number	004
Primary countermeasure strategy	Community Training, Enforcement and Communication-IMP

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Planning activities for this countermeasure strategy includes providing education on dangers of alcohol and teach skill set on decision making as they relate to impairment. Statewide messaging that focuses on the reduction of impaired drivers. Awareness materials, safety supplies/resources, and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Educational materials will address impaired driving issues to help meet the target/objective and thus lead to a reduction in impaired driving injuries/fatalities. Teach Certified Alcohol Seller Training (C.A.S.T.) curriculum to local alcohol license holders and their employees once per month and perform alcohol compliance check at the retail level.

**Enter intended subrecipients.**

Mitchell Police Department (South Central Alcohol Task Force)  
 Dakota Drug and Alcohol Prevention  
 South Dakota Teen Court Association  
 From the H.E.A.R.T.  
 Volunteers of America, Dakotas

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Community Training, Enforcement and Communication-IMP

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$108,908.44	\$27,227.11	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.1.5.2 Planned Activity: Alternative Transportation**

**Planned activity name** Alternative Transportation

**Planned activity number** 001

**Primary countermeasure strategy** Community Training, Enforcement and Communication-IMP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Provide support to remove drinking drivers from the roads by offering alternative transportation for a safe ride home. Alternative transportation will be offered Friday and Saturday nights, along with special events or holidays that do not occur on those nights. Provide ongoing awareness and education about binge drinking, drinking and driving, as well as other alcohol-related items. Universities will collaborate with on and off campus entities to provide awareness materials throughout the year.

**Enter intended subrecipients.**

South Dakota School of Mines and Technology  
South Dakota State University  
University of South Dakota

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Community Training, Enforcement and Communication-IMP

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$67,828.50		\$16,957.13

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.2 Program Area: Traffic Records

Program area type Traffic Records

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

South Dakota continues to modernize and create shared traffic records systems. Such activities include expansion of electronic crash submission systems across all law enforcement agencies in the state. While these activities are largely directed by the Traffic Records Coordinating Committee, the state continues to expend generally funded taxpayer revenue to augment the federal revenue. The TRCC also develops strategies suggested by the most recent Traffic Records Assessment as allowed for by funding level and ability to accomplish.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	127.4

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Traffic Records System Improvements
2019	Highway Safety Office Program Management-Data

### 5.2.1 Countermeasure Strategy: Traffic Records System Improvements

Program area	Traffic Records
Countermeasure strategy	Traffic Records System Improvements

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Traffic safety would be impacted by the ability of roadway safety partners being able to share data more quickly, ideally in real-time, to determine such factors as DUI charges, crash involvement, and registered vehicle ownership. There are other obvious factors, which are outlined in the Traffic Records Assessment, that could be considered for this section. But, South Dakota is currently working to improve the timeliness of crash data and application to other databases.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The linkage is to improve the timeliness of data submission so that other safety partners such as UJS and Motor Vehicle employees can see the most accurate driver and vehicle data possible.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

South Dakota plans to improve the timeliness of data submission through the broadest possible use of electronic crash submission formats. This covers all of the activities we have planned under this area.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
017	Traffic Records Projects	Traffic Records System Improvements
018	Data Systems Improvements	Traffic Records System Improvements

#### 5.2.1.1 Planned Activity: Traffic Records Projects

Planned activity name	Traffic Records Projects
Planned activity number	017
Primary countermeasure strategy	Traffic Records System Improvements

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The timeliness of the crash reporting system will be improved with electronic crash reporting. Using electronic reporting decreases the time it takes an officer to complete a crash report and decreases the time it takes for the record to become part of the state crash record system. This project will allow additional law enforcement agencies to electronically submit accident reports and update the TraCS system via a web-based system.

#### Enter intended subrecipients.

Affinity Global Solutions (TraCS/Web TraCS)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Traffic Records System Improvements

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	\$351,375.00	\$87,843.75	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.1.2 Planned Activity: Data Systems Improvements

**Planned activity name** Data Systems Improvements

**Planned activity number** 018

**Primary countermeasure strategy** Traffic Records System Improvements

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In order to keep the ePCR system up-to-date, funding is being requested for the annual maintenance of the ePCR system. Due to this annual maintenance, a data manager is able to work with trauma coordinators across South Dakota providing access credentials and ensuring the proper permissions are in place for staff to access EMS data, run reports, and ad hoc canned reports specific to each hospital.

**Enter intended subrecipients.**

South Dakota Department of Health, Office of Rural Health

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Traffic Records System Improvements

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	\$27,525.60	\$6,881.40	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
No records found.						

## 5.2.2 Countermeasure Strategy: Highway Safety Office Program Management-Data

Program area	Traffic Records
Countermeasure strategy	Highway Safety Office Program Management-Data

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law

enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Traffic safety would be impacted by the ability of roadway safety partners being able to share data more quickly, ideally in real-time, to determine such factors as DUI charges, crash involvement, and registered vehicle ownership. There are other obvious factors, which are outlined in the Traffic Records Assessment, that could be considered for this section. But, South Dakota is currently working to improve the timeliness of crash data and application to other databases.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The linkage is to improve the timeliness of data submission so that other safety partners such as UJS and Motor Vehicle employees can see the most accurate driver and vehicle data possible.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

South Dakota plans to improve the timeliness of data submission through the broadest possible use of electronic crash submission formats. This covers all of the activities we have planned under this area.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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## 5.2.2.1 Planned Activity: TRCC (Regulatory Requirement)

**Planned activity name** TRCC (Regulatory Requirement)  
**Planned activity number** 016  
**Primary countermeasure strategy** Highway Safety Office Program Management-Data

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

To provide support to the South Dakota Office of Highway Safety to aid in coordination and facilitation of the Traffic Records Coordinating Committee.

**Enter intended subrecipients.**

Mountain Plains Evaluation (Traffic Records Coordinating Committee Coordinator)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-Data

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	\$14,350.00		\$3,587.50

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.3 Program Area: Speed Management

Program area type Speed Management

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

### Key Observations from 2017 Data

A total of 29 individuals were killed in 2017 as a result of traffic crashes involving at least one speeding driver, a 17.1% decrease from 2016 (35).

100% of speeding-related fatalities in 2017 were sustained by motor vehicle occupants; no pedestrians were killed in these traffic crashes.

86.2% of speeding-related fatalities in 2017 occurred on rural roadways. Additionally, speeding-related fatalities per VMT were substantially higher in rural areas.

In 2017, 1733 traffic crashes occurred that involved at least one speeding driver (9.4% of all reported traffic crashes); a total of 2,707 people were involved. Of these individuals, 29 (1.1%) sustained fatal injuries, 129 (4.8%) suffered serious but non-fatal injuries, and 589 (21.8%) received non-serious injuries.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
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2019 C-6) Number of speeding-related fatalities (FARS) 5 Year

2019

35.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Media (Paid and Earned)-SP
2019	High Visibility Enforcement-SP

### 5.3.1 Countermeasure Strategy: Media (Paid and Earned)-SP

**Program area** Speed Management

**Countermeasure strategy** Media (Paid and Earned)-SP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This is a widely-accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
002	Media Non-Alcohol	Media (Paid and Earned)-OP

## 5.3.2 Countermeasure Strategy: High Visibility Enforcement-SP

**Program area** Speed Management

**Countermeasure strategy** High Visibility Enforcement-SP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Our countermeasure strategy will, to the extent possible, be driven by geographically-based areas where enforcement activities should be targeted.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

**Planned activities**

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
008	Speeding High Visibility Enforcement	High Visibility Enforcement-SP

**5.3.2.1 Planned Activity: Speeding High Visibility Enforcement**

Planned activity name	Speeding High Visibility Enforcement
Planned activity number	008
Primary countermeasure strategy	High Visibility Enforcement-SP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Law enforcement agencies will increase speed enforcement in order to reduce the number of fatal and serious injury traffic crashes and reduce crashes involving speeding drivers. Funds used for this planned activity will include funding for overtime, radar units, LIDAR units, and speed trailers. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct saturation patrols throughout the grant year.

**Enter intended subrecipients.**

Intended subrecipients consist of law enforcement agencies, specifically Highway Patrol, police departments, and sheriff's offices.

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019	High Visibility Enforcement-SP
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**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$240,397.93	\$60,694.49	\$240,397.93

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4 Program Area: Occupant Protection (Adult and Child Passenger Safety)**

**Program area type** Occupant Protection (Adult and Child Passenger Safety)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

**Problem identification**

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

**Key Observations from 2017 Data**

A total of 84 unrestrained passenger vehicle occupants were killed in traffic crashes in 2017, a 12% increase from 2016 (75). The five-year average also increased by 3.2%.

In 2017, 62.6% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 19.4% of restrained occupants suffered an injury or fatality.

79.0% of all unrestrained driver fatalities in passenger vehicles in 2017 were sustained by males.

South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. In 2017, two children under the age of five were killed as passenger vehicle occupants. One of the two children was unrestrained, while the other was in a restraint system used properly. One other child under the age of five suffered serious injuries; this child was unrestrained. Of those 90 passenger vehicle occupants 5 or over that sustained fatal injuries, 62 (68.9%) were unrestrained<sup>[1]</sup>. Males accounted for 79.0% (49) of all unrestrained fatalities.

[1] "Unrestrained" includes those who used no restraint or youth restraint system used improperly.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	58.2

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Media (Paid and Earned)-OP
2019	Highway Safety Office Program Management-OP
2019	High Visibility Enforcement-OP
2019	Community Training, Enforcement and Communication-OP

### 5.4.1 Countermeasure Strategy: Media (Paid and Earned)-OP

**Program area** Occupant Protection (Adult and Child Passenger Safety)  
**Countermeasure strategy** Media (Paid and Earned)-OP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This is a widely-accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
002	Media Non-Alcohol	Media (Paid and Earned)-OP

#### 5.4.1.1 Planned Activity: Media Non-Alcohol

Planned activity name	Media Non-Alcohol
Planned activity number	002
Primary countermeasure strategy	Media (Paid and Earned)-OP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor 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.

**Enter intended subrecipients.**

South Dakota Sheriff's Association  
Lawrence & Schiller  
Office of Highway Safety-Non-Alcohol Media

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Media (Paid and Earned)-SP
2019	Media (Paid and Earned)-OP
2019	Media (Paid and Earned)-MC
2019	Media (Paid and Earned)-DD

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Paid Advertising (FAST)	\$749,250.00	\$187,312.50	\$749,250.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.4.2 Countermeasure Strategy: Highway Safety Office Program Management-OP

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Highway Safety Office Program Management-OP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

This seatbelt survey activity is required by NHTSA.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

This linkage provides information to the state on its seatbelt usage and geographic anomalies.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Again, the seatbelt survey is a federal requirement to be completed on an annual basis.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
013	Seatbelt Survey (Regulatory Requirement)	Highway Safety Office Program Management-OP

#### 5.4.2.1 Planned Activity: Seatbelt Survey (Regulatory Requirement)

<b>Planned activity name</b>	Seatbelt Survey (Regulatory Requirement)
<b>Planned activity number</b>	013
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management-OP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

An annual observational seatbelt survey will be provided through a contract with a state university research team. The seatbelt survey project will follow guidelines provided by NHTSA. This includes development of a new survey methodology required by NHTSA.

**Enter intended subrecipients.**

North Dakota State University, Upper Great Plains Transportation Institute (report)  
 South Dakota EMS Association (observational)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-OP

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$61,375.00	\$15,343.75	\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

**5.4.3 Countermeasure Strategy: High Visibility Enforcement-OP**

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** High Visibility Enforcement-OP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Our countermeasure strategy will, to the extent possible, be driven by geographically-based areas where enforcement activities should be targeted.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
014	Occupant Protection High Visibility Enforcement	High Visibility Enforcement-OP

#### 5.4.3.1 Planned Activity: Occupant Protection High Visibility Enforcement

Planned activity name	Occupant Protection High Visibility Enforcement
Planned activity number	014
Primary countermeasure strategy	High Visibility Enforcement-OP

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Law enforcement agencies will increase occupant protection enforcement in order to reduce the number of fatal and serious injury traffic crashes and reduce crashes involving unrestrained drivers. Funds used for this planned activity will include funding for overtime, radar units, LIDAR units, and speed trailers. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct saturation patrols throughout the grant year.

**Enter intended subrecipients.**

Intended subrecipients consist of law enforcement agencies, specifically Highway Patrol, police departments, and sheriff's offices.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Enforcement-OP

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$384,125.08	\$100,748.32	\$384,125.08

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4.4 Countermeasure Strategy: Community Training, Enforcement and Communication-OP**

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Community Training, Enforcement and Communication-OP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for**

recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

These programs educate motor vehicle drivers on the importance of wearing a seatbelt and generate community outreach activities to increase seatbelt usage across the state of South Dakota.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

These are well-accepted practices and previously approved activities to educate the citizens of South Dakota on the importance of wearing a seatbelt.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based upon consultation with state traffic safety partners to achieve the highest possible reduction of unbelted fatalities and injuries within allowable federal funding constraints.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
012	Communication and Outreach Campaigns	Community Training, Enforcement and Communication-OP

**5.4.4.1 Planned Activity: Communication and Outreach Campaigns**

<b>Planned activity name</b>	Communication and Outreach Campaigns
<b>Planned activity number</b>	012
<b>Primary countermeasure strategy</b>	Community Training, Enforcement and Communication-OP

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The planned activity associated with this strategy includes providing educational and awareness materials/resources compiled from a variety of local and national sources. Statewide messaging will address proper occupant restraint use for all ages. Awareness materials, safety supplies/resources, and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Educational materials will address local traffic safety issues to help meet the target/objective and work toward a reduction in unrestrained killed/injured occupants.

**Enter intended subrecipients.**

South Dakota EMS for Children  
Volunteers of America, Dakotas

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Community Training, Enforcement and Communication-OP

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$70,088.00	\$17,522.00	\$70,088.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.5 Program Area: Non-motorized (Pedestrians and Bicyclist)

**Program area type** Non-motorized (Pedestrians and Bicyclist)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

### Key Observations from 2017 Data

Since 2005, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 6-7 fatalities per year; 6 were reported in 2017.

In 2017, 130 pedestrians were involved in traffic crashes. These crashes resulted in 6 pedestrian fatalities, 16 serious injuries, and 41 other injuries. In 2017, one of the pedestrians was killed in a rural area. In addition, 78.9% (45 of 57) of non-fatal pedestrian injuries were sustained in urban areas.

The number of annual bicyclist fatalities in South Dakota is consistently very low. None were reported in 2017. Since 2005, the five-year average of bicyclist fatalities has remained at 1 fatality or less per year.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	7.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	1.0

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Community Training, Enforcement and Communication-B&P

#### 5.5.1 Countermeasure Strategy: Community Training, Enforcement and Communication-B&P

<b>Program area</b>	Non-motorized (Pedestrians and Bicyclist)
<b>Countermeasure strategy</b>	Community Training, Enforcement and Communication-B&P

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at**

least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

These programs educate bicyclists, pedestrians, as well as motor vehicle drivers on the importance of bicycle and pedestrian safety and generate community outreach activities to prevent bicycle and pedestrian fatalities and injuries.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

These are well-accepted practices and previously approved activities to educate the citizens of South Dakota on the importance of bicycle and pedestrian safety.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based upon consultation with state traffic safety partners to achieve the highest possible reduction of bicycle and pedestrian fatalities and injuries within allowable federal funding constraints.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
015	Communication and Outreach Campaigns-B&P	Community Training, Enforcement and Communication-B&P

#### 5.5.1.1 Planned Activity: Communication and Outreach Campaigns-B&P

Planned activity name	Communication and Outreach Campaigns-B&P
Planned activity number	015

**Primary countermeasure strategy** Community Training, Enforcement and Communication-B&P

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Planned activities include engaging geographic locations identified as priority areas to collaborate and develop sustainable partnerships. Continue to pursue new partners and opportunities to provide bicycle and pedestrian safety information and education statewide. Conduct bike rodeos during spring, summer and fall seasons that train children to ride safely and always wear a helmet using our Don't Thump Your Melon Program. The subrecipient anticipates providing assistance to 25-30 communities that host bike rodeos and helmet distribution across the state of South Dakota.

**Enter intended subrecipients.**

South Dakota EMS for Children

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Community Training, Enforcement and Communication-B&P

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$41,556.00	\$10,389.00	\$41,556.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.6 Program Area: Program Admin and Support

Program area type  Other

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	127.4

## Countermeasure strategies

Select existing countermeasure strategies below and/or click **Add New** to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-402
2019	Community Training, Enforcement and Communication-402

## 5.6.1 Countermeasure Strategy: Highway Safety Office Program Management-402

Program area Other

Countermeasure strategy Highway Safety Office Program Management-402

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible. This also provides support for law enforcement agencies through our LEL program - and this creates a linkage of our knowledge to these partners.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The linkage is knowing where our traffic safety issues are in the state and how best to apply efforts from geographic partners for effective enforcement and community outreach.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
020	Administrative and Contractual-402	Highway Safety Office Program Management-402
021	Personnel Support-402	Highway Safety Office Program Management-402

### 5.6.1.1 Planned Activity: Administrative and Contractual-402

<b>Planned activity name</b>	Administrative and Contractual-402
<b>Planned activity number</b>	020
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management-402

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for**

spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Electronic grant management solutions offer options for the advertisement, submittal, and review of subrecipient 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-grants systems with automatic notifications and reminders help subrecipients stay on track with contract terms and deliverables, alerts the state when documents are overdue, collects data for annual reports, and increases staff efficiencies by reducing the insurance of notifications.

The USD Government Research Bureau will draft a Highway Safety Plan for FY20 using statistical analysis of crash data; the plan will include short and long term goals, a summary of planning projects, and a budget for FY20.

**Enter intended subrecipients.**

Agate Software  
University of South Dakota, Government Research Bureau

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-402

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Safety Management (FAST)	\$60,300.00	\$15,075.00	\$0.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.6.1.2 Planned Activity: Personnel Support-402**

**Planned activity name** Personnel Support-402  
**Planned activity number** 021  
**Primary countermeasure strategy** Highway Safety Office Program Management-402

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In South Dakota, many communities and safety advocates collaborate to promote safety and injury prevention. The Office of Highway Safety will provide technical assistance to highway safety initiatives statewide. Funds will support a Management Analyst and travel expenses to increase skills and knowledge necessary to support evidence based programs.

Part-time law enforcement liaisons will assist local law enforcement agencies to improve local highway safety through enforcement and public education. The LELs will encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in trainings, and be involved with national mobilizations including high visibility enforcement.

The Department of Public Safety Public Information Officer will coordinate highway safety media developed and placed by a contractor which may include using NHTSA and/or state developed ad material; develop and distribute public service announcements and press releases; work with local highway safety projects by assisting with development and placement of media and messaging; and provide technical assistance to the Office of Highway Safety as needed.

**Enter intended subrecipients.**

Community Outreach  
 Law Enforcement Liaisons

Volunteers of America, Dakotas  
Public Information Officer

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management-402

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Safety Management (FAST)	\$124,998.00	\$31,249.50	\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.6.2 Countermeasure Strategy: Community Training, Enforcement and Communication-402

Program area	Other
Countermeasure strategy	Community Training, Enforcement and Communication-402

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5),**

demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Law enforcement training contributes directly to better law enforcement activities and reporting.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Crash reporting and impaired enforcement activities are bolstered by training.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Roadway fatalities can be reduced through a better understanding of what caused a crash. What caused a crash is identified through accurate crash reporting. Accurate crash reporting is learned from activities such as this.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
019	Law Enforcement Training	Community Training, Enforcement and Communication-402

### 5.6.2.1 Planned Activity: Law Enforcement Training

**Planned activity name** Law Enforcement Training

**Planned activity number** 019

**Primary countermeasure strategy** Community Training, Enforcement and Communication-402

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The planned activity will provide advanced traffic crash investigative opportunities to law enforcement officers throughout South Dakota. Currently, Law Enforcement Training conducts traffic programs at the basic level. This task expands the training into the advanced levels that are not presently available within the state. This program provides the necessary knowledge and skills needed to retrieve and analyze crash data stored in a vehicle's event data recorder (EDR).

**Enter intended subrecipients.**

South Dakota Division of Criminal Investigation

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Community Training, Enforcement and Communication-402

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Accident Investigation (FAST)	\$14,740.00	\$3,685.00	\$14,740.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.7 Program Area: Young Drivers

Program area type Young Drivers

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

### Key Observations from 2017 Data

10 drivers under the age of 21 were involved in a fatal traffic crash in 2017, three fewer than in 2016.

14 fatalities resulted from crashes where drivers under the age of 21 were involved; this figure represents a 44% decrease since 2016. It is important to keep in mind the small values of the figures used to determine the percentage changes though.

Of the 10 drivers under age 21 involved in fatal traffic crashes in 2017, 4 of them (40.0%) were killed. 9 of them (90.0%) were from South Dakota; seven of the 10 (70.0%) were male, and 1 (10.0%) recorded a positive blood alcohol content reading.[1]

[1] In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	127.4
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	15.6

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

**Countermeasure Strategies in Program Area**

**Fiscal Year**   **Countermeasure Strategy Name**

2019      Driver Education

**5.7.1 Countermeasure Strategy: Driver Education**

**Program area**      Young Drivers

**Countermeasure strategy**   Driver Education

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Good driving habits contribute to a reduction in roadway fatalities and injuries. Most of these habits are learned at an early age and Driver Education plays a role in teaching good driving habits.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

It is difficult to ascertain the direct linkage between Driver Education and a reduction in roadway fatalities and injuries, but the state is attempting to tie the educational aspect and roadway safety impact together in a way that improves young driver safety.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

South Dakota has established the position of Driver Education Coordinator to decipher data linkages, put a plan of educational action into place, and coordinate information across the state.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
022	Driver Education Coordinator	Driver Education

#### 5.7.1.1 Planned Activity: Driver Education Coordinator

Planned activity name	Driver Education Coordinator
Planned activity number	022
Primary countermeasure strategy	Driver Education

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Driver Education Coordinator will provide 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 who has questions and create and maintain a comprehensive database of active driver education instructors across the state.

**Enter intended subrecipients.**

Driver Education Coordinator

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Driver Education

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Driver Education (FAST)	\$50,000.00	\$12,500.00	\$0.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8 Program Area: Motorcycle Safety

**Program area type** Motorcycle Safety

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

#### Key Observations from 2017 Data

The number of motorcycle fatalities per 1000 registered motorcycles for 2017 (.135) is 43.2% lower than the 2016 rate (.234).

Motorcycles were involved in only 2.1% of traffic crashes in 2017, however motorcyclists accounted for (13) 10.1% of all fatalities.

Of the 13 fatalities sustained in traffic crashes involving motorcycles in 2017, 100% of them were the motorcycle operators.

Of the 13 motorcyclist fatalities in 2017, 8 (61.5%) were sustained by unhelmeted motorcyclists.

5 of the 8 unhelmeted motorcyclist fatalities (62.5%) recorded in 2017 were sustained by out-of-state motorcyclists.

Males accounted for 62.5% of the unhelmeted motorcyclist fatalities recorded in 2017.

#### Recent Data

In 2017, 382 traffic crashes involving motorcycles were reported, amounting to approximately 2.1% of all traffic crashes.[1] Of the 531 motorcycle occupants involved in these accidents a total of 372 people (70.0%) received non-fatal injuries as a result of these crashes, and 13 motorcyclists (2.4%) were killed. The above fatality count of 13, amounts to 10.1% of all fatalities reported in 2017. Thus despite only being involved in 2.7% of traffic crashes in 2017, motorcyclists accounted for 10.1% of all fatalities

[1] In sections C7 and C8, references to "motorcycles" and "motorcycle operators/occupants" also include mopeds and moped operators/occupants. For simplicity, the term "motorcycle" alone is used.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

**Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	20.5
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	15.4

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

**Countermeasure Strategies in Program Area**

Fiscal Year	Countermeasure Strategy Name
2019	Media (Paid and Earned)-MC
2019	High Visibility Enforcement-MC

**5.8.1 Countermeasure Strategy: Media (Paid and Earned)-MC**

**Program area** Motorcycle Safety

**Countermeasure strategy** Media (Paid and Earned)-MC

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This is a widely-accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
002	Media Non-Alcohol	Media (Paid and Earned)-OP

### 5.8.2 Countermeasure Strategy: High Visibility Enforcement-MC

**Program area** Motorcycle Safety

**Countermeasure strategy** High Visibility Enforcement-MC

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on

past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Our countermeasure strategy will, to the extent possible, be driven by geographically-based areas where enforcement activities should be targeted.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
003	Impaired Driving High Visibility Enforcement	High Visibility Enforcement-IMP

## 5.9 Program Area: Distracted Driving

**Program area type** Distracted Driving

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

South Dakota does not currently record distracted driving behaviors as they relate to traffic crash outcomes in a way that allows for systematic analysis. However, NHTSA's published research on distracted driving has demonstrated the criticality of this program area. We will utilize the evidence based countermeasure strategies already proposed by NHTSA.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

**Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	127.4

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

**Countermeasure Strategies in Program Area****Fiscal Year Countermeasure Strategy Name**

2019 Media (Paid and Earned)-DD

**5.9.1 Countermeasure Strategy: Media (Paid and Earned)-DD****Program area** Distracted Driving**Countermeasure strategy** Media (Paid and Earned)-DD

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This is a widely-accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
002	Media Non-Alcohol	Media (Paid and Earned)-OP

## 5.10 Program Area: Planning & Administration

**Program area type** Planning & Administration

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

No

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Federal funding for this program area is intended to support the administrative activities involved with administering the federal grant funding to reduce fatalities & injuries on state roadways, as well as funding enforcement and judicial activities.

**Planned Activities in the Planning & Administration**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
023	Planning and Administration	

**5.10.1 Planned Activity: Planning and Administration**

Planned activity name	Planning and Administration
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Planned activity number	023
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Primary countermeasure strategy	
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**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This project provides the necessary staff time and expenses that are directly related to the planning, development, coordination, monitoring, auditing, public information and evaluation of projects including the development of the Highway Safety Plan and annual reports. Staff and percentage of time supported through P&A include the Director of Highway Safety (100%) and Fiscal Manager (80%). Funding is provided to support program staff, salaries, benefits, travel to highway safety related trainings, and office expenses. The Director of the Office of Highway Safety has the overall responsibility for meeting program requirements and supervises program staff for the Office of Highway Safety/Accident Records. The Secretary of the Department of Public Safety, the Governor's Representative for Highway Safety, has the overall responsibility for the coordination of South Dakota's Traffic Safety program. The Governor's Representative is the liaison between the Governor's Office and the

Legislature, local and state agencies, and various councils and boards throughout the state. US DOT policy requires that federal participation in Planning and Administration (P&A) activities shall not exceed 50% of the total cost of such activities or the application sliding scale rate (54.88% for South Dakota) in accordance with 23USC120. The federal contribution for P&A cannot exceed 10% of the total 402 funds the state receives. Accordingly, state funds have been budgeted to cover 45.12% of P&A costs.

#### Enter intended subrecipients.

South Dakota Office of Highway Safety

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

No records found.

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$100,000.00	\$82,215.74	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

#### Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
003	Impaired Driving High Visibility Enforcement	High Visibility Enforcement-IMP
008	Speeding High Visibility Enforcement	High Visibility Enforcement-SP
014	Occupant Protection High Visibility Enforcement	High Visibility Enforcement-OP

#### Analysis

Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

The State of South Dakota routinely scrutinizes vehicular crash data for locations and demographics at risk. Further, the Office of Highway Safety, through its sister agency, the Office of Accident Records, meets regularly to find a 'common thread' analysis where we can address traffic safety issues. Resources include the FARS database, the South Dakota Accident Records System (SDARS), and other databases which feed our South Dakota Crash Analysis Tool (SDCAT). This isn't just an annual exercise to assemble the HSP, it is an ongoing effort to strategically assign financial and human resources to high-risk areas.

Enter explanation of the deployment of resources based on the analysis performed.

The State of South Dakota uses the resources and data outlined in (5)(i)(A) to fund available resources in high risk areas. It should be noted that the South Dakota Office of Highway Safety works closely with the South Dakota Highway Patrol and other local law enforcement agencies which choose to voluntarily participate in this federal grant program. The South Dakota Office of Highway Safety has no direct supervisory authority over these agencies, however, and as such can only suggest such activities as high visibility enforcement, etc. But, it should be noted that where problem areas exist, we attempt to find the appropriate law enforcement or other agency to address the risk.

**Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).**

The State of South Dakota, as part of its online grant application and reporting system (EDGAR) requests that subrecipients outline enforcement strategies in their application for funding. If the subrecipient is accepted for funding, it is required to report, at minimum on a quarterly basis, in our EDGAR system how its enforcement strategies are working to reduce the risk of roadway injury and death. In many cases, progress reporting is conducted on a monthly basis. This is most often the case for law enforcement agencies. Such regular reporting offers the Office of Highway Safety the ability to make mid-course corrections in the grant program activities.

## 7 High Visibility Enforcement

High-visibility enforcement (HVE) strategies

**Planned HVE strategies to support national mobilizations:**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

### Countermeasure Strategy Name

Media (Paid and Earned)-IMP

High Visibility Enforcement-SP

High Visibility Enforcement-OP

High Visibility Enforcement-MC

High Visibility Enforcement-IMP

### HVE activities

**Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.**

### HVE Campaigns Selected

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
003	Impaired Driving High Visibility Enforcement	High Visibility Enforcement-IMP
008	Speeding High Visibility Enforcement	High Visibility Enforcement-SP
014	Occupant Protection High Visibility Enforcement	High Visibility Enforcement-OP

## 8 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

**Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.**

### Meeting Date

6/15/2018

6/19/2018

1/17/2018

**Enter the name and title of the State's Traffic Records Coordinator**

Name of State's Traffic Records Coordinator:	Roland Loudenburg
Title of State's Traffic Records Coordinator:	Sr. Research & Evaluation Scientist, Mountain Plains Evaluation

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

Name	Title	Home Organization	Core Safety Database
Lee Axdahl	Director	Office of Highway Safety, Department of Public Safety	Crash
Marci Stevens	Director	Clerk Services, Unified Judicial System	Citation or Adjudication
Jane Schrank	Director	Office of Driver Licensing, Department of Public Safety	Driver
Marty Link	Manager	EMS, Department of Health	EMS
Andy Vandel	Safety Engineer	Roadway Safety, Department of Transportation	Roadway
Lisa Weyer	Director	Motor Vehicle Registration, Department of Revenue	Vehicle
Roland Loudenburg	TRCC Coordinator	TRCC, Mountain Plains Evaluation LLC	

### State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded
TRCC Strategic Plan.pdf
Quantitative Improvement Example.pdf

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

#### Traffic Records Coordinating Committee Management Recommendations

- Strengthen the capacity of the Traffic Records Coordinating Committee to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Engage key stakeholders in the Traffic Records Coordinating Committee.

#### Crash Records Recommendations

- Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Vehicle Information Recommendations

- Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Driver Licensing Recommendations

- Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Roadway Data Recommendations

- Improve the interfaces with the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Citations and Adjudications Recommendations

- Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the procedures/process flows for the Citation and Adjudications systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Injury Surveillance Recommendations

- Improve the description and contents of the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Data Use and Integration Recommendations

- Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.**

#### Crash Records Recommendations

- Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Identify measures and accompanying processes for monitoring system performance.
    - Actively track key performance measures for the six primary performance attributes.
    - TRCC group and DPS staff should work together to identify measures that best suit the needs of crash data stewards and users. This will provide critical insight on how the crash system is performing.
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Establish a formal data quality control program.
    - Components of program should include: comparative and trend analyses to identify unexplained differences in data across the years and jurisdictions, formalized processes for returning reports to investigating officers or making corrections to submitted reports, data quality feedback to law enforcement, high frequency error reports, and periodic sample-based audits.

#### Vehicle Information Recommendations

- Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Development of a more comprehensive data dictionary for the SDCARS.
  - The addition of valid field definitions including both code lists and plain text definitions for acceptable values.
  - Documentation of valid data will aid system programmers to ensure that only valid field values and/or formats are allowed into the database.
- Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Development of process flow documents indicating the steps to complete each vehicle title and registration transaction supported by SDCARS.
  - Demonstrate integration points between SDCARS and other software and/or systems.
  - Create workflow diagrams that include both routine processing steps, alternative processing steps, and the time required to conduct each process step.
  - Process flow diagrams provide multiple benefits to system administrators and managers including: becoming tools for training users and system support personnel; identifying areas for improvement or streamlining of processing transactions; identifying system bottlenecks; and documentation system interfaces.
- Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Implementation of a comprehensive data quality management program; consisting of the development of system performance measures related to timeliness, accuracy, completeness, uniformity, integration, and accessibility.
  - Improvement of data control measures would provide program managers and system administrators with information to drive system improvements and/or program revisions.
  - Development of formal programs to detect and resolve high frequency errors.
  - Receive user feedback and suggestions for process or system improvements.
  - Additional vehicle system quality control measures including periodic data analysis to discover differences in workloads, over time, and performing periodic system data audits validating system records to transactional information.
  - Submission of vehicle record quality management reports to the TRCC for review.

#### Driver Licensing Recommendations

- Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Provide process flow information, either a useful chart or comprehensive narrative, containing a reflection of and reference to the business rules.
  - Further documentation of existing files linkages.

**Roadway Data Recommendations**

- Improve the interfaces with the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Combine the two separate LRS systems for the State and non-State systems by consolidating them into a single State system.
  - Collect all of the MIRE FDE data variables for the State roadway data. The addition of all of the MIRE elements to the roadway database system would allow the State to add additional MIRE elements in the future.
- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Provide formal documentation on the processes of data quality, accuracy, timeliness, integration, accessibility, completeness, and uniformity.
  - Define the performance measures for key roadway data attributes at the State level. The performance measures should be tailored to the needs of SD data managers and address the concerns of the SD data users.
  - The performance measures could be the basis for regular reporting to the TRCC on the quality of the roadway data.
  - The performance measures would support the strategic and performance-based goals of the FAST ACT requirements.

**Citations and Adjudications Recommendations**

- Improve the procedures/process flows for the Citation and Adjudications systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Consistently use performance measures to evaluate South Dakota's citation and adjudications systems.
  - With these performance measures in place, the State would be able to identify issues in system processes.
  - Performance measures would also help identify areas of improvement across multiple system interfaces.
  - These measures are meant to assist in decision-making, resource allocation, and system performance.
  - Explore all avenues to provide real-time access to driving records to State's partners, all necessary law enforcement personnel acquire access to this information.
  - Improve DUI tracking of BAC and drug testing results, which would allow the illustration of drug usage and BAC averages throughout the State for traffic safety analysis.
- Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Improve linkages between the citation and adjudication systems within the State to gain a greater perspective related to its traffic activity and enforcement at a State level.
  - State should use a system that provides a reporting system not only for the State courts but all municipal courts.
  - Implement national standards to the citation and adjudication systems, which will allow for the integration and sharing of data not only within the State, but nationally.

**Injury Surveillance Recommendations**

- Improve the description and contents of the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Implement comprehensive performance measures for the data systems.
  - Create a baseline for each of the six performance measures (timeliness, accuracy, completeness, uniformity, integration, and accessibility).
  - Develop performance goals.
  - Monitor improvements to the data systems.
  - Evaluate the quality of each data system, then select the performance measures that are a priority for the system.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Require timeliness of data submission or accuracy of data, use requirements as the performance goal.
  - Evaluate and monitor the data systems for quality issues; identify high frequency errors to inform data collection manuals, training content, and software validation rules.
  - Develop provider (EMS, trauma center, hospital) specific data quality reports for critical data elements; select performance measures which are a priority based off on the evaluation.
  - Development of a template for conducting trend and comparative analyses.

**Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
016	TRCC (Regulatory Requirement)	Highway Safety Office Program Management-Data
017	Traffic Records Projects	Traffic Records System Improvements

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.**

**Traffic Records Coordinating Committee Management Recommendations**

- Strengthen the capacity of the Traffic Records Coordinating Committee to reflect best practices identified in the Traffic Records Program Assessment Advisory.

- This federal grant program is extremely burdensome from a regulatory and reporting standpoint. If South Dakota were to ever receive a greater amount of funding than is currently disbursed, we would consider additional TRCC activities.
- Engage key stakeholders in the Traffic Records Coordinating Committee.
  - Key stakeholders are already engaged in the TRCC.

**Vehicle Information Recommendations**

- Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - This will be considered when additional funding is allocated to states such as South Dakota. Current funding levels do not justify the contractual expenses required to accomplish these linkages.

**Driver Licensing Recommendations**

- Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - The data quality control for South Dakota has never been an issue. However, as we consider a rewrite of our TraCS software, we will consider adding additional business rules to the existing database.

**Citations and Adjudications Recommendations**

- Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Again, the issue is funding. Nearly all of the current 405(c) funding allocation is spent on maintaining our current crash software and database.

**Data Use and Integration Recommendations**

- Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - When NHTSA makes it a priority to allocate the necessary funds to accomplish items such as this, we will make it a priority at the state level.

**Quantitative improvement**

Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State’s core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the “Model Performance Measures for State Traffic Records Systems” (DOT HS 811 441), as updated.

TIME SPENT PROCESSING CRASH REPORTS			
	Days from Crash to Registered	Days from Crash to DL Auth	Days in AR Processing
5-1-11 to 4-30-12	8.72923622	19.08257818	10.35334196
5-1-12 to 4-30-13	8.72560000	15.88346667	7.15786667
5-1-13 to 4-30-14	7.44919717	13.08246628	5.63326911
5-1-14 to 4-30-15	6.32912309	9.79348351	3.46436042
5-1-15 to 4-30-16	6.39341756	7.85563692	1.46221936
5-1-16 to 4-30-17	5.83087436	7.04068955	1.20981519
5-1-17 to 4-30-18	4.87763201	6.91739553	2.03976352
4-1-14 to 3-31-15	6.28404638	9.94042383	3.65637745
4-1-15 to 3-31-16	6.39341756	7.85563692	1.46221936

4-1-16 to 3-31-17 5.83505074 **7.04535519** 1.210304454-1-17 to 3-31-18 4.88071294 **6.86199003** 1.98127708

Timeliness: Progress measurement used in South Dakota = Days from Crash to showing up in Driver Licensing database.

**Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.**

#### Documents Uploaded

TRCC Strategic Plan.pdf

Quantitative Improvement Example.pdf

#### State highway safety data and traffic records system assessment

**Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.**

Date of Assessment: 6/17/2016

#### Requirement for maintenance of effort

**ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.**

#### 9 405(d) Impaired Driving Countermeasure Grant

##### Impaired driving assurances

##### Impaired driving qualification - Mid-Range State

**ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).**

**ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.**

##### Authority to operate

**Enter a direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.**

As a response to changes and program opportunities created by the "Moving Ahead for Progress in the 21st Century Act" (MAP-21) and continued under the FAST Act to reduce impaired driving through Impaired Driving Counter Measures Grant funding, the South Dakota Department of Public Safety, Office of Highway Safety has established The South Dakota Impaired Driving Task Force. The Taskforce is responsible 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. Documentation of formal designation of The South Dakota Impaired Driving Task Force is included in Appendix A of the strategic plan.

The development of the impaired driving plan initially occurred in 2014. This plan was updated during the spring of 2018 with a final draft being completed and submitted to the Impaired Driving Task Force for approval June of 2018.

**Input the date that the Statewide impaired driving plan was approved by the State's task force.**

Date impaired driving plan approved by task force: 6/26/2018

##### Task force member information

**Enter a direct copy of the list in the statewide impaired driving plan that contains names, titles and organizations of all task force members, provided that the task force includes key stakeholders from the State highway safety agency, law enforcement and the criminal justice system (e.g., prosecution, adjudication, probation) and, as determined appropriate by the State, representatives from**

areas such as 24–7 sobriety programs, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication.

Member	Title	Organization	Function Represented
Paul Bachand	Special Resource Prosecutor	Attorney General Office Representative	Prosecution
Dana Svendsen	Major	South Dakota Highway Patrol	Law Enforcement
Byron Nogelmeier	Program Coordinator	24/7 Sobriety Program	Ignition Interlock
Marci Stevens/Charles Frieberg	Court Services Director	Unified Judicial System	Criminal Justice-Probation
Randy Brink	Sergeant	Sioux Falls Police Department (Large Community)	Law Enforcement
Chris Misselt	Lieutenant	Box Elder Police Department (Mid-size Community)	Law Enforcement
Jane Schrank	Director	Office of Driver Licensing	Driver Licensing
Doug Clark	Parole Services Director	Department of Corrections	Criminal Justice-Parole
Stacy Trove	Behavioral Health Director	Department of Social Services	Treatment & Rehabilitation & Prevention
Lee Axdahll	Highway Safety Director	Office of Highway Safety	Office of Highway Safety
Lois Goff	Statistical Program Manager	Office of Accident Records	Data and Traffic Records
Dodi Haug	Prevention Coordinator	Northeast Prevention Resource Center	Prevention
W. Burke Eilers	Prevention Coordinator	Youth and Family Services	Treatment & Rehabilitation & Prevention
Andy Vandel	Traffic Safety Engineer	Department of Transportation	Transportation
Gary Tuschen	Director	Carroll Institute	Treatment & Rehabilitation
TBN	Public Information Officer	Department of Public Safety	Communications
Roland Loudenburg	Coordinator	Mountain Plains Evaluation	Public Health & Data & Traffic Records

## Strategic plan details

Select whether the State will use a previously submitted Statewide impaired driving plan that was developed and approved within three years prior to the application due date.

Click link to view Highway Safety Guidelines No. 8

<http://icsw.nhtsa.gov/nhtsa/whatsup/tea21/tea21programs/pages/ImpairedDriving.htm>

Continue to use previously submitted plan

No

List the page number(s) from your impaired driving strategic plan that is based on the most recent version of Highway Safety Program Guideline No. 8 - Impaired Driving, which at a minimum covers the following:

Prevention:	25
Criminal justice system:	26
Communication program:	27
Alcohol and other drug misuse, including screening, treatment, assessment and rehabilitation:	28
Program evaluation and data:	29

Upload a copy of the Statewide impaired driving plan. The strategic plan must contain the following information, in accordance with part 3 of appendix B: (i) Section that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval; (ii) List that contains names, titles and organizations of all task force members, provided that the task force includes key stakeholders from the State highway safety agency, law enforcement and the criminal justice system (e.g., prosecution, adjudication, probation) and, as determined appropriate by the State, representatives from areas such as 24-7 sobriety programs, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication; (iii) Strategic plan based on the most recent version of Highway Safety Program Guideline No. 8—Impaired Driving, which, at a minimum, covers the following— (A) Prevention; (B) Criminal justice system; (C) Communication programs; (D) Alcohol and other drug misuse, including screening, treatment, assessment and rehabilitation; and (E) Program evaluation and data.

Statewide impaired driving plan type:

New

Documents Uploaded

Impaired Driving Plan.pdf

## 10 405(d) 24-7 Sobriety Programs

### Mandatory license restriction requirement

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

- The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.
  - SDCL 32-23-2

### 24-7 Sobriety program information

Select whether the State will provide legal citation(s) to the State statute or upload State program information that authorizes a Statewide 24-7 sobriety program.

Provide legal citations: Yes

Upload State program information: No

### Provide legal citations

State law authorizes a Statewide 24-7 sobriety program.  
SDCL 1-11-17

## 11 Certifications, Assurances, and Highway Safety Plan PDFs

### Documents Uploaded

2019 Certifications and Assurances.pdf