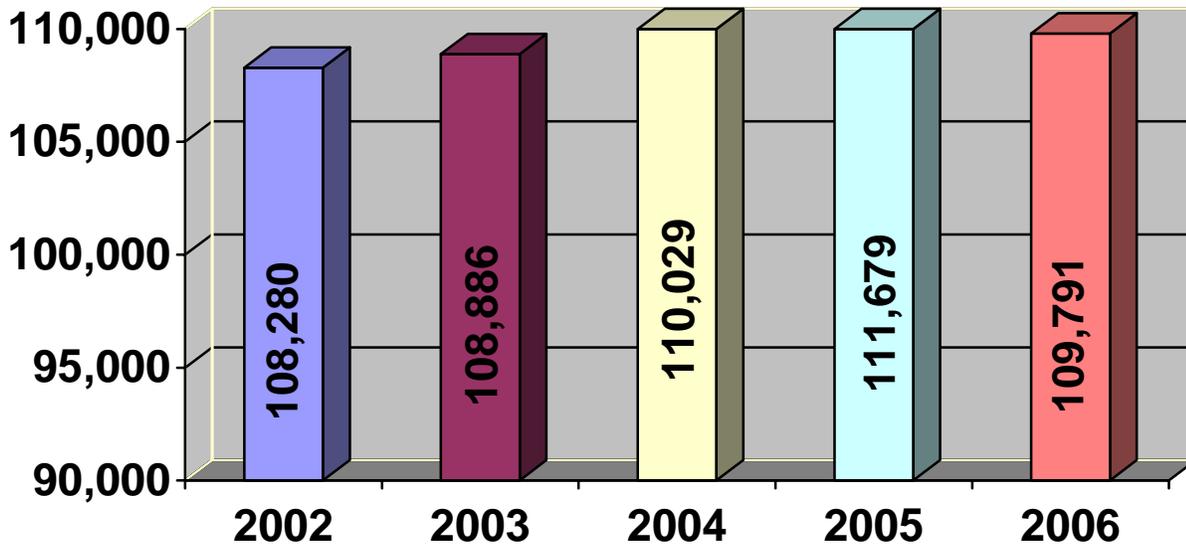
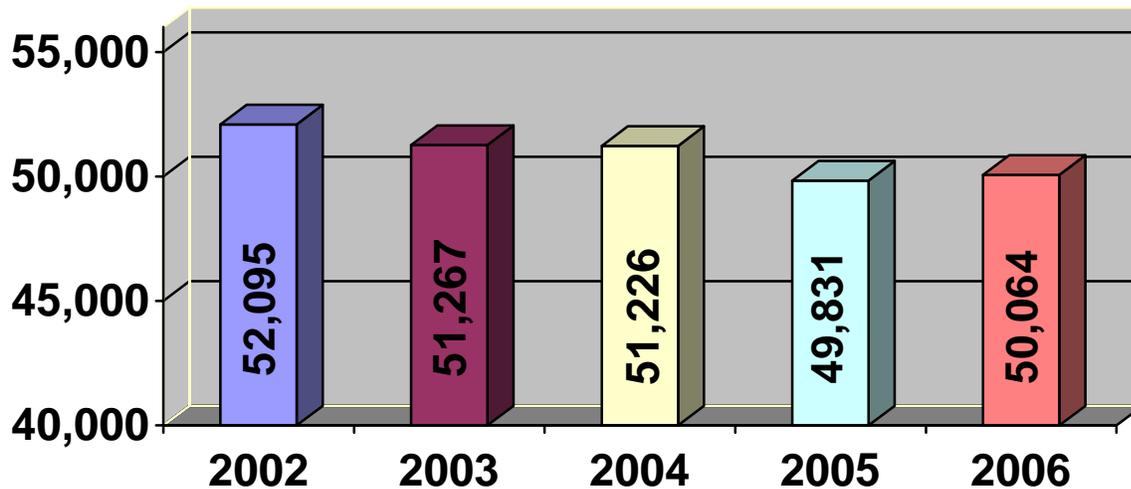


## Total Motor Vehicle Crashes South Carolina 2002 - 2006\*

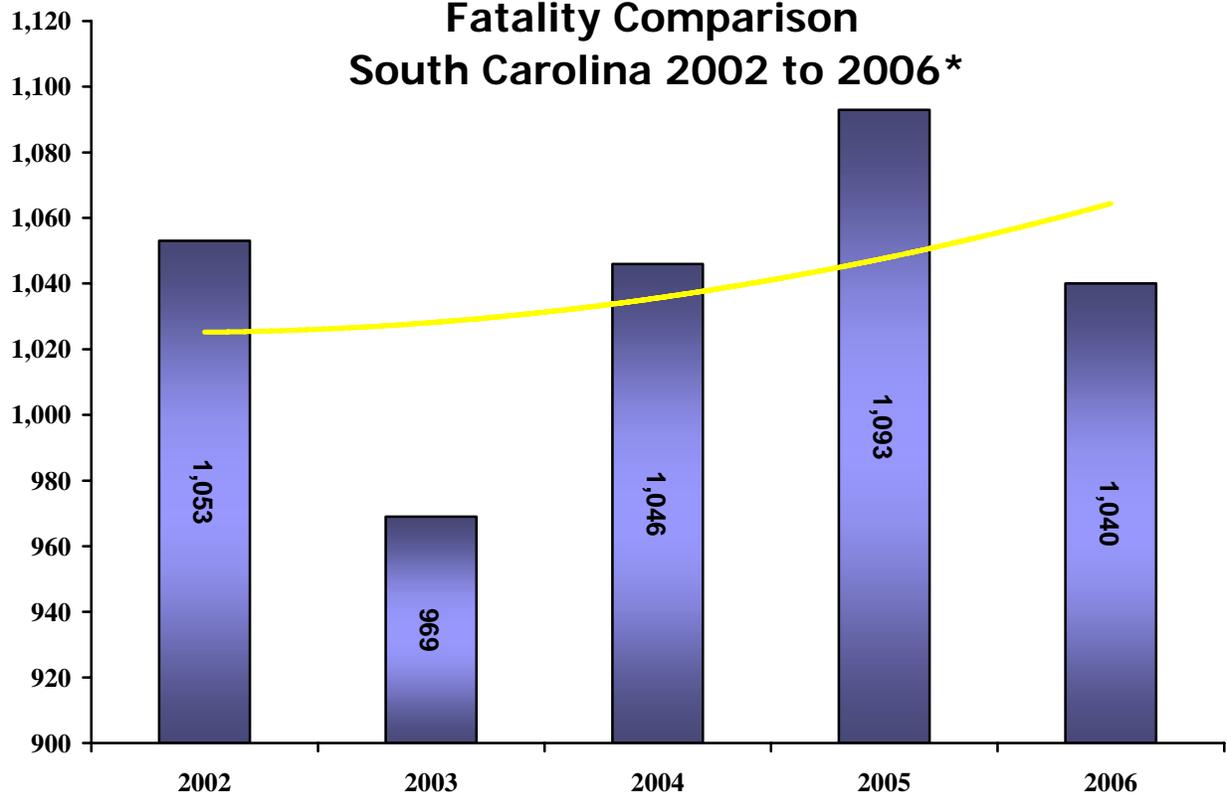


## Traffic Crash Injuries South Carolina 2002 - 2006\*



\*2005 and 2006 data based on projected estimates of the Statistical Analysis Center.

## Fatality Comparison South Carolina 2002 to 2006\*



\*2005 and 2006 data based on projected estimates of the Statistical Analysis Center.

## PROGRAM ADMINISTRATION

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

Primary activities of Program Administration include:

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

### Key Accomplishments

During 2006, the OHS saw several significant accomplishments occur.

- The State of South Carolina, after two years of debate, passed a primary enforcement safety belt law on June 9, 2005. The law passed as a result of the Governor's failure to veto the bill passed by the legislature before the legislative deadline of June 9, 2005 had passed. The SC Department of Public Safety was charged legislatively with educating the citizenry of South Carolina regarding the new law and its potential life saving impact. The Department launched an array of efforts, including diversity outreach initiatives, in order to connect with all of the state's citizens to educate them about the effective date of the new law and its potential impact on communities. The law took effect on December 9, 2005. Law enforcement agencies statewide, both State and local, began aggressively enforcing the law, and positive results have been realized. Based on preliminary statistical information for CY 2006, it appears that highway fatalities in passenger vehicles will be significantly less than the number of fatalities in CY 2005. Also, the percentage of people dying in automobile crashes unbuckled appears to be declining.

According to a survey conducted by the University of South Carolina in June 2006, safety belt usage in the State has increased from 69.5% in 2005 to 72.5% in 2006.

- The State of South Carolina was chosen as a Strategic Evaluation State (SES) by the National Highway Traffic Safety Administration (NHTSA). In 2005 South Carolina and Missouri joined thirteen (13) other states in this strategic initiative to curb impaired driving in the nation's highest impaired driving problem states. The SES initiatives in South Carolina began on July 1, 2005, and ran through June 30, 2006, and included the Labor Day 2005 *Sober or Slammer! (SOS)* impaired driving campaign crackdown. The SES initiatives in the state combined the state's *SOS* campaign slogan with the national *You Drink and Drive. You Lose.* slogan and were carried out through the sixteen Law Enforcement Networks (LEN) in the state. The *SOS* sustained DUI enforcement initiative in the state focused on eighteen (18) counties representing 69% of the state's population and 72% of the state's alcohol-related traffic fatalities. The eighteen (18) focus counties were Aiken, Anderson, Berkeley, Charleston, Colleton, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Richland, Spartanburg, Sumter and York. The initiatives included the use of enforcement strategies such as sobriety checkpoints, saturation patrols and utilization of the Breath Alcohol Testing (BAT) mobile units, as well as significant earned media and some paid media efforts. A planning notebook containing enforcement strategies, earned media strategies and other significant information was developed and distributed to LEN Coordinators and Assistant Coordinators. Also, law enforcement briefing meetings were conducted with LEN Coordinators and Assistant Coordinators to provide them with information about SES initiatives. The Office of Highway Safety is continuing impaired driving efforts by launching a statewide sustained impaired driving campaign for 2007, which will include mobilization crackdowns during the Christmas/New Year's holidays of 2006-2007 and Labor Day 2007, as well as monthly impaired driving enforcement activity by State and local law enforcement agencies. The campaign will combine the State's *SOS* slogan with the new national slogan, *Drunk Driving. Over the limit. Under arrest.*
- The South Carolina Impaired Driving Prevention Council (SCIDPC) continued its efforts in 2006 and worked on improving and enhancing DUI legislation for the state. The SCIDPC had legislation introduced, but for various reasons the legislation did not make it to the floor for voting. Improved DUI legislation has been re-crafted, and the Council will resume its efforts to change DUI laws when the state legislature begins its session in January 2007. The SCIDPC is made up of an array of highway safety stakeholders from the areas of law enforcement, government (federal, state, and local), state and federal agencies, health occupations, the insurance industry, and advocacy groups. The Council is chaired by William Bilton, Executive Director of the SC Commission on Prosecution Coordination. The SCIDPC has established subcommittees to deal with specific aspects of the impaired driving problem, including Enforcement/Prosecution/Adjudication; Enforcement/Prosecution/Adjudication; Treatment/Rehabilitation/Diversion; Legislative; Education/Prevention; and By-Laws.

- The OHS continued significant utilization of two state-of-the-art BATmobiles, purchased with federal funds, throughout the state in impaired driving enforcement. Utilization of these units was overseen by the BATmobile Coordinator of the OHS. The BATmobiles have been used primarily through the SC Law Enforcement Network System, comprised of 16 Law Enforcement Networks in the state, which correspond to the 16 judicial circuits in South Carolina. The BATmobiles contain DataMaster units enabling law enforcement officers to conduct breath tests in the field, and allowing patrolling officers easier and quicker access to breath testing apparatus.
- The OHS revived the DWI Standards Assessment Program pilot in Spartanburg County with a series of meetings held on April 6, 2006, May 9, 2006 and June 22, 2006. The meetings allowed the participants to complete the assessment portion of the project and to move forward with the development of action plans to minimize gaps in existing alcohol countermeasures in the area. The meetings also allowed for the emergence of a local entity, the Seventh Judicial Circuit Solicitor's Office, to serve as the leader and facilitator in the continuance of this initiative.
- The OHS conducted the *Buckle Up, South Carolina. It's the law and it's enforced. (BUSC)* campaign, which included an enforcement blitz combined with paid media and diversity outreach components during the Memorial Day holiday period in 2006. The campaign included the second year of a two-year pilot demonstration project conducted in the NHTSA Southeast Region states known as *Buckle Up In Your Truck*. The effort was an attempt to increase safety belt usage among drivers of pick-up trucks, a demographic which traditionally has lower safety belt usage rates than the overall population. The enforcement component of this campaign was conducted May 14-21, 2006. Paid media during this time frame featured a radio spot recorded by radio personalities John Boy and Billy encouraging listeners to buckle up in their trucks. The *BUSC* campaign was kicked off with press conferences held in four areas of the state (Columbia, Greenville, Charleston and Florence) on May 11, 2006. Extensive media coverage was achieved. The enforcement component of the campaign and various earned media events ran from May 22-June 4, 2006. Significant results were achieved from an enforcement perspective during the campaign, and overall safety belt usage increased by 3%, from 69.5% to 72.5%. Safety belt usage increased among pick-up truck occupants during the campaign by 3%, from 60.8% to 63.8%. All law enforcement agencies in the state participated in the campaign and conducted 190 reported public safety checkpoints and numerous saturation patrols during the emphasis. The agencies that reported enforcement numbers for the campaign indicated the following statistics: 696 DUI arrests; 10,007 safety belt citations; 594 child safety seat citations; 186 felony arrests; 31 recovered stolen vehicles; 68 fugitives apprehended; 1,039 suspended license citations; 256 uninsured motorists; 16,672 speeding citations; 256 reckless driving citations, 408 drug arrests; and 13,882 other citations including open container, failure to yield right of way, failure to obey police officer, equipment violations and other violations relating to laws not covered in categories listed above.
- A public information and education effort involving motorcycle safety was held during three motorcycle rallies in the state, two of which were held in May 2006 in Myrtle Beach and one in Columbia in September 2006. The Myrtle Beach area hosts an annual Harley rally and the

Atlantic Beach Bike Fest each May. This year, the Columbia area hosted a Harley Owners Group (H.O.G.) rally in September. In 2004, 4 riders were killed during the Myrtle Beach events, a reduction from 15 fatalities in 2003 during the same time period. This year the Myrtle Beach and Columbia areas were flooded with educational materials, highway safety messages and paid/earned media in an attempt to reduce the potential fatalities. During the Myrtle Beach rallies in 2006, Horry County, the county in which Myrtle Beach is located, saw an increase in motorcycle deaths from 6 in 2005 to 9 in 2006; however, the total remained significantly lower than the 2003 total of 15 fatalities, which occurred prior to the implementation of motorcycle campaign safety efforts.

- The OHS conducted its version of the national crackdown on impaired driving, *Drunk Driving. Over the limit. Under arrest.*, known as *Sober or Slammer!*, surrounding the Labor Day holidays of 2006 (August 18-September 4, 2006). All law enforcement agencies in the state participated in the campaign and conducted more than 250 reported public safety checkpoints and numerous saturation patrols during the eighteen day emphasis. The agencies that reported enforcement numbers for the campaign indicated the following statistics: 901 DUI arrests; 10,125 safety belt citations; 555 child safety seat citations; 258 felony arrests; 72 recovered stolen vehicles; 116 fugitives apprehended; 2,465 suspended license citations; 497 uninsured motorists; 22,094 speeding citations; 230 reckless driving citations, 842 drug arrests; and 16,372 other citations including open container, failure to yield right of way, failure to obey police officer, equipment violations and other violations relating to laws not covered in categories listed above. The campaign focused on eighteen counties around the state that have shown high incidences of alcohol and drug related crashes, injuries, and fatalities over the previous three-year period. However, the anti-DUI message and enforcement strategies were spread throughout the state of South Carolina. It will be several months before statistics are available to compare alcohol-related crashes, injuries and fatalities from the crackdown period of 2006 to that of 2005.
- The OHS participated in the “100 Days of Summer Heat” effort by the Southeastern Region of NHTSA during the summer of 2006. With significant participation by statewide law enforcement during the summer months, fatalities decreased by 9.8%, from 327 in 2005 to 295 in 2006.
- The OHS conducted a School Zone Safety Week campaign statewide during the month of August 2006. The campaign included sending School Zone Safety Week information to all public school districts in the state and school presentations conducted by Community Relations Officers of the SC Highway Patrol. The 2006 campaign also included information and presentations on school bus safety.
- The OHS added or maintained key staff to further highway safety efforts in the state. A Public Affairs Manager with extensive media background and contacts was maintained 2006 to conduct highway safety outreach efforts of the OHS, including the Annual Victims’ Memorial Service, Safety Breaks, the OHS Calendar and Newsletter, School Zone Safety Week, Project Management Course, community presentations, Network of Employers for Traffic Safety (NETS) efforts, and enforcement mobilization campaigns. Law Enforcement Liaison staff was maintained and expanded to continue establishing relationships between the

OHS, local law enforcement agencies and state law enforcement agencies, as well as establishing and maintaining the SC Law Enforcement Network System and coordinating the use of Breath Alcohol Testing (BAT mobile units and the implementation of *SOS* sustained DUI enforcement activities within the sixteen Networks.

- Training was provided to highway safety advocates within and outside of the OHS through the Public Information, Outreach and Training (PIOT) grant. OHS staff members attended the Governor's Highway Safety Association's (GHSA) Annual Conference and AASHTO Meetings in Oklahoma City, OK; the 73rd Annual Region II Conference of the American Association of Motor Vehicle Administrators AAMVA National Conference in Williamsburg, VA; Lifesavers 2006 in Austin, TX; the NHTSA Southeast Region Law Enforcement Liaison Conference in Mobile, AL; the Southeast Regional American Driver and Traffic Safety Educators Association Conference in Myrtle Beach, SC; the 32<sup>nd</sup> Annual International Forum on Traffic Records and Highway Safety Systems in Palm Desert CA; the 2006 NHTSA Southeast Region Colonel's Conference in Myrtle Beach, SC; the Traffic Records Strategic Planning Meeting in Atlanta, GA; the NHTSA Pickup Truck Demonstration Project Meeting in Atlanta, Georgia; the 12<sup>th</sup> Annual IACP DRE Training Conference on Drugs, Alcohol and Impaired Driving; and the MADD/NHTSA Law Enforcement Leadership Summit in Atlanta, GA in order to achieve an awareness of new programs and initiatives for highway safety being conducted throughout the nation and around the world. Other training has also been made available as necessary to ensure that staff members have the most current knowledge and skills relating to highway safety. Staff from outside the OHS received assistance from the PIOT grant to attend the Lifesavers 2006 Conference.
- A Project Management Course was offered December 6-7, 2006, (two one-half day sessions for new and select continuation grantees) to Project Directors and financial staff to give them basic instruction on how to administer their respective grants effectively. Strategic information was given to most of the continuation subgrantees at pre-work conferences. OHS Staff worked with Project Directors on a continual basis to ensure that all projects were being properly administered.
- Four Funding Guidelines Workshops were conducted at various locations around the state in February 2006 to assist prospective Project Directors in the writing and development of a highway safety grant. Workshops were conducted in Greenville, Florence, North Charleston and Columbia. Collectively, more than 100 individuals were in attendance. During the workshops, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application form; and a presentation on how to write a winning grant proposal. The workshops included specific instructions on how to complete budget pages. Meeting participants came from across the state and represented all sectors of the highway safety community (engineering, education, enforcement, EMS, etc.). Participants were provided with sample, completed grant applications and other useful information to assist in the preparation of their applications.

Applications were received in April 2006 for FFY 2007, and went through a multi-stage review process including review and analysis by federal partners (NHTSA, FHWA, and FMCSA) as well as OHS staff. Fifty (50) grant applications were received by the OHS.

Obviously, the above noteworthy accomplishments are the result of a team effort on the part of OHS staff and strong cooperative support from the SCDPS and its Director, the Governor of South Carolina, Federal partners, and the many highway safety advocates working diligently and tirelessly on a daily basis to improve safety on South Carolina's roadways.

## **PERFORMANCE GOALS**

### **Short Range Goals:**

1. To reduce the number of traffic crashes reported during CY 2006 by 5%, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2006 data indicate a projected total of 109,791 collisions for CY 2006. When compared to the 111,679 collisions in CY 2005, this represents an estimated decrease in total collisions for CY 2006 of 1.7%.

2. To reduce the mileage death rate (MDR) of the State during CY 2006 by 5%, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2006 data indicate a mileage death rate for 2006 of 2.1. This represents a 7.5% decrease from the 2.27 MDR for 2005.

3. To reduce the mileage injury rate (MIR) of the State during CY 2006 by 5%, as compared to 2005 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2006 data indicate a mileage injury rate (MIR) for 2006 of 101. This rate reflects the same MIR from CY 2005.

### **Long Range Goals (2006 - 2010):**

1. To reduce the number of traffic crashes reported by 15% by the end of 2010.

Level of Accomplishment: As indicated above, projected estimates from the OHS Statistical Analysis Center indicate 109,791 collisions for CY 2006. When compared to the 111,679 collisions in CY 2005, this represents an estimated decrease in total collisions for CY 2006 of 1.7%. This goal remains achievable by 2010.

2. To reduce the State's mileage death rate (MDR) by 15% by the end of 2010.

Level of Accomplishment: The projections from the Statistical Analysis Center of the OHS indicate a decrease in the MDR of 7.5% in 2006 over against 2005, from 2.27 to 2.1. This goal is achievable by 2010.

3. To reduce the State's mileage injury rate (MIR) by 15% by the end of 2010.

Level of Accomplishment: As indicated above, projections for 2006 show the MIR remaining the same as in 2005 at 101. The 2006 rate shows a decrease of 12.2% over against the 2001 figure of 115. This goal is achievable by 2010.

### **South Carolina Department of Public Safety-Office of Highway Safety Highway Safety Planning and Administration – 2H06001**

The Office of Highway Safety (OHS) was established to provide leadership, planning, and guidance to achieve a statewide coordinated network and effective attack on existing highway safety problems and to assist in assuring that the limited resources available are used most efficiently. This has been accomplished in the area of Highway Safety through an Annual Highway Safety and Performance Plan which implements a statewide program to coordinate the activities of state agencies, local political subdivisions, state and federally recognized Indian tribal governments and the private sector.

In order to administer a Highway Safety Program, sufficient staff has to be employed and retained by the OHS. Training was provided to highway safety advocates within and outside of the OHS through the Public Information, Outreach and Training (PIOT) grant. OHS staff members attended the 2006 Governors Highway Safety Association's (GHSA) Annual Conference in Oklahoma City, Oklahoma; the NHTSA Southeast Region Law Enforcement Liaison Conference in Mobile, AL; the 2006 Lifesavers Conference in Austin, TX; NHTSA DWI Standards Assessment Program Meetings in Spartanburg, SC; the NHTSA Pickup Truck Demonstration Project Meeting in Atlanta, Georgia; the NHTSA Traffic Safety Information Systems (TSIS) Strategic Planning Workshop in Atlanta, GA; and the Annual Region II Conference of the American Association of Motor Vehicle Administrators in Williamsburg, VA. Participation in the above events allowed staff and highway safety stakeholders to achieve an awareness of new programs and initiatives for highway safety being conducted throughout the nation and around the world. Other training has also been made available as necessary to ensure that staff members have the most current knowledge and skills relating to highway safety.

Continuation subgrantees were given information regarding the continued implementation of their grant projects in the context of individual Pre-Work Conferences. These conferences were held in October 2005. Five new projects were awarded beginning February 1, 2006. Since there were only five new FFY 2006 projects awarded to four subgrantees, OHS management staff decided to forego the formal Project Management Course. However, the material usually covered during the course was presented to the individual subgrantees in the context of individual Pre-Work Conferences held for these subgrantees in February 2006. These subgrantees will be required to attend a two-day Project Management Course in December 2006 during the first quarter of their second-year grant. OHS Staff worked with all Project Directors on a continual basis to ensure that all projects were being properly administered.

Each year, solicitations for grant applications are accomplished by issuing Funding Guidelines to potential subgrantees. Additionally, four Funding Guidelines Workshops were conducted at various locations around the state in February 2006 to assist prospective Project Directors in the writing and development of a highway safety grant. Workshops were conducted in Greenville, Florence, North Charleston and Columbia. Applications were received in April 2006 for FFY 2007, and went through a multi-stage review process including review and analysis by federal partners (NHTSA, FHWA, and FMCSA), as well as OHS staff. At the end of the grant year, Program Managers are responsible for evaluating the projects in their specific areas. The evaluations are then forwarded to NHTSA's Southeast Region Office for review.

### **South Carolina Department of Public Safety-Office of Highway Safety Public Information, Outreach, and Training – 2H06004**

The Public Information, Outreach and Training project was developed to improve the State's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHS, were sent to highway safety-related training programs during the grant period. National and state highway safety emphasis programs were also promoted by announcing training opportunities through the grant. Because of national changes in child passenger safety and the establishment of certification standards, the OHS scheduled and conducted one-week technician classes and several eight-hour specialist courses during the grant period. This helped to continue to build a cadre of professionals who are capable of conducting clinics to assess proper child restraint usage.

Another ongoing component of this project involved conducting Pre-Work Conferences for all highway safety grant subgrantees. The standard Project Management Course was not held due to the late awarding of new grants for FFY 2006 (February 1, 2006). Subgrantees receiving new grants beginning February 2006 were required to attend a Project Management School in December 2006 for subgrantees receiving grants for FFY 2007. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed.

The project also provided support for a School Zone Safety Week initiative during the month of August 2006, which was implemented statewide, thus complying with legislative proviso. The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2005, a booth at the SC State Fair during October 2005, a motorcycle safety campaign held in Myrtle Beach and Columbia in May and September 2006, respectively, and sent important traffic safety information to businesses in South Carolina during Drive Safely Work Week and other individual emphases during the year. The project was also heavily involved with an educational and diversity outreach effort to inform the state's citizens about the enactment of a new primary enforcement safety belt law, which took effect on December 9, 2005.

The project also assisted in the continued implementation of NHTSA's DWI Standards Assessment Program in a pilot county in South Carolina. The program targeted Spartanburg County and is currently ongoing as professionals from the OHS, law enforcement, adjudication, prosecution, and treatment/rehabilitation have assessed the needs of the Spartanburg County area and are developing action plans to reduce the rate of DUI recidivism in this county.

Overall, this project has provided travel and/or registration fees for more than twenty individuals to attend highway safety training programs around the country. During the grant period, funds were provided for individuals within and outside the OHS to attend one or more of the following: the Governor's Highway Safety Association's (GHSA) Annual Conference in Oklahoma City, OK; Lifesavers 2006 in Austin, TX; the NHTSA Southeast Region Law Enforcement Liaison Conference in Mobile, AL; the Southeast Regional American Driver and Traffic Safety Educators Association Conference in Myrtle Beach, SC; the Traffic Records Strategic Planning Meeting in Atlanta, GA; the 32<sup>nd</sup> Annual International Forum on Traffic Records and Highway Safety Systems in Palm Desert, CA; the 2006 NHTSA Southeast Region Colonel's Conference in Myrtle Beach, SC; the NHTSA Pick-up Truck Safety Belt Demonstration Project Meeting in Atlanta, GA; the 12<sup>th</sup> Annual IACP DRE Training Conference on Drugs, Alcohol and Impaired Driving; Hands Across the Border events; the 73<sup>rd</sup> Annual Region II Conference of the American Association of Motor Vehicle Administrators (AAMVA) National Conference in Williamsburg, VA; and the MADD/NHTSA Law Enforcement Leadership Summit in Atlanta, GA.

## ALCOHOL COUNTERMEASURES

According to the Statistical Analysis Center of the Office of Highway Safety, the data relating to alcohol crashes, fatalities, and injuries is incomplete for CY 2006. Projections being made are based on approximately seven months of alcohol-related crash data.

Between 2002 and 2005, the Office of Highway Safety's Statistical Analysis Center aggressively pursued filling in gaps on incomplete reports regarding BAC (Blood Alcohol Content) levels of drivers in fatal crashes. This effort continued in 2005 and has resulted in an increase in driver BAC levels being reported to over 37.6% for traffic fatalities, up from 36.2% for 2004. It is important to note that the Statistical Analysis Manager has recommended that this report concentrate on drivers in fatal crashes, rather than automobile crash fatalities as in the past. All efforts will be made to assist the analyst to achieve greater results. The statistics for driving under the influence of alcohol or drugs, referred to as DUI from 2002 and forward, may not reflect a true picture of the DUI problem for previous years and should not be compared to previous year statistics.

According to the SC Department of Public Safety's preliminary statistics for CY 2005, the projected number of fatal crashes with DUI as a primary and contributing factor is 429. This number projects a total of 500 deaths in crashes with alcohol as a primary and contributing factor. Calendar Year (CY) 2004 suffered 408 fatal crashes with alcohol as a primary and contributing factor, resulting in 459 fatalities. There is a projected 5.76% decrease in fatalities on the roadways in South Carolina for CY 2006. Unfortunately, at this point in time, it will not be possible to project numbers for alcohol-related traffic fatalities for CY 2006. Eight Alcohol Countermeasures projects, in addition to Police Traffic Services projects, were implemented or continued in FFY 2006 to address the issue of driving under the influence of alcohol or drugs.

### **Short Range Goals:**

- To reduce the alcohol-related crash MDR by 10% by the end of CY 2006, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates for CY 2006 from the Statistical Analysis Center of the OHS, South Carolina's DUI-related crashes will reduce by 5.10%. The alcohol-related MDR increased from 0.94 in 2004 to 1.02 in 2005. The 2006 projection for alcohol-related MDR is 0.91. There were 48.77 billion miles traveled in South Carolina in 2004 and the projected increases for 2005 and 2006 are 49.75 billion and 50.75 billion, respectively. The number of projected miles is based on average increases of approximately 2% per year. Unfortunately, the short range goal was not accomplished.

- To reduce the alcohol-related crash MIR by 10% by the end of CY 2006, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates for CY 2006 from the Statistical Analysis Center of the OHS reveals a decrease from 7.4 in 2005 to 6.88 in 2006. This represents a nearly a 7% decrease. Though short of the goal, the results have improved from the previous year in which there was no predicted appreciable reduction.

- To reduce the involvement of drivers ages 25 to 34 in alcohol-related crashes by 3% by the end of CY 2006, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates for CY 2005 from the Statistical Analysis Center of the OHS projects an increase of involvement of drivers ages 25-34 in alcohol-related crashes by 9.15%. The involvement of alcohol-related crashes in this age group, one of the largest categories regarding this problem, increased from 1,616 in 2004 to 1,764 in 2005. Last year, the projection for 2005 alcohol-related collisions was for 1,838. Unfortunately, the short range goal was not successfully accomplished.

- To increase the level of BAC reporting on fatalities from the Coroners by 10% by the end of CY 2006, as compared to CY 2005.

Level of Accomplishment: According to the FARS Analyst within the Office of Highway Safety, the level of BAC reporting on fatalities has reached levels approaching 71%, for 2005. The increase of 71% in 2005 from 65% in 2004 represents an increase of 8.5%, or 6 percentage points. However, this reporting is not derived from coroners alone. Some of the reporting is obtained directly from SLED as well as few private entities. Currently, about half of the state's coroner's are reporting. Our goal will be to continue to work in obtaining the maximum level of BAC reporting on fatalities.

### **Long Range Goals (CY 2006 – CY 2010):**

- To reduce the alcohol-related crash MDR by 30% by CY 2010.

Level of Accomplishment: Based on a six-year trend, projected estimates for CY 2006 from the Statistical Analysis Center of the OHS, show an estimated alcohol-related crash reduction of 5.10%, as compared to CY 2005. The projected alcohol-related crash MDR dropped from 1.02 in 2005 to an estimated 0.91 in 2006. There were a projected 49.75 billion miles traveled in South Carolina in 2005. The number of projected miles traveled in 2006 is 50.75 billion, based on average increases approximately 2% per year. Unfortunately, the short range goal was not accomplished. The long range goal is achievable by 2010.

- To reduce the alcohol-related crash MIR by 30% CY 2010.

Level of Accomplishment: Projected estimates for CY 2006 from the Statistical Analysis Center of the OHS show an estimated alcohol-related crash MIR reduction to 6.88. The projected alcohol-related crash MIR in 2005 is 7.4. This represents a decrease of 7.56%. There remains much work to accomplish this goal by 2010. However, continuing efforts in DUI enforcement, the expanding efforts of the SC Law Enforcement Networks, and a

newly sponsored bill for strengthening DUI laws produced by the SC Impaired Driving Prevention Council could allow the goal to be achieved.

- To reduce the involvement of drivers ages 25 - 34 in alcohol-related crashes by 5% by the end of CY 2010.

Level of Accomplishment: Projected estimates for CY 2005 from the Statistical Analysis Center of the OHS projects an increase of involvement of drivers ages 25-34 in alcohol-related crashes by 9.15%. The involvement of alcohol-related crashes in this age group, one of the largest categories regarding this problem, increased from 1,616 in 2004 to 1,764 in 2005. The original projection for 2005 alcohol-related collisions in this category was 1,838. Unfortunately, the short range goal was not successfully accomplished. However, the OHS has employed a Public Affairs Manager and believes that this new addition will assist in educating all ages of alcohol-related crashes, especially in the areas of diversity outreach.

### **South Carolina Department of Public Safety – Office of Highway Safety Impaired Driving Countermeasures Program Management – 2H06006**

The grant project sought to develop and implement comprehensive statewide impaired driving countermeasures efforts in order to reduce alcohol/drug-related crashes, injuries, and deaths on South Carolina's roadways. An extensive component of this project is South Carolina's *Sober or Slammer!* campaign, a high-visibility law enforcement initiative against impaired driving. The *Sober or Slammer!* campaign is South Carolina's equivalent to the national *Drunk Driving. Over the Limit. Under Arrest.* campaign. Furthermore, in July, 2005, South Carolina joined 14 other states in NHTSA's Strategic Evaluation States (SES) concept, a year-long impaired driving enforcement campaign. Our state is addressing the impaired driving problem by specifically and strategically placing increased enforcement efforts in 18 focus counties. These counties represent 69% of DUI-related fatalities in the State and 72% of the State's population. Participation in the SES program required 65% of either of the two aforementioned criteria. This initiative was conducted from July 1, 2005 through June 30, 2006. The campaign united *Sober or Slammer!* with the previous national campaign initiative, *You Drink and Drive. You Lose.* Significant decreases in traffic fatalities occurred in more than half of the eighteen focus counties during the sustained impaired driving enforcement effort.

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 funds during FFY 2006 for paid media efforts relating to the state's *Sober or Slammer!* (SOS) mobilization crackdown conducted during Labor Day 2006. The enforcement portion of the campaign effort ran from August 18-September 4, 2006. Flight dates for the paid media portion of the campaign efforts ran from August 16-20, 2006; August 23-27, 2006; and August 30-September 3, 2006.

Additionally, the South Carolina Impaired Driving Prevention Council (SCIDPC), through its Legislative Subcommittee, made significant progress in addressing the impaired driving laws in the state. In addition to the Office of Highway Safety, the SC Highway Patrol, the State Transport Police, the Criminal Justice Academy, the Office of Justice Programs and support

from the Executive Director from the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, the State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities which comprise the Council's membership. Beginning in July, 2004, this SCIDPC met aggressively and monthly until March, 2005, when it approved recommendations for improved DUI legislation to be introduced to the state legislature. The proposed legislation was introduced to the State Senate as Bill 4047 in May, 2005, but the session ended shortly thereafter. It is expected that new legislation will be introduced when the General Assembly reconvenes in 2007.

Also, the DWI Standards Assessment Program was re-implemented in Spartanburg, SC on April 6, 2006. Subsequent meetings occurred May 9<sup>th</sup> and June 22<sup>nd</sup>. This community-based DUI systems improvement initiative focuses on establishing improvements at the local level that will ultimately reduce DUI recidivism and the occurrence of DUI offenses displaying high levels of blood alcohol content. Meetings of the DWISAP work group, which included representatives from law enforcement, the judiciary, treatment/rehabilitation services and highway safety professionals, were held at the Spartanburg County Sheriff's Office.

**Pickens County Sheriff's Office  
Alcohol Enforcement Program – 2H06010**

Pickens County Sheriff's Office established a two-member grant-funded DUI task force trained in DUI enforcement, DUI detection, and courtroom presentation. The DUI Task Force utilized data from the 13<sup>th</sup> Judicial Circuit Law Enforcement Network to determine locations in the county that needed increased DUI enforcement efforts. The DUI Task Force personnel were generally on patrol from 6:00 pm until 2:30 am, five nights per week; however, this schedule was flexible in order to accommodate holiday weekends and events when the potential for DUI incidents may increase. DUI Task Force Officers utilized saturation patrols in areas within the County that have had the highest rate of DUI collisions. Pickens County Sheriff's Office made 92 DUI arrests, 84% of which were made by the DUI Task Force. They also conducted thirteen (13) traffic safety presentations and fifty-six (56) public safety checkpoints. While Pickens County saw an increase of 2 fatalities in 2006 as compared to 2005, traffic collisions decreased 15%, from 2,203 in 2005 to 1,877 in 2006 and injuries decreased 5%, from 935 in 2005 to 884 in 2006.

**Seventh Circuit Solicitor's Office  
DUI Prosecution Team – 2H06011**

The overall goal of the DUI Prosecution Team was to prosecute and increase the conviction rate of alcohol/drug-related offenses and thus to reduce the number of alcohol/drug-related traffic collisions, injuries and fatalities in Spartanburg County. The Prosecution Team continued to address the stated problem by fast-tracking cases through the DUI Prosecution Team grant. The efforts of the Prosecution Team have worked as a prevention method to keep additional cases from being dismissed due to a defense attorney asking for dismissal of a case because it is being prosecuted by a law enforcement officer. The DUI Prosecution Team also continued to address law enforcement's role in processing more accurate incident reports, investigation and case preparation. The Seventh Circuit Solicitor's Office decided to further strengthen policies

regarding recommendations for all DUI cases, so that the Solicitor's Office no longer recommends reducing a DUI 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> Offense absent a ruling from the court excluding a substantial portion of evidence. Although DUI charges were not often reduced in the past, the reduction of charges are now all but eliminated as an option for consideration in an attempt to hold DUI offenders to the letter of the law. The Solicitor's Office was responsible for the disposition of 470 cases, with 290 cases pending. The DUI Prosecution Team's conviction rate of cases prosecuted for the grant year was 59%. In addition, the Prosecution Team has worked hard to not dismiss or *nolle prosee* cases or offer many reductions on criminal charges. The goal was to reduce the number of dismissed or *nolle prosee* cases by 10%, from 30% down to 20%. The rate has been reduced 18% for the grant year.

**Spartanburg County Sheriff's Office  
Spartanburg County DUI Task Force – 2H06013**

The Spartanburg County Sheriff's Office established a three-member grant-funded DUI Task Force to reduce the overall numbers of traffic crashes in Spartanburg County, with special attention given to alcohol-related crashes, and to reduce the number of injuries and deaths in Spartanburg County crashes. The DUI Task Force made 419 DUI arrests, implemented thirty-nine (39) public safety checkpoints, and conducted thirteen (13) traffic safety presentations during the grant period. Spartanburg County traffic collisions decreased 6.3%, from 6,775 in 2005 to 6,349 in 2006. Additionally, traffic-related injuries decreased 9.2%, from 2,777 in 2005 to 2,521 in 2006 and traffic fatalities decreased 3.6%, from 55 in 2005 to 53 in 2006.

**Spartanburg Public Safety Department  
SPSD Traffic Enforcement with Multi-Jurisdictional Tasks with Spartanburg County –  
2H06020**

The overall goal of the project was to increase the amount of traffic enforcement within the City of Spartanburg with the purpose of reducing the number of collisions in the City. The project also focused on working with the Spartanburg County Sheriff's Office in multi-jurisdictional enforcement efforts. The grant-funded officer assigned to the project issued 1,119 speeding citations and 679 safety belt and child restraint violations during the grant period. The City of Spartanburg experienced a 75% decrease in traffic fatalities, from 4 in 2005 to 1 in 2006; a 10.4% decrease in traffic collisions, from 1,271 in 2005 to 1,139 in 2006; and a 16.5% decrease in traffic-related injuries, from 638 in 2005 to 533 in 2006.

**City of Rock Hill  
City of Rock Hill Traffic Enforcement Unit – 2H06023**

A two-member grant-funded Traffic Enforcement Unit (TEU) was established to provide the citizens of Rock Hill with a safe environment in which to travel within the city. The TEU concentrated on traffic enforcement activities to include enforcement of all traffic laws. Traffic enforcement activities were accomplished through the evaluation of high traffic collision areas, patrolling roadways that contained heavy traffic, issuing appropriate citations for traffic violations, and implementing traffic safety checkpoints and saturation efforts. The TEU participated in numerous national and statewide traffic safety initiatives, including *Buckle Up, South Carolina* and *Sober or Slammer!*. Officers assigned to the project made 10 of the

Department's total number of 229 DUI arrests; issued 543 speeding citations; and issued 419 citations for safety belt and child restraint violations. They also conducted 22 traffic safety presentations and 46 public safety checkpoints. The City of Rock Hill experienced an increase in fatalities, from 3 in 2005 to 5 in 2006; however the City of Rock Hill did see a slight decrease in traffic collisions, from 1,822 in 2005 to 1,820 in 2006; and a 12% decrease in traffic-related injuries, from 905 in 2005 to 800 in 2006.

**Town of Lexington Police Department  
Traffic Safety and Collision Reduction Project for the Town of Lexington – 2H06024**

The Lexington Police Department committed to having a positive impact on the traffic problems within the Town of Lexington and reducing the number of vehicular collisions. The strategies developed to assist in this commitment include: heavy daytime enforcement activities by the traffic officers, directed traffic patrols, conducting public safety checkpoints, continuous utilization of the Department's traffic trailer, participation in various traffic safety campaigns, and joint enforcement activities with other law enforcement agencies. The two grant-funded officers issued 899 speeding citations and 330 citations for safety belt and child restraint violations. The grant-funded officers also conducted 30 traffic safety presentations and 14 public safety checkpoints. The Town of Lexington maintained zero traffic fatalities. Additionally, traffic collisions decreased 16.3%, from 454 in 2005 to 380 in 2006, and injuries decreased 10.7%, from 159 in 2005 to 142 in 2006.

**Laurens County Sheriff's Office  
Traffic Death Prevention (TDP) – 2H06026**

Through the Traffic Death Prevention (TDP) grant project, the Laurens County Sheriff's Office was able to hire two full-time deputies assigned to traffic enforcement in order to reduce the number of fatalities caused by excessive speed and impaired driving crashes. Officers assigned to the project made thirteen (13) DUI arrests and issued 330 speeding citations and 199 citations for safety belt and child restraint violations. The grant-funded officers also conducted nineteen (19) traffic safety presentations and forty-two (42) public safety checkpoints. While Laurens County saw an increase of 1.6% in traffic collisions, from 1,516 in 2005 to 1,540 in 2006 and an increase of 10.2% in traffic-related injuries, from 667 in 2005 to 735 in 2006, the county experienced a 15.8% decrease in traffic-related fatalities, from 19 in 2005 to 16 in 2006.

## OCUPANT PROTECTION

The goal of the Office of Highway Safety's Occupant Protection Program is to promote and increase the usage rate and proper use of safety belts and child restraints by vehicle occupants in South Carolina. Education and enforcement efforts were targeted towards parents, teens, and children (ages 0-5) because of increasing numbers of fatalities in the State. Research also has shown a clear link between adult safety belt usage and the use of child restraint devices. A June 2006 Statewide Safety Belt Usage Survey indicated that the overall safety belt usage rate was 72.5% for South Carolina during the *Buckle Up, South Carolina. It's the law and it's enforced.* Memorial Day 2006 Campaign.

Studies show that many fatalities and injuries to infants and small children in motor vehicles could be prevented by the proper usage of child safety seats and safety belts. During FFY 2006, the Office of Highway Safety worked with state and local agencies to provide child safety seats to low-income families. Agencies also made a concerted effort to provide parents and caregivers with the proper instructions for installing child safety seats. Projects targeting groups and/or geographic areas with low usage rates and/or non-compliance with occupant protection laws received priority. The Office of Highway Safety also worked with non-profit and State agencies to educate the State's population regarding the newly enacted (effective December 9, 2005) primary enforcement safety belt law. Educational efforts included reaching out to the diverse populations of the State and conducting presentations in high schools in various counties throughout the State encouraging teens to buckle up, obey posted speed limits and avoid impaired driving.

Children, ages 0-5, are a high-risk population group for injury/death because of the increasing number of fatalities and incorrect usage of child restraint devices. In 2005, 9,887 child occupants under the age of six were involved in traffic crashes. Of these, 6,836 were restrained by a child safety seat; 2,132 by some other restraint (seat belt, seat/lap combination); 356 were unrestrained; and for 155, restraint usage was unknown. However, data indicates that many of the child occupant restraint devices are used improperly. Young drivers under the age of 25, who traditionally have lower rates of restraint use than some other age groups, were involved in 298 fatal crashes in 2005; this is 20% of the total. In addition, NHTSA has reported that young black males are also at risk due to infrequent restraint use.

### PERFORMANCE GOALS

#### **Short Range Goals:**

1. To increase safety belt usage rates from 72.8% in 2003 to at least 75% by the end of CY 2006 through the continued development and implementation of statewide occupant protection programs.
  - Level of Accomplishment: In 2006, a statewide observational safety belt usage survey, utilizing NHTSA's revised 1998 guidelines, was conducted by the University of South Carolina Statistical Laboratory. Results from the 2006 Statewide Safety Belt Usage Survey conducted during the *Buckle Up, South Carolina. It's the law and it's enforced.* Memorial

Day Campaign indicated that the overall safety belt usage rate increased from 69.7% during Memorial Day 2005 to 72.5% as of mid-June 2006. Survey results indicated that women are more likely than men to use safety belts (79.3% to 67.6%). Passengers are less likely than drivers to use safety belts (70.1% to 73.5%). Based on past survey data, the current survey demonstrates a narrow gap in usage between drivers and passengers; rural dwellers are less likely to use safety belts than urban residents (70.1% to 73.5%). A lower usage rate by males is the major factor that continues to pull the statewide average down. In June 2005, a primary safety belt law was enacted in South Carolina, to be made effective on December 9, 2005. The passage of this legislation and resulting enforcement may result in increased usage rates in the state in the future.

2. To reduce the MDR for children under the age of six by 10% by the end of CY 2006.

Level of Accomplishment: Projected estimates for CY 2006 by the Statistical Analysis Center of the OHS indicate an estimated MDR of 0.032 for traffic crash fatalities involving children under the age of six. This represents an estimated 6.7% increase over the CY 2005 MDR of 0.030 for traffic crash fatalities involving children under the age of six. In CY 2005, there were fifteen (15) fatalities in this age group compared to sixteen (16) projected in CY 2006. Occupant Protection Grants for FFY 2006 were continued in the following counties/agencies:

- The South Carolina Department of Health and Environmental Control (SCDHEC)
- Summerville Fire Department

It should be noted that there are occupant protection components in two Safe Communities grants awarded in FFY 2006, Anderson Area Safe Communities Program through Anderson Area Medical Center and Pee Dee Safe Communities through Pee Dee Healthy Start, Inc. in Florence, SC.

### **Long Range Goals (2006 - 2010):**

1. To increase the statewide safety belt usage rate from 72.8% in 2003 to at least 85% by the end of CY 2010.

Level of Accomplishment: The current seat belt usage rate in South Carolina is 72.5%. This is based on a June 2006 Statewide Observational Safety Belt Usage Survey conducted by the University of South Carolina Statistical Laboratory. In June 2005, a primary safety belt law was enacted in South Carolina, to be made effective on December 9, 2005. The passage of this legislation should result in increased usage rates in the state in the near future.

2. To reduce the MDR for children under the age of six by 30% by the end of CY 2010.

Level of Accomplishment: Projected estimates for CY 2006 by the Statistical Analysis Center of the OHS indicate an estimated MDR of 0.032 for traffic crash fatalities involving children under the age of six. This represents an estimated 6% increase over the CY 2005 MDR of 0.030 for traffic crash fatalities involving children under the age of six and 60%

higher than the MDR of 0.020 which accrued in CY 2004. In CY 2005, there were fifteen (15) fatalities in this age group compared to sixteen (16) projected in CY 2006. In order to achieve this goal by CY 2010, much work will need to be done.

3. To establish a consistent diversity outreach program to address occupant restraint issues among minority populations.

Level of Accomplishment: Research has confirmed that use of safety belts and child restraint devices remain lower among certain minority groups than among non-minority groups. The Office of Highway Safety awarded a highway safety grant for FFY 2006 to the South Carolina Department of Health and Environmental Control's (SCDHEC) Bureau of Chronic Disease and Health Promotion's Injury & Violence Prevention Division. With these funds SCDHEC continued the employment of a full-time bilingual Program Assistant to concentrate on increasing occupant restraint use among the state's Latino population.

South Carolina has experienced rapid growth in its Latino population during the past ten years. Most of this increase can be attributed to high levels of migration due to economic opportunities in agriculture, construction, and food industries, as well as high Latino birth rates. In 1999, the Census Bureau estimated the state's Latino population to be 49,817. This represents a 63.3% increase from the 1990 figure of 30,500. At the current rate of growth, by the year 2010, the Latino population in South Carolina will total 106,427. The projections do not include the State's migrant and seasonal farm worker population. It is estimated that 97% of migrant and seasonal farm workers are Hispanic and speak Spanish as their primary language. They work in each of South Carolina's forty-six (46) counties throughout the nine-month growing season, following the eastern migrant stream. The upstate and coastal regions of the state housed the largest segment of the permanent Hispanic/Latino population growth in South Carolina, 88% in the Upstate and 76% in the Coastal area.

SCDHEC focused on reaching the Hispanic population of the State through its statewide health district system. The subgrantee issued information about safety belt and child passenger safety restraint use, conducted CPS Technician trainings, conducted training relative to the proper use of child safety seats and distributed safety seats to minority individuals based on need.

A major effort undertaken by the SC Department of Public Safety during the past year involved educating the public about the state's new primary enforcement safety belt legislation, which became effective December 9, 2005. The educational effort included earned and paid media (press events, press releases, radio advertising, and outdoor advertising) and the distribution of printed materials about the new law to legislators, law enforcement officers statewide, and the general public. The educational effort also included reaching out to the African American and Hispanic citizens of the state to secure their support for the new law and to reassure them of the Department's strong stance against differential enforcement.

**South Carolina Department of Public Safety – Office of Highway Safety  
Occupant Protection Program Management – 2H06002**

During FY 2006 the Occupant Protection (OP) staff continued to administer all occupant protection programs funded through the State Office of Highway Safety Program. Specific activities included the following: the continuation of Child Passenger Safety (CPS) Trainings, CPS Updates for South Carolina Technicians and SCDPS-sponsored child safety seat checks with local partners; the coordination of activities with all Highway Safety Project Directors for special public information events during Buckle Up, America! Week, and National Child Passenger Safety Awareness Week in February 2006, as well as support for the *Buckle Up, South Carolina. It's the Law and It's Enforced*. Briefings; oversight of SCDPS's Fitting Station, which serves the public through appointments and which checked thirty-seven (37) safety seats during 2006; and conducting 31 Child Passenger Safety Technician Classes, which trained 327 participants. The Occupant Protection Trainer (OPT) participated in 33 child safety seat clinics where 1,205 safety seats were checked. The OPT conducted 7 presentations with 416 people in attendance. The Statewide Safety Belt Use Survey report for July 2006 indicated that 72.5% of South Carolinians were using safety belts.

**SC Department of Health and Environmental Control  
Children Restrained Safely and Securely – 2H06015**

The overall goals of the project were to decrease the number of children under the age of six who are injured or killed due to the lack of proper child safety seat use and to increase public awareness of the State's new primary enforcement safety belt law, which took effect on December 9, 2005. This program supported efforts to prevent injuries and deaths to children in South Carolina caused by motor vehicle crashes through a partnership between the South Carolina Department of Public Safety (SCDPS), South Carolina SafeKids and the South Carolina Department of Health and Environmental Control (SCDHEC). Another major focus of the grant was to reach non-traditional partners such as local fire departments, childcare providers, emergency medical technicians, coroners, medical professionals, automobile dealerships and child-based businesses to establish CPS permanent fitting stations.

In addition, the grant focused on educating the public regarding the new primary enforcement safety belt law. Educational materials were distributed to all local health departments focusing on specific populations. In conjunction with child passenger safety seat events, safety belt use was discussed with all occupants present. Other grant activities included a Hispanic/Latino outreach project in focus communities across the state. A bilingual staff person was hired to build infrastructure in counties containing the highest population of Hispanic/Latinos. CPS permanent fitting stations in South Carolina increased from 57 to 68. The project distributed and properly installed 742 child safety seats (convertible) and 232 high-back booster seats in the focus Hispanic/Latino counties. In addition, the project conducted informal safety belt surveys in the following twenty-three (23) county health departments: Marion, Horry, Georgetown, Williamsburg, Florence, Orangeburg, Bamberg, Calhoun, Lexington, Richland, Anderson, York, Spartanburg, Chester, Lancaster, Newberry, Cherokee, Union, Charleston, Beaufort, Jasper, Greenville and Pickens.

**Summerville Fire Department  
Child Restraint Fitting Station – 2H06016**

The Summerville Fire Department made a commitment to provide education to the community by providing instruction on proper installation and inspection of child seats to ensure that citizens conform to all safety requirements. Through these two initiatives, the Summerville Fire Department aspired to provide a safer community for Summerville's children. The Summerville Fire Department operated three (3) fitting stations on a 24-hour basis. Project staff inspected 446 child seats at the Fitting Stations by the end of the grant period and conducted twelve (12) child restraint safety checkpoints at local daycares and schools. The project increased proper use of child safety restraints by four percentage points, from 84% to 88% in the Town of Summerville.

## POLICE TRAFFIC SERVICES

According to the Statistical Analysis Center of the Office of Highway Safety, the data relating to alcohol crashes, fatalities, and injuries is incomplete for CY 2006. Projections being made are based on approximately seven months of alcohol-related crash data.

Traffic law enforcement plays a critical role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving behaviors. A combination of highly visible, selective enforcement; public information and education; and advanced training combined with state-of-the-art traffic enforcement equipment continues to be utilized by the law enforcement community in order to make South Carolina's roadways safer for the motoring public. Eighteen (18) counties were designated as "priority" counties in South Carolina during 2005, and it was determined that subsequent programmatic and funding efforts of the OHS would be focused on these eighteen counties. The identified "priority" counties were Abbeville, Aiken, Anderson, Berkeley, Charleston, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Pickens, Richland, Spartanburg, and York. An emphasis was once again placed on the development of Multi-Agency Traffic Units for FFY 2006 grant applications. Traffic enforcement capabilities were introduced in some areas and existing efforts were enhanced in other areas where previous traffic enforcement initiatives were already in place.

### **Short Range Goals:**

1. To reduce the number of traffic collisions during CY 2006 by 5%, as compared to CY 2005 data, by developing and implementing well-organized, comprehensive traffic enforcement programs with program support from all levels of command.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the number of traffic crashes in South Carolina for CY 2006 is 109,791, which is down 1.7% from the 111,679 in CY 2005. PTS Grants for FY 2006 were implemented or continued in the following counties/agencies:

<b>Richland County:</b>	Richland County Sheriff's Department Columbia Police Department
<b>Charleston County:</b>	North Charleston Police Department Mount Pleasant Police Department
<b>Berkeley County:</b>	Hanahan Police Department
<b>Lancaster County:</b>	Lancaster County Sheriff's Department
<b>Dorchester County:</b>	Summerville Police Department
<b>Darlington County:</b>	Darlington Police Department
<b>Greenville County:</b>	Simpsonville Police Department
<b>Statewide:</b>	South Carolina Highway Patrol Criminal Justice Academy

Alcohol countermeasures projects with an enforcement component were also continued or implemented in Pickens County (Pickens County Sheriff's Department); Laurens County (Laurens County Sheriff's Department); Lexington County (Lexington Police Department); Spartanburg County (Spartanburg Department of Public Safety and Spartanburg County Sheriff's Department); and York County (Rock Hill Police Department).

2. To reduce the number of traffic collisions with a contributing factor of alcohol or drugs by 2% during CY 2006, as compared to CY 2005 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the estimated number of traffic crashes with a factor of alcohol for CY 2006 is 3,626, which is down 23.4% from the 4,733 in CY 2005.

3. To reduce the number of traffic collisions with a contributing factor of exceeding the posted speed limit by 2% during CY 2006, as compared to CY 2005 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the estimated number of crashes with a factor of exceeding the speed limit for CY 2006 is 2,056, which is down 6.5%, from 2,199 in CY 2005.

4. To reduce the number of traffic collisions caused by aggressive driving behaviors, including driver inattention, failing to yield the right-of-way, disregarding a sign/signal, and improper lane change, by 2% during CY 2006, as compared to CY 2005 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the estimated number of crashes with selected aggressive driving factors for CY 2006 is 56,872, which is up 0.43% from the 56,628 in 2005.

### **Long Range Goals (2006 - 2010):**

1. To reduce the number of traffic collisions reported on the State's streets and highways by 15% by the end of CY 2010.

Level of Accomplishment: As indicated above, projected estimates from the OHS Statistical Analysis Center indicates 109,791 collisions for CY 2006. When compared to the 111,679 collisions in CY 2005, this represents an estimated decrease in total collisions for CY 2006 of 1.7%. The goal is achievable, but will require extensive additional work to achieve.

2. To reduce the number of alcohol-related traffic crashes in South Carolina by 10% by the end of CY 2010.

Level of Accomplishment: See Short Range Goals above. The preliminary numbers are encouraging, however the data is incomplete and therefore not very reliable. With increased emphasis on enforcement and public information and education campaigns in the coming years, as well as an anticipated strengthening of the state's DUI laws, this goal should be achieved by 2010.

3. To reduce the number of traffic crashes with a primary contributing factor of exceeding the posted speed limit by 10% by the end of CY 2010.

Level of Accomplishment: See Short Range Goals above. The projected decrease reflects the adoption of the “Target Zero” umbrella theme for highway safety campaigns in the state. With increased cooperation in enforcement activities between state and local law enforcement agencies, this goal is achievable by 2010.

4. To reduce the number of traffic collisions caused by aggressive driving behaviors, including driver inattention, failing to yield the right of way, disregarding a sign/signal, and improper lane change, by 10% by the end of CY 2010.

Level of Accomplishment: See Short Range Goals above. The increase reflects the overall problem with aggressive driving in the state of South Carolina and nationally. With the adoption of the “Target Zero” umbrella theme for highway safety campaigns in the state and with increased cooperation in enforcement activities between state and local law enforcement agencies, this goal is achievable by 2010.

### **South Carolina Department of Public Safety-Office of Highway Safety Police Traffic Services Program Management – 2H06005**

The implementation, establishment, and enhancement of traffic units are the primary means of reducing traffic crashes, fatalities, and injuries on our State's roadways. Enforcement blitzes are another component of the project and are coordinated around the major holiday periods of the year. Agencies receiving grant funds are also required to conduct presentations about highway safety issues (speeding, DUI, aggressive driving, etc) to various audiences, thus combining enforcement and education to make highway safety a priority. FY 2006 PTS subgrantees include: Lancaster County Sheriff's Office, Darlington Police Department, Summerville Police Department, City of North Charleston Police Department, City of Hanahan Police Department, Mount Pleasant Police Department and Richland County Sheriff's Department. New grants were awarded in February to City of Columbia Police Department, Simpsonville Police Department, and the South Carolina Highway Patrol.

The 2005 Traffic Collision Fact Book indicates that from 2004 to 2005 traffic crashes in South Carolina increased by 1.5%, from 110,029 to 111,679 and fatalities increased by 4.5%, from 1,046 to 1,093; however, crash-related injuries decreased by 3%, from 51,226 to 49,629. For the three-year period from 2003 to 2005, there was an increase in total traffic crashes (2.6%), in fatal collisions (8.3%), and in fatalities (12.8%), a decrease in the total number of injury collisions (-8.3%) , and a decrease in traffic injuries sustained (-3.2%).

Projections by the OHS Statistical Analysis Center for CY 2006 show a decrease in fatalities (1,040 estimated for CY 2006, over against 1,093 in CY 2005), a decrease in injuries (46,095 estimated for CY 2006, over against 49,629 for CY 2005), and a decrease in total collisions (109,791 estimated for CY 2006, over against 111,679 for CY 2005). FY 2006 PTS projects were continued in the following counties: Darlington, Lancaster, Dorchester, Richland, Berkeley, and Charleston.

**South Carolina Department of Public Safety-Office of Highway Safety  
Law Enforcement Coordination – 2H06007**

Traffic law enforcement plays a crucial role in deterring impaired driving, increasing occupant restraint use, encouraging compliance with speed laws and reducing other unsafe driving behaviors. It is essential that the Office of Highway Safety, tasked with the reduction of negative traffic statistics in the State, maintain significant working relationships with law enforcement agencies within the State, at both the State and local levels. This grant accomplishes this through the utilization of Law Enforcement Liaisons to maintain communication and collaboration among law enforcement agencies in South Carolina. This approach can go a long way toward improving traffic safety in the State. Law Enforcement Liaisons build and maintain positive communication and working relationships among the Office of Highway Safety and the State and local law enforcement agencies in South Carolina. The Liaisons foster multi-jurisdictional traffic enforcement activities and disseminate information pertinent to the high visibility enforcement campaigns.

The OHS Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high visibility enforcement mobilizations predominantly through the SC Law Enforcement Network (SCLLEN) system. The State of South Carolina is divided into 16 judicial circuits. Each of these 16 judicial circuits has a law enforcement network, and all 16 judicial circuit networks comprise the SCLLEN. Each LEN has a coordinating agency, which received a small mini-grant award to fund LEN activities such as meetings, reporting and participation incentives for member law enforcement agencies, and enforcement/media activities. The Law Enforcement Liaisons attended monthly and/or bi-monthly meetings held by each LEN. The LELs handled the program and financial requirements of the 16 LEN mini-grants.

**Richland County Sheriff's Office  
Traffic Enforcement Division – 2H06008**

The Richland County Sheriff's Department hired four grant-funded Traffic Deputies and 1 non-grant funded Traffic Supervisor. The Supervisor served as liaison to all of the other law enforcement agencies and the South Carolina Highway Patrol in the coordination of joint specialized enforcement efforts, such as public safety checkpoints. The Traffic Unit focused on proactive traffic enforcement to reduce collisions in known dangerous intersections and problematic stretches of highway in the county; detection and apprehension of DUI offenses; and rapid report of road conditions that could be a factor in the cause of traffic collisions. Officers assigned to the project made sixty-six (66) DUI arrests; wrote 2,103 speeding citations; and issued 737 citations for safety belt and child restraint violations. The grant-funded officers also conducted fifty-two (52) traffic safety presentations and thirty-seven (37) public safety checkpoints. Traffic collisions in Richland County decreased 5.5%, from 11,420 in CY 2005 to an estimated 10,794 in CY 2006. Traffic-related injuries decreased 7.3%, from 4,421 in CY 2005 to an estimated 4,100 in CY 2006. Additionally, Richland County had an 18.3% decrease in traffic-related fatalities, from 60 in CY 2005 to an estimated 49 in CY 2006.

**Lancaster County Sheriff's Office  
Traffic Enforcement Unit – 2H06009**

A two-member grant-funded traffic unit was established in Lancaster County and focused on reducing traffic collisions, injuries, and fatalities. Officers assigned to the project made seventeen (17) DUI arrests; wrote 770 speeding citations; and issued 846 citations for safety belt and child restraint violations. Grant-funded officers also conducted sixteen (16) traffic safety presentations and twenty-four (24) public safety checkpoints. The establishment and results from the grant-funded traffic unit led to an increased commitment by the Sheriff's Department to traffic enforcement. As a result, the traffic unit has been increased to nine officers. Traffic-related injuries in Lancaster County increased 7.9%, from 661 in CY 2005 to an estimated 713 in CY 2006. However, traffic collisions decreased 1.3%, from 1,288 in CY 2005 to an estimated 1,271 in CY 2006. Traffic fatalities decreased 36.8%, from 19 in CY 2005 to an estimated 12 in CY 2006.

**Summerville Police Department  
Traffic Enforcement Unit – 2H06012**

Summerville Police Department established a two-member traffic unit with grant-funded officers to proactively patrol the Town of Summerville and reduce traffic collisions. The unit worked with local agencies to conduct multi-jurisdictional checkpoints and presentations to further the impact of the project. Officers assigned to the project made thirty-eight (38) DUI arrests; wrote 942 speeding citations; and issued 532 citations for safety belt and child restraint violations. Grant-funded officers also conducted thirteen (13) traffic safety presentations and fourteen (14) public safety checkpoints.

A safety coalition within the Summerville High School was also established. The coalition consists of representatives from the following areas: Dorchester EMS, Summerville Medical Hospital, Summerville Police, Summerville Fire Department, and the South Carolina Highway Patrol. The traffic unit worked with the administration and with the student body, focusing on safety belt use and general traffic safety. The nurses of Summerville Medical conducted a recent safety belt survey. The survey showed that 678 out of 1,002 (68%) Summerville High School student drivers surveyed were utilizing safety belts. Summerville experienced a 100% increase in fatalities for the 2006 grant year, from two (2) in the 2005 grant year to four (4) in the 2006 grant year. However, there were nine (9) fatalities the year prior to implementing the grant. Additionally, Summerville had a 0.24% increase in traffic collisions, from 842 in 2005 to 844 in 2006, and a 2.8% decrease in traffic injuries, from 389 in 2005 to 378 in 2006. Although Summerville experienced two (2) more traffic fatalities and three (3) more traffic collisions this grant year as compared to last grant year, the project can be considered a success given the increases in population in the Town of Summerville.

**Darlington Police Department  
Traffic Enforcement Program – 2H06014**

Darlington Police Department established a full-time traffic unit with the addition of a grant-funded officer to decrease the number of traffic collisions in the city of Darlington by targeting

intersections and streets that have had a high number of traffic collisions. Darlington Police Department made 48 DUI arrests compared to 31 in 2005; wrote 3,143 speeding citations compared to 2,412 in 2005; and issued 2,052 citations for safety belt and child restraint violations compared to 435 in 2005. The Department also conducted fourteen (14) traffic safety presentations and twenty-one (21) public safety checkpoints. The City of Darlington experienced a 33% decrease in the number of traffic collisions, from 270 in the 2005 grant year to 180 in the 2006 grant year, and a 15% decrease in speed-related collisions, from thirty-three (33) in the 2005 grant year to twenty-eight (28) in the 2006 grant year. Additionally, speed-related injury crashes remained at zero, as did alcohol-related fatalities.

**City of Hanahan Police Department  
Hanahan Police Traffic Safety Unit – 2H06021**

Hanahan Police Department continued the employment of two grant-funded traffic safety officers in order to foster voluntary compliance with traffic regulations through education and enforcement, and to reduce traffic fatalities and injuries. The Unit conducted proactive patrols for moving violations and impaired drivers. The grant-funded officers worked with other surrounding agencies in conducting multi-jurisdictional enforcement efforts through the Ninth Judicial Circuit Law Enforcement Network, and with the SC Department of Public Safety and the National Highway Traffic Safety Administration by participating in traffic safety campaigns. Officers assigned to the project made 36 DUI arrests; wrote 1,342 speeding citations; and issued 434 citations for safety belt and child restraint violations. Grant-funded officers also conducted twenty-eight (28) traffic safety presentations and more than a dozen public safety checkpoints. While Hanahan experienced an increase of 4.8% in traffic crashes, from 207 in 2005 to 217 in 2006 thus far, the city saw decreases in traffic injuries (56%, from seventy-three (73) in 2005 to thirty-two (32) in 2006), alcohol-related crashes (10%, from ten (10) in 2005 to nine (9) in 2006), and alcohol-related fatalities (100%, from one (1) in 2005 to zero (0) in 2006) thus far.

**North Charleston Police Department  
North Charleston Traffic Enforcement Program – 2H06022**

North Charleston Police Department increased the established traffic unit with three grant-funded officers in an effort to directly impact the number of collisions occurring in North Charleston through increased enforcement of traffic laws. The project focused on the jurisdiction's intersections and streets that have the highest occurrence of traffic crashes. The program gave the traffic officers autonomy to work traffic only and to use selective and proactive enforcement through the use of speed checks and road checks to lessen the number of crashes in high-crash corridors. The officers also focused on making DUI arrests, as well as providing educational presentations to community groups. Officers assigned to the project made ninety-five (95) DUI arrests; wrote 1,286 speeding citations; and issued 492 citations for safety belt and child restraint violations. The grant-funded officers also conducted fifty-six (56) traffic safety presentations and twenty-five (25) public safety checkpoints. Despite all of these efforts, traffic collisions in North Charleston increased 1.2%, from 3,678 in 2005 to 3,723 in 2006, injuries increased 7.3%, from 1,461 to 1,567, and there were eleven (11) more fatalities in 2006 than in 2005.

**Mount Pleasant Police Department  
Enhanced Traffic Enforcement Program – 2H06025**

Mount Pleasant Police Department established a two-member traffic unit to combat aggressive driving behavior. Officers conducted special enforcement activities to include DUI enforcement, aggressive driving enforcement, and speed enforcement. Officers assigned to the project made twenty (20) DUI arrests; wrote 1,525 speeding citations; and issued 185 citations for safety belt and child restraint violations. The grant-funded officers also conducted nine (9) traffic safety presentations and nine (9) public safety checkpoints. The Town of Mount Pleasant experienced zero (0) motor vehicle fatalities during the grant period as compared to two (2) traffic related fatalities for the previous grant period. The Town did experience a slight increase (1 collision) in alcohol-related collisions. The Mount Pleasant Police Department's grant-funded and non-grant funded officers continued making impaired driving enforcement a departmental priority. The officers were a catalyst for providing TIPS training to bar tenders to the Town's alcohol serving establishments.

**Criminal Justice Academy  
Traffic Safety Officer Program – 2H06027**

The primary purpose of the Traffic Safety Officer (TSO) program involves helping reduce fatalities and injuries on the State's roadways by providing comprehensive traffic enforcement/investigative training to the State's traffic law enforcement officers. Officers who have advanced training have proven to be more effective in enforcing the State's traffic laws. A facet of this grant proposal called for the hiring of two competent and qualified individuals to serve as TSO Liaisons. These individuals were employed under the grant and assigned to the South Carolina Criminal Justice Academy (SCCJA). Primary responsibilities of the Traffic Safety Liaisons include developing, monitoring, and assessing both traffic-related training and traffic-related activities throughout the State of South Carolina. A coordinated initiative is being launched to reestablish and support an information network for traffic units throughout the state. The TSO Liaison job description called for instructional duties (50%), development and tracking duties (25%), and TSO analysis duties (25%). The TSO Liaisons instruct in specific areas of current traffic topics and issues. These individuals develop traffic programs and initiatives to be presented around the State through the SCCJA Regional Training system. The TSO Liaisons review and evaluate, on an on-going basis, the efficacy of both the training and special program aspects of this initiative. Due to a late grant award date (February 1, 2006) and difficulty identifying individuals with the required experience and skill sets, the two TSO Liaisons were not in place until October 1, 2006. Therefore, there is limited activity to report at this point in time. The Academy did hire a vendor and conducted a Motorcycle Crash Investigation and a Commercial Motor Vehicle Crash Investigation class for the SC Highway Patrol, as well as other law enforcement personnel.

**City of Columbia Police Department  
Enhance Traffic Enforcement Unit – 2H06028**

The City of Columbia Police Department enhanced the existing traffic unit by adding three grant-funded officers to provide a comprehensive approach to collision reduction in its

jurisdiction. The officers were placed on the grant June 30, 2006; therefore, the data reported reflects three months of enforcement activity. The traffic unit made thirteen (13) DUI arrests; wrote 1,076 speeding citations; and issued 558 citations for safety belt and child restraint violations. The grant-funded officers also conducted eight (8) public safety checkpoints. The City of Columbia experienced a 10.1% decrease in traffic crashes, from 4,931 in 2005 to 4,443 in 2006; an 11.7% decrease in traffic-related injuries, from 2,004 in 2005 to 1,769 in 2006; and a 76.9% decrease in fatalities, from 13 in 2005 to 3 in 2006.

### **South Carolina Department of Public Safety - South Carolina Highway Patrol Median Barrier Speed Enforcement Plan – 2H06029**

The Median Barrier Speed Enforcement Plan project was designed to reduce the occurrence of speed-related collisions along stretches of interstate highway equipped with median barriers, by providing the South Carolina Highway Patrol (SCHP) with state-of-the-art speed enforcement equipment. Grant funds allowed for the purchase of seventy-nine (79) dual-antenna radars and seven (7) speed laser radars (LIDARS) to assist in enforcement efforts. The SCHP conducted an analysis using statistical data provided by the Office of Highway Safety and the SC Department of Transportation to target counties (a total of 13) in each of the seven (7) Patrol Troops which experienced high numbers of median barrier collisions. The SCHP also utilized its Crash Reduction Enforcement Program (CREP) methods and guidelines in implementation of the Median Barrier Speed Enforcement Plan project. Select troopers in each of the seven (7) Patrol Troops were issued dual-antenna radars, and each of the Patrol Troops received a LIDAR Unit for enforcement efforts along median barrier-equipped stretches of interstate highway. Based on final data from the Patrol Troops, there was a 16.7% reduction (from 611 in 2005 to 509 in 2006) in interstate median barrier collisions, a 60% reduction (from 5 in 2005 to 2 in 2006) in fatal median barrier collisions where driving too fast for conditions is the probable cause of the collision, and a 5.4% reduction (from 111 in 2005 to 105 in 2006) in injury-related median barrier collisions during the grant period (project received grant funding beginning February 1, 2006).

### **Simpsonville Police Department Simpsonville Traffic Enforcement – 2H06030**

The goal of the project was to reduce traffic collisions in the city of Simpsonville by the placement of an additional traffic officer to work within the established traffic enforcement unit. The project received grant funding beginning February 1, 2006. The Simpsonville Police Department saw a 9.5% increase in traffic citations during the grant year including sixty-nine (69) DUI arrests and 334 citations for safety belt and child restraint violations. The Department also conducted twelve (12) public safety checkpoints. Simpsonville had a 100% reduction in traffic fatalities in 2006, from 1 in 2005 to 0 in 2006. Additionally, Simpsonville experienced a 10% reduction in traffic collisions, from 949 in 2005 to 854 thus far in 2006 and a 37.5% reduction in alcohol-related collisions, from 16 in 2005 to 10 thus far in 2006.

**South Carolina Department of Public Safety - South Carolina Highway Patrol  
Community Resource Officer Enhancements – 2H06031**

The South Carolina Highway Patrol (SCHP) contracted with the SC Department of Public Safety's public relations firm to enhance its current highway safety curriculum program to provide instruction within the Hispanic community of the State. The enhanced program was produced in a multimedia format in the Spanish language and included Hispanic families and officers in testimonial and instructional vignettes. A strong emphasis was placed on educating Hispanics about the dangers and consequences of impaired driving and speeding. Other highway safety issues included in the enhanced curriculum involved proper installation of a child safety seat, occupant restraint issues, information on obtaining a South Carolina driver's license at the SC Department of Motor Vehicles, and other practical driving tips. The enhanced curriculum program was completed on June 15, 2006. The SCHP Community Relations Officers and staff from the SCHP Community Relations Unit conducted twenty-three (23) curriculum presentations from 7/22/06 through 9/18/06 with 692 persons in attendance. Another seven (7) presentations were scheduled for the period of 10/14/06 through 10/30/06. During the eight-month grant period (project received grant funding beginning February 1, 2006), there were 29,286 overall traffic collisions for drivers aged 15-24 in 2005, and 27,815 overall traffic collisions in 2006 for drivers aged 15-24. This is a 5% reduction in overall traffic collisions for drivers aged 15-24. In addition, there were 243 fatalities for drivers aged 15-24 during 2005, and 203 fatalities for drivers aged 15-24 in 2006, a 16.5% reduction in fatalities for that age group.

## ROADWAY SAFETY

The South Carolina Department of Transportation (SCDOT) and the local political subdivisions operating statewide continue to apply engineering measures to assist in reducing the state's motor vehicle, pedestrian, and two-wheeled vehicle crashes, deaths, and injuries. Continued budgetary constraints on the national, state, and local levels have resulted in curtailment of new highway construction. The present roadway system is already in need of repair and must continue to accommodate an increasing traffic volume. Work zone crashes affect both the traveling public and SCDOT/contractor personnel working in these construction and maintenance areas.

In 1999, SCDOT's construction agenda dramatically increased with the implementation of the "27 in 7" Program. The focus of this program is to make twenty-seven years of roadway repairs in seven years. The number of work zone crashes in South Carolina increased nearly 40% from 1998 to 2000. Statistics for 2001 showed a tremendous increase in work zone crashes. Due to changes in the reporting criteria, work zone fatalities for 2001 cannot be compared to previous years' data. Work zone fatalities in the state decreased by 45% from 2001 (20) to 2002 (11), but sharply increased again in 2003 by 109%, from eleven (11) to twenty-three (23). By CY 2005 work zone fatalities had decreased to eleven (11), equal to the CY 2002 total. However, projections for CY 2006 indicate that work zone fatalities will increase by 27.3%, to fourteen (14). Work zone crashes affect both the traveling public and SCDOT/contractor personnel working in construction and maintenance areas.

### PERFORMANCE GOALS

#### Short Range Goal:

To reduce the number of work zone crashes by 10% during CY 2006, as compared to 2005 data, through public education and worker training.

Level of Accomplishment: The number of work zone crashes that occurred in South Carolina in CY 2005 totaled 1,544. The number of work zone crashes projected by the Statistical Analysis Center of the Office of Highway Safety for CY 2006 totals 873. This represents a decrease in Work Zone crashes of 43.5%, thus exceeding the short range goal for CY 2006.

#### Long Range Goals (2006 - 2010):

1. To work with SCDOT to plan for continued training and education on work zone safety by CY 2010.

Level of Accomplishment: The SCDOT continued its work zone safety emphasis by maintaining an agreement with the SC Highway Patrol to increase work zone enforcement during specific time periods in 2006. These enforcement emphases coincided with public information and education that was continued regarding work zones by SCDOT. SCDOT also conducted presentations at SC Law Enforcement Network (SCLN) meetings around the state to inform SCLNs about construction projects that began in 2005 and continued in

2006 in their respective jurisdictions and encouraging the local law enforcement members of the networks to increase work zone enforcement efforts as well.

2. To reduce the number of work zone crashes by 20% by CY 2010.

Level of Accomplishment: The number of work zone crashes that occurred in South Carolina in CY 2005 totaled 1,544. The number of work zone crashes projected by the Statistical Analysis Center of the Office of Highway Safety for CY 2006 totals 873. This represents a decrease in work zone crashes of 43.5%. Obviously, it will be possible to exceed the long range goal.

## **SAFE COMMUNITIES**

Over the past five years (CY 2001-2005) in South Carolina, there have been 539,262 reported traffic collisions resulting in 5,221 fatalities and 256,726 injuries. Many of these injuries represent extended rehabilitation care costs and loss of productivity. Fatalities are only a small part of the total injury picture. For an individual, these injuries vastly diminish quality of life. For society, injuries pose a significant drain on the health care system as victims accrue enormous treatment, acute care and rehabilitation costs. For businesses, loss of productivity is a very real concern. The number of reported traffic collisions in South Carolina increased by 1.7% in 2005 over against 2004. The Statistical Analysis Center of the OHS in South Carolina projects an estimated 109,791 collisions for CY 2006. When compared to the 111,679 collisions in CY 2005, this represents an estimated decrease in collisions for CY 2006 of 1.7%.

Motor vehicle injuries, in particular, are a leading cause of injury deaths for individuals in South Carolina. Traffic fatalities are the most severe consequence of motor vehicle collisions. However, even in non-fatal collisions, the cost in human suffering can be severe. Traffic crash injuries decreased by 2.8% in CY 2005 over against CY 2004. The Statistical Analysis Center of the OHS in South Carolina projects an estimated 49,000 traffic crash injuries for CY 2006. When compared to the 51,226 traffic crash injuries in CY 2004, this represents an estimated decrease in traffic crash injuries for CY 2006 of 4.3%. Comprehensive traffic safety programs are designed to reduce and prevent the costs associated with traffic crashes.

During FFY 2005 in South Carolina, there were three (3) Safe Communities programs funded through Section 402 funds. The projects were located in Aiken County through the Aiken Tri-Development Center (this project is summarized under the heading Youth Alcohol/Youth Traffic Safety below), in Anderson County through the Anderson Area Medical Center, and in Florence County through Pee Dee Healthy Start, Inc. Efforts continue to link police-reported collision data with emergency medical services and hospital discharge data. These efforts attempt to track collision victims through the continuum of care provided within the state, assessing the cost and effectiveness of various safety measures.

The target population of Safe Communities programs includes all community residents, as well as those identified as over-represented in crashes, based on an examination of the data. The program areas for the Safe Communities are occupant protection, DUI, child restraint usage, youth traffic safety issues, elder driving and pedestrian and two-wheel safety. The community programs brought together an array of community leaders from the areas of business, health professions, law enforcement, and local government to address their respective highway safety injury problems. The established Safe Communities expanded their coalitions with the implementation of their strategic plans. The Network of Employers for Traffic Safety (NETS) focused on driving populations for safety issues such as school safety zones, driver inattention, aggressive driving and driver fatigue.

## **PERFORMANCE GOALS**

### **Short Range Goals:**

1. To continue implementation and support of the three (3) Safe Communities programs identified, as well as the nine (9) organizations with similar functions.

Level of Accomplishment: There is currently a list of twelve (12) coalitions identified as Safe Communities: Greenville, Aiken County Safe Communities, Florence County Safe Communities, Lancaster, Community Health Partners of the Low Country, Greenwood Cornerstone, Lee County, Anderson County Safe Communities, OBC (Orangeburg, Bamberg, & Calhoun Counties) Healthy Communities, Abbeville Healthy Communities, and Marion County. The Office of Highway Safety has continued with federal funding support of the Safe Communities programs in Aiken, Anderson and Florence counties. The Office of Highway Safety continued to stand ready to assist the other similar organizations in the state.

2. To reduce the MDR in the counties in which the five grant-funded Safe Communities programs are located by at least 5% by the end of CY 2006.

Level of Accomplishment: As indicated above, there were three (3) counties in the state (Aiken, Anderson, and Florence) which had grant-funded Safe Communities programs in FFY 2006. The MDR for the above counties in CY 2005 was as follows: Aiken County – 1.35; Anderson County – 2.27; and Florence – 2.03. According to projections by the Statistical Analysis Center of the OHS, the MDR for CY 2006 in these counties is estimated as follows: Aiken County – 1.8; Anderson County – 2.20; and Florence County – 2.40. Though the above goal was not reached, the MDR reduction achieved in Anderson County is encouraging.

### **Long Range Goal (2006 - 2010):**

To reduce the MDR in the counties in which the grant-funded Safe Communities programs are located by at least 15% by the end of 2010.

Level of Accomplishment: See Short Range Goal number 2, Level of Accomplishment above. The long range goal is achievable by CY 2010, but will require increased effort to accomplish.

### **Anderson Area Medical Center**

#### **Anderson County Safe Communities – 2H06016**

The overall goal of Anderson County Safe Communities was to continue the promotion of occupant protection and alcohol countermeasures strategies as part of a comprehensive community-based injury prevention initiative in Anderson County that (1) reduces the number of motor vehicle crash-related injuries and fatalities, and (2) reduces the number of motor vehicle collisions involving alcohol and other drugs. Occupant protection and DUI prevention-based advertisements were continuously submitted throughout the grant period. This paid media effort

was designed to raise awareness among the community of the magnitude of the DUI problem in Anderson County. Safety belt usage surveys and classroom education programs on occupant protection and DUI prevention strategies were conducted throughout the grant period. This innovative effort, entitled “Safe & Sober,” employed a hands-on approach to conducting DUI education for middle and high school students, as well as adults. Safe & Sober incorporated the use of a Global Electric Motorcar (GEM) and Fatal Vision goggles during both community education programs and DUI prevention education activities for students. The participants had an opportunity to navigate the GEM car through a traffic skills course in both sober and simulated impairment modes. The uniqueness of the GEM car created a natural appeal and attraction to participate in DUI awareness-raising activities. Coroner’s findings, law enforcement reports, and EMS run reports were researched in an attempt to gain a better understanding of risk factors which contribute to the tragedies, as well as improving communication and linkages among local and state agencies to enhance efforts aimed at preventing future traffic fatalities. The findings have proven to be very valuable, revealing common themes to fatal crashes not previously noticed. Anderson County experienced a 13.7% decrease in traffic collisions, from 4,079 in 2005 to 3,520 in 2006. Additionally, the county had a 13% decrease in traffic fatalities, from 46 in 2005 to 40 in 2006, and a 6.5% decrease in traffic injuries, from 1,878 in 2005 to 1,755 in 2006.

**Pee Dee Healthy Start, Inc.**

**Pee Dee Safe Communities – 2H06018**

The Safe Communities Program implemented activities and programs on occupant protection for all ages, with the main focus on adolescents ages 15–19. The department planned and implemented a Safe Communities Safety Fair and gathered and disseminated educational materials on Safe Communities to parents, youth, faith-based community organizations and the general public. In addition, over sixty (60) presentations were made to high schools, community/civic and faith-based groups. The Safe Communities Department planned and coordinated the following activities: maintained an active Safe Communities Coalition, partnered with McLeod Safe Kids by participating in the health & safety fairs held in the elementary schools and the Annual Family Fling, targeted High School Driver’s Education classes on traffic safety through presentations focusing on safety belt use and DUI, conducted Child Safety Seat Program with Florence School District I, Even Start Literacy, First Steps, Head Start and PDHS Consumers to train and educate parents and child caregivers on safety issues, attended health fairs throughout the Pee Dee area to promote Safe Communities (Pee Dee Community Action Agency Daycare Conference, MOPS, Strikers Motorcycle Safety Fair in Dillon), implemented a Community Safety Fair at Carver Community Center on August 31, 2006. The Safe Communities Staff conducted eight (8) child safety seat classes in Florence, Darlington, Marion, Williamsburg and Chesterfield counties, alerted parents and child caregivers on the danger of air bags and the importance of children 12 and under riding in the back seat of a vehicle, and assisted with activities pertaining to the South Carolina Laws concerning DUI and Occupant Protection. The Pee Dee region experienced a 5.8% increase in traffic fatalities, from 173 in 2005 to 183 in 2006. However, the region had a 9.6% decrease in traffic collisions, from 16,731 in 2005 to 15,127 in 2006, and a 13.7% decrease in traffic injuries, from 8,780 in 2005 to 7,578 in 2006.

## **TRAFFIC RECORDS**

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

The South Carolina Department of Public Safety (SCDPS) is the state agency charged with the overall responsibility for maintenance of traffic records. Traffic collision data are the focal point of the various record systems that must be accessed to identify highway safety problems. The management approach to highway safety program development embraces the concept of implementing countermeasures directed at specific problems identified through scientific, analytical procedures. The results of any analytical process are only as valid and credible as the data used in analysis. Therefore, an effective safety program is dependent on an effective collision records system.

Given the above information, a further assessment of the State's traffic records system was conducted in 2001 by an independent contractor with a view toward necessary requirements for the roll out phase of a redesigned system. The contractor has submitted a detailed plan indicating all the necessary steps for implementation of the redesigned system. The Traffic Records Steering Committee will continue to meet and discuss plans to implement assessment recommendations.

The project funded to conduct the assessment outlined above was named "South Carolina Collision and Ticket Tracking System," or SCCATTS.

### **PERFORMANCE GOALS:**

#### **Short Range Goal:**

To continue, with limited funding, the rollout phase of the SCCATTS initiative based on the assessment of GartnerGroup.

#### **Level of Accomplishment:**

The next phase of the project is continuing. The SCDPS Director is committed to the SCCATTS initiative and has given full support to its completion. The SCDPS has also hired a new Information Technology Operations (ITO) Manager who is also committed to the further development of the project.

The SCCATTS Project Manager, hired in FY 2003, continued working on the SCCATTS initiative until resigning on December 16, 2005. Prior to leaving, the SCCATTS Project

Manager prepared rough drafts of an overview document and data flow diagram. Several areas of concern were addressed in the overview document, including technical support of any new development, and data flow throughout State and local agencies. Funding sources for development will require further discussions. The documents were reviewed by the Directors of the SCDPS and SCDMV, as well as the IT Director of SCJD. The next step is to have the various Directors meet and agree on a course of action. An initial legislative proposal to mandate a project working group has been drafted. The Directors will need to determine whether or not to submit the proposal to the State Legislature for consideration. In order to continue to move the project forward and to meet the National Highway Traffic Safety Administration's (NHTSA) requirement for qualifying for Section 408 traffic records funding, the Office of Highway Safety (OHS) will need to reconvene the Traffic Records Coordinating Committee, which will need to agree to sign off on a strategic traffic records plan for the State of South Carolina.

The OHS submitted during the grant year an application to qualify for Section 406 one-time funding with NHTSA as a result of the State's passage of a primary enforcement safety belt law. The State's application was approved by NHTSA resulting in a one-time award to the State of approximately \$10.5 million. The SC Department of Public Safety (SCDPS) and the SC Department of Transportation have agreed to utilize a substantial portion of these federal dollars (approximately \$8 million) to further the SCCATTS effort in terms of purchasing software, hardware and consultant services necessary to implement the initiative. In consultation with the Information Technology Office (ITO) of the SCDPS, the OHS decided not to rehire for the SCCATTS Project Manager position during FY 2006. The OHS decided, with NHTSA's permission, to utilize these funds and additional funds earmarked for consultant services to purchase significant software and hardware items that will pave the way for the purchase of a turn-key software product which will meet the data collection, storage and dissemination requirements of the project. The OHS will look toward the possibility of hiring a SCCATTS Project Coordinator during FFY 2007 to serve as a project facilitator and catalyst, which will not necessarily require all of the skill sets demanded by a Project Manager's position, but will be able to continue the movement forward of the initiative.

SCDPS contracted with Bradshaw Consulting Services (BCS) to continue developing the SCCATTS GIS functionality. BCS completed training for OHS Statistical staff on ESRI (location mapping) software, as well as collision experience studies. BCS also completed a report for the OHS Statistical Division on the validity of latitude and longitude coordinates provided by counties. Additionally, BCS recommended equipment deemed necessary to run updated ESRI software and support SCCATTS. The equipment is currently on order.

**Long Range Goal (2006-2010):**

To complete and have a fully operational SCCATTS system by the end of CY 2010.

**Level of Accomplishment:**

The rollout phase of the SCCATTS project continues to move forward. Due to funding constraints, it is unclear at this time when the project can be brought to completion. The project

needs to take advantage of available funding to continue the rollout of the project and move closer to meeting this long range goal. Another key piece required by SCCATTS will be the development of a common set of procedures and policies that will need to be agreed upon by every division within SCDPS. These policies and procedures will serve as a roadmap to continue the development of the project and make it easier for other state agencies to become involved with the effort. The commitment by the Director of the Office of Highway Safety, the ITO Director and the agency Director will go a long way toward bringing the project to fruition.

**South Carolina Department of Public Safety – Office of Highway Safety  
South Carolina Collision and Ticket Tracking System – 2H06003**

The purpose of the SCCATTS project is to 1) review the existing processes and systems, 2) identify deficiencies and opportunities, and 3) design, develop, and implement an integrated system that supports the entire traffic record life cycle. Given the breadth of the task, the project was divided into several phases. The first phase was to perform the business and workflow analysis and to develop the requirements for a new system. The remaining phases are to be the actual design, development, prototyping, testing, and implementation of the proposed solution. Within each phase, the primary focus will be on the following areas: data retrieval, workflow, storage, and reporting. While each of these areas alone offers opportunities for improving the timeliness and accuracy of the data, it is important for development purposes to address them as a cohesive, integrated unit.

The SCCATTS Project Manager, hired in FY2003, continued working on the SCCATTS initiative until resigning on December 16, 2005. Prior to leaving, the SCCATTS Project Manager prepared rough drafts of an overview document and data flow diagram. Several areas of concern were addressed in the overview document, including technical support of any new development, and data flow throughout State and local agencies. Funding sources for development will require further discussions. The documents were reviewed by the Directors of the SCDPS and SCDMV, as well as the IT Director of SCJD. The next step is to have the various Directors meet and agree on a course of action. An initial legislative proposal to mandate a project working group has been drafted. The Directors will need to determine whether or not to submit the proposal to the State Legislature for consideration. In order to continue to move the project forward and to meet the National Highway Traffic Safety Administration's (NHTSA) requirement for qualifying for Section 408 traffic records funding, the Office of Highway Safety (OHS) will need to reconvene the Traffic Records Coordinating Committee, which will need to agree to sign off on a strategic traffic records plan for the State of South Carolina.

The OHS submitted during the grant year an application to qualify for Section 406 one-time funding with NHTSA as a result of the State's passage of a primary enforcement safety belt law. The State's application was approved by NHTSA resulting in a one-time award to the State of approximately \$10.5 million. The SC Department of Public Safety (SCDPS) and the SC Department of Transportation have agreed to utilize a substantial portion of these federal dollars (approximately \$8 million) to further the SCCATTS effort in terms of purchasing software, hardware and consultant services necessary to implement the initiative. In consultation with the Information Technology Office (ITO) of the SCDPS, the OHS decided not to rehire for the

SCCATTS Project Manager position during FY 2006. The OHS decided, with NHTSA's permission, to utilize these funds and additional funds earmarked for consultant services to purchase significant software and hardware items that will pave the way for the purchase of a turn-key software product which will meet the data collection, storage and dissemination requirements of the project. The OHS will look toward the possibility of hiring a SCCATTS Project Coordinator during FFY 2007 to serve as a project facilitator and catalyst, which will not necessarily require all of the skill sets demanded by a Project Manager's position, but will be able to continue the movement forward of the initiative.

SCDPS contracted with Bradshaw Consulting Services (BCS) to continue developing the SCCATTS GIS functionality. BCS completed training for OHS Statistical staff on ESRI (location mapping) software, as well as collision experience studies. BCS also completed a report for the OHS Statistical Division on the validity of latitude and longitude coordinates provided by counties. Additionally, BCS recommended equipment deemed necessary to run updated ESRI software and support SCCATTS. The equipment is currently on order.

## **TWO-WHEEL VEHICLE SAFETY**

According to the National Highway Traffic Safety Administration's Traffic Safety Facts 2001, South Carolina's motorcycle fatality rate (number of fatalities per 10,000 registrations) was the second highest in the nation at 15.9. Only the District of Columbia had a higher motorcycle fatality rate, making South Carolina the most dangerous state in which to ride a motorcycle, based on collision statistics at that time. In CY 2005, the motorcycle fatality rate fell to 10.7, still 54% higher than the national average of 6.3.

In 2005, there was a total of 1,786 crashes involving motorcycles in the state of South Carolina. Ninety (90) of these crashes took the lives of 94 persons. A total of 1,455 persons were injured in these crashes. Over the past five years, motorcycle crashes have represented 1.5% of all crashes, 8.1% of all crash fatalities, and 3.8% of all crash injuries in South Carolina. The counties with the highest number of motorcycle crashes in 2005 were Horry, Greenville, Spartanburg, Florence, Aiken and Lexington counties. The total of motorcycle fatalities in the State of South Carolina in CY 2006 has exceeded that of CY 2005 with more than 100 fatalities occurring.

In 2005, there were 543 collisions involving bicycles. Seventeen (17) persons were killed in the crashes and 506 were injured. A total of 244 (43%) of the riders in crashes were over 30 years of age; 83 (15%) were in the 12-15 age range; 73 (13%) were in the 16-20 age range; 79 (14%) were in the 21-30 age range; 46 (8.2%) were under ten years of age; 24 (5%) were in the 10-11 age range; and nine (1.6%) were unknown. Nine of the 17 persons fatally injured were over 30 years of age, and two were in the 21-30 age range. A total of 470 (84%) of the cyclists involved in crashes were males; fourteen (14) of the 17 bicycle fatalities (82.3%) were males.

The largest number of bicycle collisions occurs during the warm weather months. The three summer months accounted for 31% of all bicycle collisions. The vast majority (352/63%) of all bicycle collisions occurred during the day in clear or cloudy weather conditions, including six (6) of the seventeen (17) fatal collisions. Most bicycle crashes occurred in the daylight hours; however, eleven (11) of the seventeen (17) fatal collisions (65%) occurred in the dark.

There were 254 collisions involving mopeds reported during 2005. Eleven (11) persons were killed, and 220 were injured in these crashes.

Current initiatives in the area of Two-Wheel Vehicle Safety have fallen on difficult budget times in the State. The motorcycle rider training program funded by the State through the State's technical college system has recently been a victim of State budget cuts. The program may continue, but will only do so if technical colleges can recoup costs by charging tuition for the program.

The South Carolina Department of Public Safety has attempted to address two-wheel vehicle problems in part by enhancing a project for younger children. The project is known as SAFETY CITY. SAFETY CITY is a video series focusing on highway safety that has been made available to every elementary school in the state of South Carolina. SAFETY CITY targets children in kindergarten through third grade with pedestrian and bicycle safety messages.

Also, for the past three years, the Office of Highway Safety has conducted a Motorcycle Safety Campaign which has focused on the large motorcycle rallies that occur in Myrtle Beach, SC during the month of May each year and the Harley Owner's Group Rally, which takes place at various locations around the State each September. The campaigns have primarily focused on the distribution of educational and printed materials during the rallies to keep riders focused on highway safety while riding their bikes. The campaigns have been successful thus far in reducing motorcycle crash fatalities during the rally weeks.

Obviously, more attention must be focused on this highway safety problem in the state.

## **PERFORMANCE GOALS**

### **Short Range Goals:**

1. To reduce the number of crashes involving bicycles by 2% by the end of CY 2006, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate 512 crashes involving bicycles for CY 2006. This represents an estimated 6.7% reduction in crashes involving bicycles in CY 2006 as compared to 2005.

2. To reduce the motorcycle registration fatality rate by 10% by the end of CY 2006, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration fatality rate in South Carolina for CY 2006 is 12.2 deaths per 10,000 registered vehicles. This represents an estimated 14% increase in the rate as compared to the motorcycle registration fatality rate of 10.7 in CY 2005.

3. To reduce the motorcycle registration collision rate by 10% by the end of CY 2006, as compared to CY 2005 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration collision rate in South Carolina for CY 2006 is 2.10 motorcycle crashes for every 100 registered motorcycles. This represents a 2.9% increase in the rate as compared to CY 2005.

### **Long Range Goals (CY 2006-2010):**

1. To reduce the number of bicycle crashes by 7% by the end of CY 2010.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate 512 crashes involving bicycles for CY 2006. This represents an estimated 5.7% reduction in crashes involving bicycles in CY 2006 in comparison to CY 2005. This goal could be easily reached by 2010.

2. To reduce the motorcycle registration fatality rate by 30% by the end of CY 2010.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration fatality rate in South Carolina for CY 2006 is 12.2 deaths per 10,000 registered motorcycles. This represents an estimated 14% increase in the rate as compared to the motorcycle registration fatality rate of 10.7 in CY 2005. Though the increase is discouraging, it is still anticipated that the goal could be reached by 2010.

3. To reduce the motorcycle registration collision rate by 30% by the end of CY 2010.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration collision rate in South Carolina for CY 2006 is 2.10 motorcycle crashes for every 100 registered motorcycles. This represents a 2.9% increase in the rate as compared to CY2005. Though the previous figure is discouraging, this goal could also be reached by 2010.

## YOUTH ALCOHOL/YOUTH TRAFFIC SAFETY PROGRAMS

According to the Statistical Analysis Center of the Office of Highway Safety, the data relating to alcohol crashes, fatalities, and injuries is incomplete for CY 2006. Projections being made are based on seven months of data available for CY 2006.

Alcohol-related car crashes are the number one killer of young South Carolinians ages 15 - 24. In 2005, drivers between the ages of 15 and 24 were involved in 1,749 alcohol and/or drug-related crashes; of these crashes 139 involved fatalities. In 2005, young drivers between the ages of 15 and 24 were involved in slightly less than 25% of all alcohol and/or drug-related crashes. Only those drivers that are 21 years of age or older are of legal drinking age in South Carolina. However, drivers between the ages of 15 and 20 were involved in 748, or 42%, of the 1,749 alcohol and/or drug-related crashes involving individuals under the age of 25. Research indicates that the average age at which youths begin using alcohol is between 11 ½ and 12 years of age.

### PERFORMANCE GOALS

#### Short Range Goals:

1. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related by 10% by the end of CY 2006, as compared with CY 2005 data.

Level of Accomplishment: Data from CY 2004 shows a rate of 3.16 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. Updated projected estimates from the Statistical Analysis Center for CY 2005 indicate a rate of 3.06 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. This represents a 3% decrease compared to CY 2004. Unfortunately, 2006 alcohol data is too preliminary to use as a comparison at this time. However, estimates for CY 2006 appear to show that the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related will remain at the same level or increase as compared to CY 2005.

2. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related by 10% by the end of CY 2006, as compared with CY 2005 data.

Level of Accomplishment: Data from CY 2004 shows a rate of 1.52 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. Updated projected estimates from the Statistical Analysis Center for CY 2005 indicate a rate of 1.46 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. This represents a 4% decrease over against CY 2004. Unfortunately, 2006 alcohol data is too preliminary to use as a comparison at this time. However, estimates for CY 2006 appear to

show that the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related will remain at the same level or increase as compared to CY 2005.

3. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping involved in fatal crashes which are alcohol-related by 10% by the end of CY 2006, as compared with CY 2005 data.

Level of Accomplishment: Data from CY 2004 shows a rate of 0.222 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. Updated projected estimates from the Statistical Analysis Center for CY 2005 indicate a rate of 0.227 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. This represents a 2% increase over against CY 2004. Unfortunately, 2006 alcohol data is too preliminary to use as a comparison at this time. However, estimates for CY 2006 appear to show that the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal crashes which are alcohol-related will remain at the same level or increase as compared to CY 2005.

#### **Long Range Goals (2006 - 2010):**

1. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related by 30% by the end of CY 2010.

Level of Accomplishment: Data from CY 2004 shows a rate of 3.16 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. Updated projected estimates from the Statistical Analysis Center for CY 2005 indicate a rate of 3.06 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. This represents a 3% decrease over against CY 2004. Unfortunately, 2006 alcohol data is too preliminary to use as a comparison at this time. With increased emphasis on sustained DUI enforcement statewide, incentive promotions, the strengthening SC Law Enforcement Network System, and the possible strengthening of DUI laws in 2007, this goal is achievable by 2010.

2. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related by 30% by the end of CY 2010.

Level of Accomplishment: Data from CY 2004 shows a rate of 1.52 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. Updated projected estimates from the Statistical Analysis Center for CY 2005 indicate a rate of 1.46 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. This represents a 4% decrease over against CY 2004. Unfortunately, 2006 alcohol data is too

preliminary to use as a comparison at this time. With increased emphasis on sustained DUI enforcement statewide, incentive promotions, the strengthening SC Law Enforcement Network System, and the possible strengthening of DUI laws in 2007, this goal is achievable by 2010.

3. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal crashes which are alcohol-related by 30% by the end of CY 2010.

Level of Accomplishment: Data from CY 2004 shows a rate of 0.222 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. Updated projected estimates from the Statistical Analysis Center for CY 2005 indicate a rate of 0.227 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. This represents a 2% increase over against CY 2004. Unfortunately, 2006 alcohol data is too preliminary to use as a comparison at this time. With increased emphasis on DUI enforcement statewide, the establishment of the SC Law Enforcement Network System, and the possible strengthening of DUI laws in 2007, this goal is achievable by 2010.

**Aiken County Board of Disabilities/Tri-Development Center  
Seat Belt and Alcohol Usage Among Teenagers – Truth and Consequences – 2H06017**

The purpose of the project was to promote the use of safety belts and to discourage the use of intoxicating substances while operating motor vehicles, and thus reducing the risk of death and lifelong disability. Aiken County Safe Communities was successful with implementing an educational and motivational project that promotes the use of safety belts and discourages the use of intoxicating substances at targeted high schools in South Carolina (South Aiken, Silver Bluff, Calhoun, Orangeburg-Wilkinson, North, Branchville, Airport, Strom Thurmond, Aiken, Estill, North Augusta, Midland Valley, Ridge Spring-Monetta, and Wagener-Salley High Schools). A total of 14,709 students participated in this program. Ribbon banner displays were also established at each participating school utilizing banners and black ribbons as a constant visual reminder to students regarding the number of traffic fatalities occurring during the year in their respective counties. During the implementation of this grant, high schools refused to conduct pre- and post-presentation observational surveys of student safety belt use. Two high schools agreed to conduct a written survey of students' attitudes toward impaired driving and safety belt use. In the continuation of the project, the OHS will insist on observational surveys being conducted so that better statistical information can be collected regarding the impact of school presentations on actual safety belt use by the high school students.

**ADDENDUM**  
**FFY 2006 *Buckle Up, South Carolina. It's the Law and it's enforced.***  
**PAID MEDIA REPORT**

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 and Section 405 funds during FY 2006 for paid media efforts relating to the state's *Buckle Up, South Carolina. It's the law and it's enforced. (BUSC)* campaign conducted during Memorial Day 2006. The campaign included a *Buckle Up In Your Truck (BUIYT)* emphasis that was implemented prior to the statewide safety belt mobilization. The complete campaign, including earned and paid media and enforcement ran from April 25, 2006 through June 4, 2006, including paid media and enforcement for both elements of the campaign. The National Highway Traffic Safety Administration (NHTSA) used its national contractor, The Tombras Group, for the filming of the public service announcement for the campaign in 2005. The 60-second PSA featured a law enforcement officer standing in front of a pick-up truck while it was rolling. The message to the motoring public was clear - use safety belts or receive citations, or maybe even worse, lose one's life. The PSA was used extensively during the 2006 Memorial Day campaign. The Office of Highway Safety also used an enforcement commercial spot, "Seatbelt Guy," that was developed by the SC Department of Public Safety's agency contractor, Advertising Service Agency (ASA). "Seatbelt Guy" was used to espouse the slogan, "Don't Get Dinged! Buckle Up and Save." Additionally, a 30-second commercial radio spot produced by the John Boy and Billy radio show was utilized to focus on male pick-up truck drivers during the *BUIYT* effort. Paid airtime for the commercial spot was secured on the South Carolina radio stations that air the aforementioned syndicated radio show. Overall, \$191,000 was spent on paid media for television, \$73,073 for radio, and an additional \$30,000 for the John Boy and Billy radio spot. The enforcement portion of the campaign, including *BUIYT*, ran from May 14 – June 4, 2006.

**MEMORIAL DAY *BUSC* CAMPAIGN**

In 2005 NHTSA implemented a demonstration project in the Southeast Region to focus on safety belt use among pick-up truck drivers. As part of the *BUSC* campaign, South Carolina participated in this Pick-up Truck Demonstration Project, known as *BUIYT*. Working with NHTSA's Contractor, The Tombras Group, the SC Department of Public Safety's agency contractor placed 340 30-second national campaign television ads in the four major South Carolina media markets at a cost of \$64,000. Additionally, 598 30-second national radio spots were placed on six major State radio stations at a cost of \$23,076. Additionally, the Office of Highway Safety, with assistance from the SC Highway Patrol, negotiated with radio personalities John Boy and Billy to produce and air a commercial aimed at young pick-up truck drivers urging them to utilize safety belts while driving their trucks. These spots aired April 30 - May 13, 2006. The Office of Highway Safety spent \$30,000 to produce the John Boy and Billy radio spot and air 1,152 spots on seven (7) stations around the State of South Carolina that carry the John Boy and Billy radio show. **Attachment A** contains media buy sheets for the *BUIYT* portion of the campaign.

ASA designed both television and radio PSA's utilizing the "Seat Belt" guy theme for the *BUSC* portion of the campaign. These spots ran from May 14 – May 27, 2006. Attached (**Attachment**

**B)** to this report are 1) lists of stations throughout South Carolina and sections of Georgia and North Carolina in close proximity to the South Carolina border, that aired the television spots; 2) “Buy Sheets” from these same stations containing detailed information concerning when the spot was aired and the target audiences reached by the messages; and 3) a Media Plan developed by the agency Contractor. Obviously, certain “free” or non-paid ads were aired as part of purchased ad packages with many of these stations. ASA placed 2,742 30-second television spots in five media markets of the State at a cost of \$50,000. ASA placed an additional 734 broadcast television 30-second spots in the State’s four major media markets at a cost of \$77,000. ASA also placed 1,790 60-second radio spots in six media markets of the State at a cost of \$49,997. Additionally, earned media was secured for the campaign, including press conferences, television news stories, radio news stories and print news stories.

## **Evaluation**

In an attempt to establish appropriate evaluation tools for the effectiveness of the television and radio spots and the overall campaign in increasing the statewide seat belt usage rate, the *BUSC* campaign employed mini-observational and post-campaign observational surveys. Data was compared to a post-blitz survey conducted in June 2005 for a previous occupant protection mobilization. The Office of Highway Safety also conducted pre- and post-wave telephone attitudinal surveys as part of the campaign effort.

## **Mini-Observational and Post-Blitz Statewide Observational Surveys**

Six (6) counties were selected by the Department of Public Safety for mini-observational surveys prior to the airing of the campaign PSA’s. No comprehensive pre-campaign survey was conducted. For comparison, the percent of the vehicle occupants in the state of South Carolina using safety belts in June 2005 (immediately following the Memorial Day *BUSC* campaign) was used. The usage rate at that point in time was 69.7%. The post-blitz survey was conducted in June 2005 after the enforcement blitz was completed. The survey indicated an increase in safety belt usage rates from 69.7% to 72.5%. **Attachment C** is a copy of the report of these surveys prepared by the Department of Statistics of the University of South Carolina.

Survey results indicated that women are more likely than men to use safety belts (79.3% to 67.6%), and passengers are less likely than drivers to use safety belts (70.8% to 73%). Based on past survey data, the current survey demonstrates a narrow gap in usage between drivers and passengers. Also, rural residents are less likely to use safety belts than urban residents (70.1% to 73.5%). A lower usage rate by males is the major factor that continues to pull the statewide average down. White occupants had a higher rate of use than non-white occupants (76.4% to 63.8%), while care occupants (75.7%) were more likely to wear safety belts than truck occupants (63.8%).

## **Telephone Surveys**

The OHS contracted with the agency contractor, ASA, to conduct pre- and post-wave telephone attitudinal surveys to measure public awareness relative to the campaign mobilization. **Attachment C** contains the results of these two telephone surveys.

## **Campaign Enforcement Results**

Along with the increase in safety belt usage rates that occurred during the campaign, there were significant positives that resulted from the effort. Significant enforcement activities occurred with 184 law enforcement agencies participating in the statewide effort. Of these participating agencies, 87 reported enforcement activity to the Office of Highway Safety. Approximate total numbers of enforcement actions taken during the campaign include 696 DUI arrests; 10,007 safety belt citations issued; 594 child safety seat citations issued; 186 felony arrests; 31 stolen vehicles recovered; 68 fugitives apprehended; 1,039 driving under suspension citations issued; 256 uninsured motorists cited; 16,672 speeding citations issued; 256 reckless driving cases made; 408 drug arrests; and 13,882 other violation citations issued, including open container, failure to yield right-of-way, failure to obey police officer, and equipment violations.

**ADDENDUM**  
**FFY 2006 MOTORCYCLE SAFETY CAMPAIGN**  
**PAID MEDIA REPORT**

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 funds during FFY 2006 for paid media efforts relating to a Motorcycle Safety Campaign conducted in Myrtle Beach, SC in May 2006 and Columbia, SC in September 2006. The two cities were the sites of three major motorcycle rallies during 2006. Myrtle Beach hosted the annual Spring Bike Week-Harley Davidson Rally May 12-21, 2006, and the annual Atlantic Beach Bikefest May 24-29, 2006. Richland County hosted the Harley Owner's Group (H.O.G.) rally September 21-23, 2006. Myrtle Beach is located in Horry County, which is the top county for motorcycle fatalities in the state. The month of May, the month when the Myrtle Beach rallies occur, is typically the top month for motorcycle fatalities in the state. The OHS launched an informational and educational campaign during these rallies to call attention to riders and drivers of the potential safety problems and to attempt to reduce fatalities during the rallies. The campaign carried the title, "Ride Smart: Protect Your Body Like You Protect Your Bike."

The South Carolina Department of Public Safety (SCDPS) Contractor, ASA was responsible for developing and conducting the campaign efforts. The Contractor created a radio spot featuring a message encouraging bike riders to do everything possible to be safe while negotiating around drivers who may or may not be aware of the presence of the motorcycle rider. The spot ran on radio during the Myrtle Beach Spring Bike Week-Harley Davidson Rally (May 12-21, 2006) 794 times at a cost of \$9,868. The spot ran during the Myrtle Beach Bikefest (May 24-29, 2006) 406 times at a cost of \$7,035. The spot also ran in the Charleston, SC market area during summer months (July and August 2006) 188 times at a cost of \$6,378, and in the Columbia, SC market during the H.O.G. Rally (September 21-23, 2006) 372 times at a cost of \$9,520. **Attachment D** contains media buy sheets for the campaigns conducted in the Myrtle Beach, Charleston and Columbia areas. The contractor also designed two posters and produced a banner for the bike events. Both areas were flooded with safety information. Media coverage was also attracted by the effort in both cities.

**Evaluation**

The campaigns have been successful over the years in lowering motorcycle deaths in the State. During the Myrtle Beach rallies in 2003, fifteen (15) motorcycle crash deaths occurred. In 2004, only four (4) deaths occurred. This is a reduction of 73.3%. However, motorcycle deaths have increased in Horry County during May of 2005 and 2006. There were seven (7) motorcycle deaths during May 2005 and ten (10) in May 2006. All of these deaths did not occur during the bike events, but the increasing totals are still of major concern. During the time frame of the Columbia H.O.G. Rally (September 21-23, 2006), there were zero (0) motorcycle crash deaths reported.

Due to the increase in motorcycle deaths overall in South Carolina in 2006, the Office of Highway Safety has developed a Motorcycle Safety Task Force made up of highway safety professionals, law enforcement, motorcycle dealers and advocacy groups in an effort to curb the rising tide of motorcycle crashes, injuries and fatalities. Motorcycle registrations are climbing

drastically in the State as the result of a number of factors, including gasoline prices and baby boomers attempting to recapture youth. The Task Force will address a number of issues in an effort to attack this growing highway safety problem. The Task Force understands the importance of the continued use of media to get the message out to bikers and passenger car motorists as well about the importance of safe biking and driving habits.

**ADDENDUM**  
**ANDERSON AREA MEDICAL CENTER**  
**ANDERSON COUNTY SAFE COMMUNITIES**  
**PAID MEDIA REPORT**

Anderson Area Medical Center serves as the lead agency for the Anderson County Safe Communities initiative. The overall goal of Anderson County Safe Communities has been to continue the promotion of occupant protection and alcohol countermeasures strategies as part of a comprehensive community-based injury prevention initiative in Anderson County that (1) reduces the number of motor vehicle crash-related injuries and fatalities, and (2) reduces the number of motor vehicle collisions involving alcohol and other drugs. During FFY 2006, this grant program was funded for a third year with Section 402 dollars. The Safe Communities coordinator has continued to assess, survey, implement, and evaluate the project's activities focusing on the reduction of motor vehicle crash injuries and fatalities. The Anderson County Safe Communities coalition met bi-monthly over the course of the grant period wherein the project coordinator convened and facilitated the meetings. During these meetings, coalition members planned strategies to address identified problems.

One of the strategies utilized by this initiative involved the purchasing of paid print advertisements to communicate significant highway safety messages to the general public. During the FFY 2006 grant year, the Anderson Area Medical Center purchased print advertisements in the total amount of \$2,213.04, half of which was paid by grantor funding, from the local newspaper, *The Anderson Independent-Mail*. Occupant protection advertisements began on November 23, 2005. A second occupant protection ad ran May 25, 2006, in coordination with the *Buckle up, South Carolina. It's the law, and it's enforced.* DUI prevention advertisements began on February 15, 2006, and followed with ads printed on May 2, May 18-23, June 6, June 25, and June 28, 2006. The Anderson Area Medical Center also printed additional advertisements at no cost in *The Anderson Journal*. **Attachment E** contains invoices for the newspaper advertising purchased during the grant period.

**Evaluation**

The newspaper advertisements purchased by the Anderson Area Medical Center had significant reach in that *The Anderson Independent-Mail* has a circulation of more than 35,000. *The Anderson Journal* has a wider reach in that the newspaper publication covers a three-county area with a readership of approximately 45,000.

**ADDENDUM**  
**FFY 2006 *Sober or Slammer!***  
**PAID MEDIA REPORT**

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 funds during FFY 2006 for paid media efforts relating to the state's *Sober or Slammer!* (SOS) campaign conducted during Labor Day 2006. SOS is a high-visibility enforcement crackdown on impaired driving utilizing paid and earned media in an effort to attack the problem of impaired driving in the State. The enforcement portion of the campaign effort ran from August 18-September 4, 2006. Flight dates for the paid media portion of the campaign efforts ran from August 16-20, 2006; August 23-27, 2006; and August 30-September 3, 2006.

The South Carolina Department of Public Safety (SCDPS) contractor, Advertising Service Agency (ASA), was responsible for developing a sixty-second radio Public Service Announcement (PSA) in English and Spanish. The agency was also tasked with producing the spot and having it focus-group tested. The focus of the PSA was adult drivers aged 21-34, with a secondary focus on African-American and Latino citizens. The PSA utilized an approach developed by the agency contractor for a previous campaign (Seat Belt Guy) and combined a strong anti-impaired driving message using the State *Sober or Slammer!* slogan with an occupant protection message. The Labor Day campaign, which heavily utilized the South Carolina Law Enforcement Network (SCLN), used the paid media, along with effective earned media, to saturate the State with the message that impaired driving potentially generates serious consequences in South Carolina. Though the campaign was statewide, the focus was on the 18 counties of the State (Aiken, Anderson, Berkeley, Charleston, Colleton, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Richland, Spartanburg, Sumter and York) having the greatest number of alcohol-related fatal collisions.

**LABOR DAY 2006 SOS CAMPAIGN**

As there was limited funding available for paid media during the Labor Day crackdown period, the Office of Highway Safety decided to produce radio ads, in English and Spanish, to be concentrated in the 18 counties mentioned above. ASA secured maximum possible matching donated airtime from the stations from which airtime was purchased. The PSA concentrated on impaired driving and safety belt use and was focus-group tested to explore consumer reaction.

Unfortunately, South Carolina's available funds for paid media during the Labor Day *Sober or Slammer!* campaign dwindled from approximately \$312,602 in 2005 to \$60,000 in 2006. The actual cost of producing and placing the PSA's with radio media was \$59,898. This amount includes \$42,398 for radio airing (includes 993 paid and 993 matched spots), \$11,894.50 for agency services, \$4,000 for focus group testing, and \$1,605.50 for production. Attached to this report (**Attachment F**) are lists of stations throughout South Carolina that aired the radio ads and "buy sheets" from these same stations containing detailed information concerning when the PSA's were aired and the target audiences reached by the messages. As earlier indicated, ASA coordinated the placement of the radio ads, which were distributed to the major media markets of the State. Additional earned media was secured during the campaign, including twelve (12) press conferences, 206 TV news stories, forty-nine (49) radio stories and 185 print stories.

Many of the earned media events were generated by 267 checkpoints conducted throughout the State. Also, there were 388 other educational events associated with the crackdown, including presentations to schools, public meetings and civic groups.

## **Evaluation**

A preliminary statistical comparison between the Labor Day crackdowns of 2005 and 2006 shows a 13.2% reduction in fatal crashes, from 53 to 46. As fatal crashes decreased, there was also nearly a 12% decrease in the total number of fatalities, from 58 to 52. Additionally, there was a modest 2.2% reduction of injured persons, from 2442 to 2388.

Also, a focus group consisting of respondents in the 21-34 age group was tested for reaction to the PSAs. Results of the study suggest that the respondents understood the campaign messages relative to the seriousness of impaired driving and the potential consequences of this deadly choice. The respondents also acknowledged that the PSAs would capture their attention and that they perceived the spot as intended for a younger versus older audience. Though the total number of the participating respondents was not large, the findings of the focus group clearly suggested that the spots would attract audience attention. The results also suggested that the campaign messages were clearly communicated.

## **Campaign Enforcement Results**

Significant enforcement activity occurred during the campaign as 170 law enforcement agencies participated, with eighty-eight (88) agencies reporting enforcement results. Approximate total numbers of enforcement activity include 901 DUI arrests; 10,125 safety belt citations; 555 child restraint citations; 258 felony arrests; 72 stolen vehicles recovered; 116 fugitives apprehended; 2,465 driving under suspension violations cited; 497 uninsured motorists cited; 22,094 speeding citations issued; 842 drug arrests; 230 reckless driving citations; and 16,372 other violations including open container, failure to yield right-of-way; failure to obey police officer; and equipment violations. In summary and regarding citation information comparing the Labor Day crackdowns of 2005 and 2006, there was an increase of over 58% in total citations/arrests, from 34,440 to 54,527.

The number of checkpoints conducted during the 2006 Labor Day crackdown dropped slightly as compared to the Labor Day crackdown of 2005, from 303 in 2005 to 267 in 2006. However, this is still significantly higher than the 102 checkpoints conducted in 2004. Also, the number of press conferences decreased in 2006 as compared to 2005, from 25 in 2005 to 12 in 2006. TV stories increased from 98 in 2005 to 206 in 2006; radio news stories increased from 33 in 2005 to 49 in 2006; print stories increased from 70 in 2005 to 185 in 2006. DUI arrests increased by almost 24%, from 729 in 2005 to 901 in 2006, and safety belt violations increased tremendously, from 2,275 in 2005 to 10,125 in 2006. All sixteen (16) Law Enforcement Networks reported campaign participation enforcement numbers from local law enforcement agencies. Additionally, 88 law enforcement agencies (including Highway Patrol and SC State Transport Police) reported their campaign enforcement numbers to the Office of Highway Safety.

**South Carolina Mobilization Report**  
**Labor Day 2006 "Sober or Slammer" Impaired Driving Enforcement**

	2005	2006	% Increase or Decrease
<b>Participating States</b>			
Participating LE Agencies	116	170	46.55%
Reporting LE Agencies	79	88	11.39%
Total Hours Worked	0	0	
Number of Checkpoints	303	267	-11.88%
<b>Citation Information</b>			
DWI Arrests	729	901	23.59%
Safety Restraint Citations	2775	10125	264.86%
Child Passenger Citations	591	555	-6.09%
Felonies	174	258	48.28%
Stolen Vehicles	80	72	-10.00%
Fugitives Apprehended	90	116	28.89%
Suspended Licenses	864	2465	185.30%
Uninsured Motorists	470	497	5.74%
Speeding	10418	22094	112.08%
Reckless Driver	7304	230	-96.85%
Drugs	640	842	31.56%
Other	10805	16372	51.52%
<b>Paid Media Information</b>			
Total Spent by Participating State	\$321,572.00	\$42,398.00	-86.82%
TV	\$271,412.00	\$0.00	-100.00%
Radio	\$50,160.00	\$42,398.00	-15.47%
Print	\$0.00	\$0.00	
Billboards	\$0.00	\$0.00	
Other	\$0.00	\$0.00	
<b>Earned Media</b>			
Number of TV Spots	13297	0	-100.00%
Radio Spots	1140	1986	74.21%
Press Conferences	25	12	-52.00%
TV News	98	206	110.20%
Radio	33	49	48.48%
Print	70	185	164.29%
Other	23	388	1,586.96%