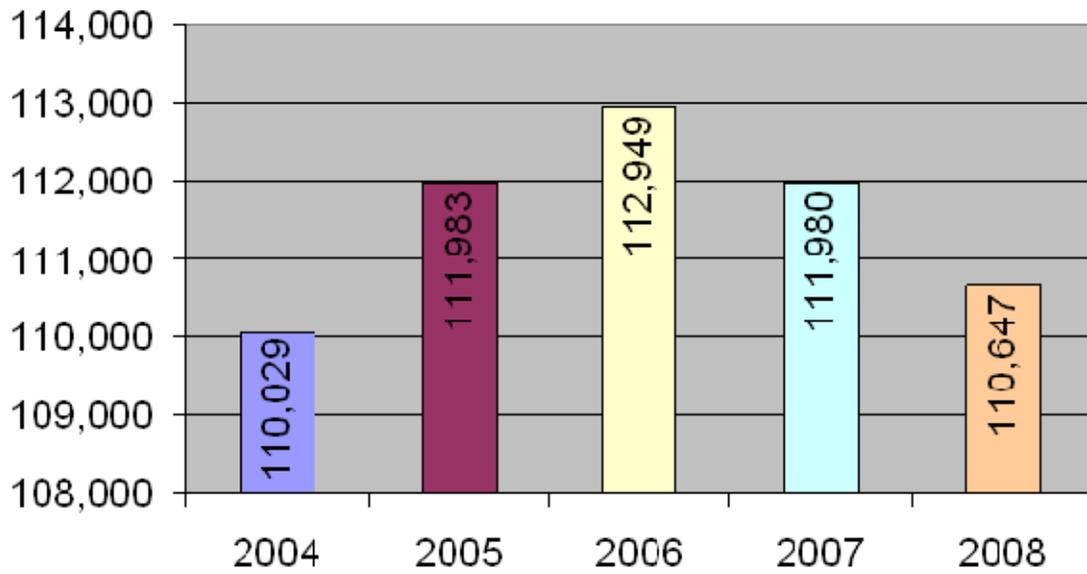


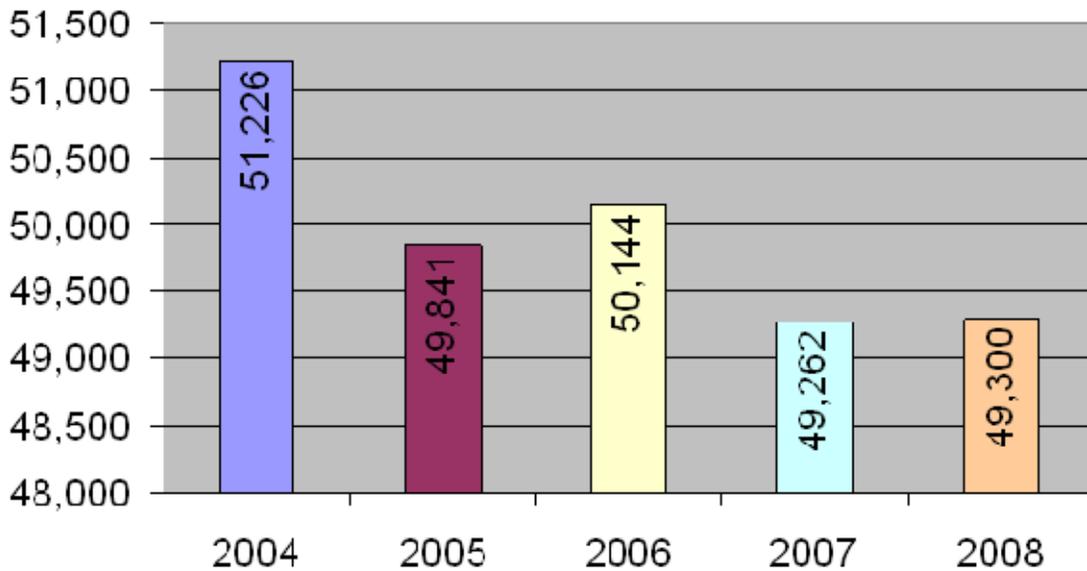
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FFY 2008 EVALUATION REPORT
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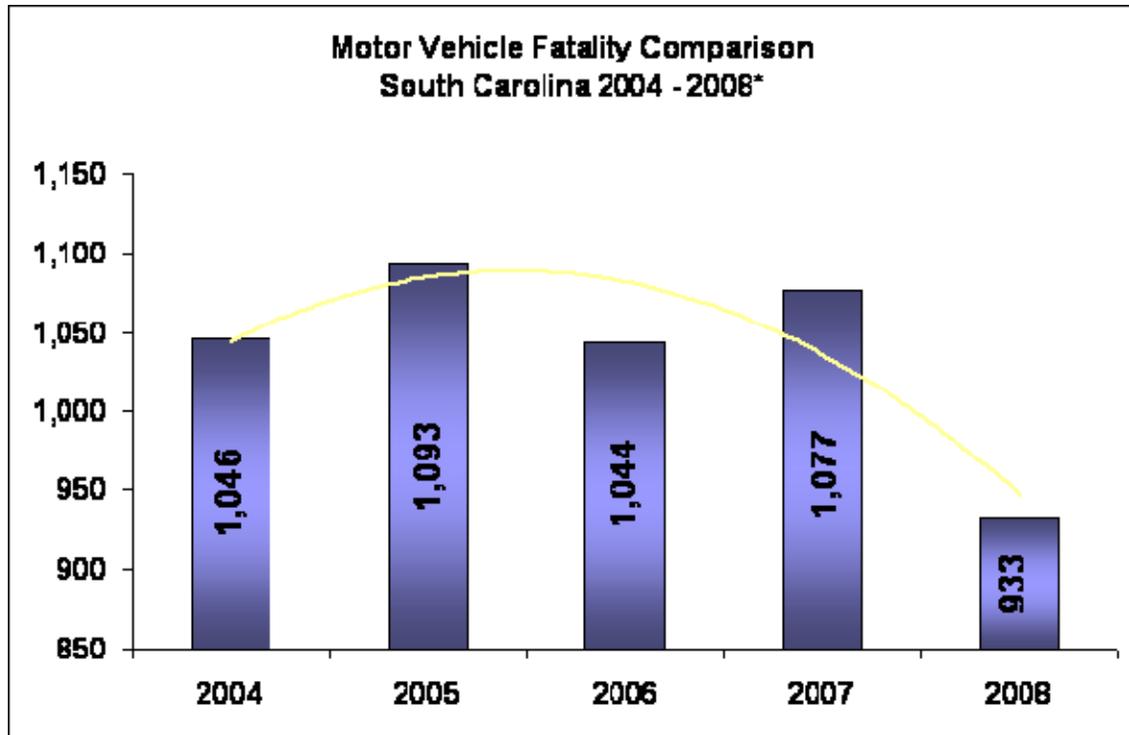
Motor Vehicle Collisions South Carolina 2004 - 2008*



Non-Fatal Injuries in Motor Vehicle Collisions South Carolina 2004 - 2008*



*2008 data based on projected estimates of the Statistical Analysis Center.



* 2008 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 2008, the OHS saw several significant accomplishments occur.

- The primary enforcement safety belt law appears to be continuing to have positive effects in the State of South Carolina. Law enforcement agencies statewide, both State and local, continue to aggressively enforce the law, and positive results have been realized. Based on preliminary statistical information for CY 2008, it appears that highway fatalities in passenger vehicles will be significantly less than the number of fatalities in CY 2007. According to a survey conducted by the University of South Carolina in June 2008, safety belt usage in the State has increased from 74.5% in 2007 to 79% in 2008.
- The State of South Carolina continued to use the Strategic Evaluation States (SES) model in 2008 by implementing a sustained DUI enforcement effort (*Sober or Slammer!(SOS)/ Drunk Driving. Over the limit. Under arrest.*), which included

monthly specialized DUI enforcement activity (checkpoints and saturation patrols) by participating State and local law enforcement agencies, as well as four nights of additional specialized enforcement activity (checkpoints and saturation patrols) during two DUI law enforcement crackdowns occurring during the Christmas/New Year's holidays of 2007-2008 and during the days leading up to and including the Labor Day holiday of 2008. All law enforcement agencies which were awarded FFY 2008 highway safety grants were required to conduct monthly DUI enforcement activity and additional DUI enforcement during the two mobilization crackdowns. The State of South Carolina utilized Section 410 funding to purchase approximately \$750,000 in paid media advertising (radio, television, and billboards) during the mobilization crackdowns. The sustained DUI enforcement initiatives ran from December 14, 2007 through September 1, 2008, and included the State's Occupant Protection campaign, *Buckle Up, South Carolina. It's the law and it's enforced.* and the *100 Days of Summer Heat* campaign, which focused on DUI, speeding and occupant protection violators. Campaign initiatives were carried out through the sixteen (16) Law Enforcement Networks (LEN) in the state. The *SOS* sustained DUI enforcement initiative was a statewide effort, but focused on the following eighteen (18) counties identified as having the greatest number of alcohol-related fatal collisions: Aiken, Anderson, Berkeley, Charleston, Colleton, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Richland, Spartanburg, Sumter and York. These counties contain approximately 69% of the State's population and have seen approximately 72% of the State's alcohol-related fatal traffic crashes. 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. Both the Christmas/New Year's holidays of 2007-2008 and the 2008 Labor Day DUI enforcement crackdowns featured a partnership between the SC Department of Public Safety and the SC Department of Transportation. The SC Department of Transportation allowed its variable message boards to be utilized statewide during campaign weekends featuring the following message: "Statewide DUI Crackdown in Progress." Literally hundreds of thousands of motorists viewed these signs and were able to ascertain the seriousness of the DUI issue in the state and the state's commitment to getting impaired drivers off of the roadways. A major feature of the campaign included the opportunity for eight participating law enforcement agencies from eight different networks to win an equipped law enforcement vehicle. Both networks and participating agencies had to meet specified criteria to be eligible for winning a vehicle, including attendance at Law Enforcement Network meetings and enforcement events, reduction in negative traffic statistics within the Network, reporting of enforcement activity, and securing media coverage for enforcement events. Up to the top eight Networks which achieved a reduction in negative DUI-related traffic statistics were given opportunities for their respective participating agencies to win the enforcement vehicles. The vehicles were given away at a special ceremony conducted on December 17, 2008. Enforcement vehicles were won by the Branchville Police Department (1st Judicial Circuit Law Enforcement Network), Loris Police Department (15th Judicial Circuit Law Enforcement Network), Spartanburg County Sheriff's Office (7th Judicial Circuit Law Enforcement Network), Travelers

Rest Police Department (13th Judicial Circuit Law Enforcement Network), Lee County Sheriff's Office (3rd Judicial Circuit Law Enforcement Network), Chester Police Department (6th Judicial Circuit Law Enforcement Network), Summerton Police Department (3rd Judicial Circuit Law Enforcement Network), and Anderson Police Department (10th Judicial Circuit Law Enforcement Network). The agencies that reported enforcement numbers for the mobilization crackdowns during 2007-2008 Christmas/New Year's and 2008 Labor Day campaigns indicated the following statistics: 1,249 checkpoints and numerous saturation patrols, 2,393 DUI arrests; 22,707 safety belt citations; 1,380 child safety seat citations; 798 felony arrests; 222 recovered stolen vehicles; 708 fugitives apprehended; 4,215 suspended/revoked license citations; 1,208 uninsured motorists; 42,299 speeding citations; 469 reckless driving citations, 1,587 drug arrests; and 34,813 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 DUI-related crashes, injuries and fatalities from the crackdown period of 2008 to that of 2007.

- The South Carolina Impaired Driving Prevention Council (SCIDPC) continued its efforts in 2008 and worked on improving and enhancing DUI legislation for the state. The SCIDPC had legislation introduced in early 2007, which passed on the floor of the House, but stalled in Senate subcommittee. In 2008, the legislation was passed and will become effective February 10, 2009. The SCIDPC was able to secure the support of Gov. Mark Sanford for the legislation. Gov. Sanford held several press events around the State in support of reforming the DUI legislation. The SCIDPC worked diligently to get this legislation passed. The SCIDPC is made up of an array of highway safety stakeholders from the areas of law enforcement, government (federal, state, and local 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; By-Laws; Legislative; and Treatment/Rehabilitation/Diversion.
- 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 Law Enforcement Support Services division 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 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 2008. The enforcement component of this campaign was conducted May 19 – June 2, 2008. Overall, \$345,439 was spent on paid media for radio and television during this time frame. The Office of Highway Safety used two previously produced thirty-second television spots that ran back to back during the paid media portion of the campaign. The two spots were the “Father-Son/Deer” Highways or Dieways spot and the “Fasten for Life” spot. The first is an emotional plea for safety belt/child passenger safety seat use, and the second is an enforcement spot. The enforcement component of the campaign and various earned media events ran from May 19-June 2, 2008. Significant results were achieved from an enforcement perspective during the campaign, and overall safety belt usage increased by 4.5 percentage points, from 74.5% to 79%. This is a historical high for the state. In April 2008 this percent was 76.9%, but the result was based on the raw counts in 6 selected counties. Women continue to be more likely than men to use safety belts (85.8% to 74.2%); passengers are less likely than drivers to use safety belts (78.2% to 79.1%); and rural occupants are less likely to use safety belts than urban occupants (76.0% to 80.3%). White occupants had a higher rate of use than non-white occupants (82.4% to 70.9%), while car occupants were more likely to wear safety belts than truck occupants (81.1% to 73.3%). A majority of the law enforcement agencies in the state participated in the campaign and conducted 418 reported public safety checkpoints and numerous saturation patrols during the emphasis. The 134 agencies that reported enforcement numbers for the campaign indicated the following statistics: 789 DUI arrests; 13,373 safety belt citations; 652 child safety seat citations; 326 felony arrests; 152 recovered stolen vehicles; 262 fugitives apprehended; 1,706 suspended license citations; 663 uninsured motorists; 18,638 speeding citations; 247 reckless driving citations, 839 drug arrests; and 15,467 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 OHS also conducted, with funding from the *Public Information, Outreach and Training* grant, a *Motorcycle Safety* campaign in Myrtle Beach, SC in May 2008. The campaign covered the Harley-Davidson rally and the Atlantic Beach Bike Fest in Myrtle Beach. The campaign included paid and earned media events and the distribution of educational materials to bikers during the rally events.
- The OHS continued to support and implement the statewide Motorcycle Safety Task Force in an effort to curb the increasing number of motorcycle related crashes, injuries and fatalities on our State's roads. The Task Force began meeting in November 2006 and is made up of representatives from various state agencies (SCDPS, SCDOT, SCDMV, and the SC Technical College System), as well as the SC Motorcycle Dealer's Association, motorcycle advocacy groups, and individuals with a background in motorcycle safety issues. The Task Force reviewed recommendations made by the Motorcycle Safety Assessment Team in its report base

on the South Carolina Motorcycle Safety Assessment conducted in May 2007. The Task Force has developed a draft report to address recommendations made by the Motorcycle Safety Assessment Team for motorcycle safety improvement in the State.

- The OHS conducted a School Zone Safety Week campaign statewide during the month of August 2008. 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 2008 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 in 2008 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. The OHS also maintained the employment of a Coordinator for the continued rollout of the SC Collision and Ticket Tracking System project.
- 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 a NHTSA sponsored Managing Federal Finances & Tracking Grants Course held in Oklahoma City, OK; a NHTSA sponsored Speed Management Workshop in Atlanta, GA; a Management Training Course in Hickory Knob, SC; a NHTSA sponsored Regional LEL Meeting; a NHTSA sponsored Communications Workshop in Atlanta, GA; the SC Associations of School Resource Officers Conference in Myrtle Beach; NHTSA LEL Conference in Savannah, GA; a Drug Recognition Training Course in Bloomington, IN; the NHTSA Data Analysis and Evaluation Course in Oklahoma City, OK; the AAMVA Conference in Hilton Head; the NHTSA Region 4 Colonel's Conference in Savannah; the GHSA Annual Meeting in Scottsdale, AZ; the AASHTO Safety Management Meeting in Scottsdale, AZ; the National Association of Women Highway Safety Leaders, Inc. Conference in Scottsdale, AZ; a NHTSA sponsored Occupant Protection Training Course in Oklahoma City, OK; and a NHTSA-sponsored Impaired Driving Countermeasures course held in Columbia, SC; 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.
- The SC Department of Public Safety and the SC Criminal Justice Academy partnered to conduct a Statewide Highway Safety Conference from September 23-25, 2008, in

Columbia, SC, with the theme “Target Zero ... Because One Fatality is Too Many.” The conference drew more than 300 attendees from various disciplines of highway safety. Workshop topics included “Tips to Make DUI Arrests Stick”, “Assessing Motorcycle Safety”, “Making Cycling Safer for Everyone”, “Everything You Need to Know About the New SC DUI Bill”, “How to Get Money for Highway Safety Problems”, “Traffic Laws and Unconventional Vehicles”, “What’s New on the Strategic Highway Safety Plan”, “Techniques to Better Enforce Underage DUI”, and many other topics. The conference proved very successful and informative.

- FFY 2008 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 and November 2007. Twenty (20) new projects were awarded beginning October 1, 2007. A Project Management Course was held on November 7-8, 2007, at the Clarion Hotel in Columbia, SC. Project Directors and financial staff of newly funded agencies were required to attend. OHS staff, SC Department of Public Safety procurement staff, and the Regional Program Manager of the National Highway Traffic Safety Administration’s Region 4 Office conducted the training. Topics covered included highway safety system relationships, roles and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, property control, requests for payment, programmatic monitoring, reporting, evaluation, statewide campaigns and events and how to work with the media. For FFY 2009 subgrantees, pre-work conferences were held with Project Directors and financial staff of each grant awarded. For newly awarded subgrantees, the pre-work conferences were extended to include individualized instructions on how to administer their respective grants effectively. The Program Managers and Grants Accounting staff reviewed procurement procedures, special conditions, grant terms and conditions, request for payment documentation, progress reports, revision requests, and other pertinent information. OHS Staff worked with Project Directors on a continual basis to ensure that all projects were being properly administered.

- One Funding Guidelines Workshop was conducted in Columbia during February 2008 to assist prospective Project Directors in the writing and development of a highway safety grant. More than 100 individuals were in attendance. During the workshop, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application form; how to work within the Grants Management Information System (GMIS); 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 grant applications. Applications were

received in April 2008 for FFY 2009, and went through a multi-stage review process. Sixty-four (64) 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 2008 by 5%, as compared to CY 2007 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2008 data indicate a projected total of 110,647 collisions for CY 2008. When compared to the 112,067 collisions in CY 2007, this represents an estimated decrease in total collisions for CY 2008 of 1.28%.

2. To reduce the mileage death rate (MDR) of the State during CY 2008 by 5%, as compared to CY 2007 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2008 data indicate a mileage death rate for 2008 of 1.9. This represents a decrease of 9.5% from the 2.1 MDR for 2007.

3. To reduce the mileage injury rate (MIR) of the State during CY 2008 by 5%, as compared to 2007 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2008 data indicate a mileage injury rate (MIR) for 2008 of 103. This rate reflects an increase (6.2%) from the MIR of 97 for CY 2007.

Long Range Goals (2008 - 2012):

1. To reduce the number of traffic crashes reported by 15% by the end of 2012.

Level of Accomplishment: As indicated above, projected estimates from the OHS Statistical Analysis Center indicate 110,647 collisions for CY 2008. When compared to the 112,067 collisions in CY 2007, this represents an estimated decrease in total collisions for CY 2008 of 1.28%. This goal remains achievable by 2012.

2. To reduce the State's mileage death rate (MDR) by 15% by the end of 2012.

Level of Accomplishment: The projections from the Statistical Analysis Center of the OHS indicate a 9.5% decrease in the MDR from 2007. The MDR for South Carolina currently stands at 1.9. This goal is, however, achievable by 2012.

3. To reduce the State's mileage injury rate (MIR) by 15% by the end of 2012.

Level of Accomplishment: As indicated above, the 2007 MIR stood at 97, which was a decrease from the 100.6 MIR for 2006. Projections from the Statistical Analysis Center of the OHS for 2008 show an MIR of 103. This represents a decrease from the 2002 figure of 110.7. This goal is achievable by 2012.

South Carolina Department of Public Safety-Office of Highway Safety Highway Safety Planning and Administration – 2H08001

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 a NHTSA-sponsored Managing Federal Finances & Tracking Grants Course held in Oklahoma City, OK; a NHTSA-sponsored Speed Management Workshop in Atlanta, GA; a Management Training Course in Hickory Knob, SC; a NHTSA-sponsored Regional LEL Meeting; a NHTSA-sponsored Communications Workshop in Atlanta, GA; the SC Associations of School Resource Officers Conference in Myrtle Beach; NHTSA LEL Conference in Savannah, GA; a Drug Recognition Training Course in Bloomington, IN; the NHTSA Data Analysis and Evaluation Course in Oklahoma City, OK; the AAMVA Conference in Hilton Head; the NHTSA Region 4 Colonel's Conference in Savannah; the GHSA Annual Meeting in Scottsdale, AZ; the AASHTO Safety Management Meeting in Scottsdale, AZ; the National Association of Women Highway Safety Leaders, Inc. Conference in Scottsdale, AZ; a NHTSA-sponsored Occupant Protection Training Course in Oklahoma City, OK; and a NHTSA-sponsored Impaired Driving Countermeasures course in Columbia, SC. 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

held in October and November 2007. Twenty (20) new projects were awarded beginning October 1, 2007. A Project Management Course was held on November 7-8, 2007, at the Clarion Hotel in Columbia, SC. Project Directors and financial staff of newly funded agencies were required to attend. OHS staff, SC Department of Public Safety procurement staff, and the Regional Program Manager of the National Highway Traffic Safety Administration's Region 4 Office conducted the training. Topics covered included highway safety system relationships, roles and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, property control, requests for payment, programmatic monitoring, reporting, evaluation, statewide campaigns and events and how to work with the media.

Each year, solicitations for grant applications are accomplished by issuing Funding Guidelines to potential subgrantees. Additionally, a Funding Guidelines Workshop was conducted in Columbia in February 2008 to assist prospective Project Directors in the writing and development of a highway safety grant. Applications were received in April 2008 for FFY 2009, and went through a multi-stage review process. At the end of the grant year, Program Managers were responsible for evaluating the projects in their specific areas. The evaluations were then forwarded to NHTSA's Region 4 Office for review.

**South Carolina Department of Public Safety-Office of Highway Safety
Public Information, Outreach, and Training – 2H08004**

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.

Another ongoing component of this project involved conducting Pre-Work Conferences for all highway safety grant subgrantees. Subgrantees receiving new grants beginning October 2007 were required to attend a Project Management School in November 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 2008, which was implemented statewide.

The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2007, a booth at the SC State Fair during

October 2008, a motorcycle safety campaign held in Myrtle Beach in May 2008, and provided traffic safety information to businesses and schools in South Carolina.

The project also was responsible for conducting a Statewide Highway Safety Conference from September 23-25, 2008, in Columbia, SC. The conference featured a partnership between the SC Department of Public Safety and the SC Criminal Justice Academy. Approximately 300 highway safety stakeholders from around the State attended the conference, which had the theme "Target Zero ... Because One Fatality is Too Many." Workshop topics included "Tips to Make DUI Arrests Stick", "Assessing Motorcycle Safety", "Making Cycling Safer for Everyone", "Everything You Need to Know About the New SC DUI Bill", "How to Get Money for Highway Safety Problems", "Traffic Laws and Unconventional Vehicles", "What's New on the Strategic Highway Safety Plan", "Techniques to Better Enforce Underage DUI", and many other topics. The conference proved very successful and informative.

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 this grant period, funds were provided for individuals within and outside the OHS to attend one or more of the following: A NHTSA-sponsored Managing Federal Finances & Tracking Grants Course held in Oklahoma City, OK; a NHTSA-sponsored Speed Management Workshop in Atlanta, GA; a Management Training Course in Hickory Knob, SC; a NHTSA-sponsored Regional LEL Meeting; a NHTSA-sponsored Communications Workshop in Atlanta, GA; the SC Associations of School Resource Officers Conference in Myrtle Beach; NHTSA LEL Conference in Savannah, GA; a Drug Recognition Training Course in Bloomington, IN; the NHTSA Data Analysis and Evaluation Course in Oklahoma City, OK; the AAMVA Conference in Hilton Head; the NHTSA Region 4 Colonel's Conference in Savannah; the GHSA Annual Meeting in Scottsdale, AZ; the AASHTO Safety Management Meeting in Scottsdale, AZ; the National Association of Women Highway Safety Leaders, Inc. Conference in Scottsdale, AZ; a NHTSA-sponsored Occupant Protection Training Course in Oklahoma City, OK; and Hands Across the Border events across the State.

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 2008. Projections being made are based on approximately eight months of DUI crash data.

Beginning in 2002 the Office of Highway Safety's Statistical Analysis Center has aggressively pursued filling in gaps on incomplete reports regarding BAC (Blood Alcohol Content) levels of drivers in fatal crashes. This effort continues and has resulted in an increase in driver BAC levels in fatal crashes being reported to 40% in 2007 for traffic fatalities, up from 39% in 2006. 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 2008, the projected number of fatal crashes with DUI as a primary or contributing factor is 390. This number projects a total of 431 deaths in crashes with DUI as a primary contributing factor. CY 2007 suffered 417 fatal crashes with DUI a contributing factor, resulting in 463 fatalities. There is a projected 13.4% decrease in overall fatalities on the roadways in South Carolina for CY 2008. Five Alcohol Countermeasures projects, in addition to Police Traffic Services projects, were implemented or continued in FFY 2008 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 2008, as compared to CY 2007 data.

Level of Accomplishment: Projected estimates for CY 2008 from the Statistical Analysis Center of the OHS indicated that South Carolina's DUI-related fatal crashes will reduce by 6.5%. The DUI MDR increased from 0.84 in 2006 to 0.92 in 2007. The 2008 projection for DUI MDR is 0.88. There were 50.60 billion miles traveled in South Carolina in 2007 and the projected miles traveled for 2008 is 49.08 billion. The MDR is expected to decrease by 4.3%.

- To reduce the DUI crash MIR by 10% by the end of CY 2008, as compared to CY 2007 data.

Level of Accomplishment: Projected estimates for CY 2008 from the Statistical Analysis Center of the OHS reveal an increase in the DUI crash MIR from 7.4 in 2007 to 7.6 in 2008. This represents a 2.7% increase.

- To reduce the involvement of drivers ages 25 to 34 in DUI crashes by 3% by the end of CY 2008, as compared to CY 2007 data.

Level of Accomplishment: Projected estimates for CY 2008 from the Statistical Analysis Center of the OHS project an increase of involvement of drivers ages 25-34 in DUI crashes by 3.3%. The involvement in DUI crashes by drivers in this age group, one of the largest categories regarding this problem, increased from 1,718 in 2006 to 1,871 in 2007. The projection for 2008 is 1,933 drivers. Unfortunately, the short range goal was not accomplished.

- To increase the level of BAC reporting on fatalities from the Coroners by 10% by the end of CY 2008, as compared to CY 2007.

Level of Accomplishment: According to the Statistical Analysis Center within the Office of Highway Safety, the level of BAC reporting on drivers in fatal crashes was 39% in 2006, compared to 40% in 2007. This is a 3.4% increase in the BAC reporting on drivers in fatal crashes. Statistical information on the BAC level of drivers in fatal crashes for CY 2008 is incomplete at this time and is, therefore, unavailable. The BAC level is “sensitive” information; because this information is considered to be sensitive, coroners are reluctant to report the BAC levels on drivers in fatal crashes. The OHS will continue to work diligently on our efforts to influence coroners in South Carolina to report the BAC level of drivers in fatal crashes.

Long Range Goals (CY 2008 – CY 2012):

- To reduce the DUI MDR by 30% by CY 2012.

Level of Accomplishment: Based on a three-year trend, projected estimates for CY 2008 from the Statistical Analysis Center of the OHS, show an estimated DUI crash decrease of .59%, as compared to CY 2007. The projected DUI MDR increased from 0.92 in 2007 to an estimated 0.94 in 2008. There is a projected 49.08 billion miles traveled in South Carolina in 2008. Unfortunately, the short range goal was not accomplished, and will require considerable work to be achievable by 2012.

- To reduce the DUI MIR by 30% CY 2012.

Level of Accomplishment: Projected estimates for CY 2008 from the Statistical Analysis Center of the OHS show an estimated DUI crash MIR increase to 7.6 as compared to 7.4 in 2007. This represents an increase of 2.7%. Much work remains to be done to accomplish this goal by 2012. However, continuing efforts in DUI enforcement, the expanding efforts of the SC Law Enforcement Networks, and strengthened DUI legislation could allow the goal to be achieved.

- To reduce the involvement of drivers ages 25 - 34 in DUI crashes by 5% by the end of CY 2012.

Level of Accomplishment: Projected estimates for CY 2008 from the Statistical Analysis Center of the OHS indicate an increase of involvement of drivers ages 25-34 in DUI crashes by 3.3%. The involvement of DUI crashes in this age group, which is one of the largest categories regarding this problem, is projected to increase from 1,871 in 2007 to 1,933 in 2008. The long range goal will be a challenge to accomplish. However, targeted efforts in terms of media may assist in improving these numbers.

South Carolina Department of Public Safety – Office of Highway Safety Impaired Driving Countermeasures Program Management – 2H08006

The grant developed and implemented comprehensive statewide impaired driving countermeasures efforts in order to reduce alcohol/drug-related crashes, injuries, and deaths on South Carolina's roadways. One of the most extensive activities of this project was the *Sober or Slammer!* campaign. This campaign is a high-visibility law enforcement initiative that involves a comprehensive statewide effort to call attention to the problem of DUI in the state of South Carolina. *Sober or Slammer!* is South Carolina's equivalent to the national *Drunk Driving. Over the Limit. Under Arrest.* campaign. South Carolina also continues to develop the South Carolina Law Enforcement Network (SCLLEN) which corresponds to the 16 judicial circuits in the state. The SCLLEN influences and energizes law enforcement officers (state, county, local, and others), agencies, and organizations in terms of addressing the impaired driving problems in South Carolina. The SCLLEN has carried much of the weight in addressing our *Sober or Slammer!* campaign and is largely responsible for the deployment of the Breath Alcohol Testing Mobile Units (BATMobiles) throughout the network. There is little doubt that the SCLLEN is bridging gaps of communication and cooperation that have existed among law enforcement within this state for years.

The SCLLEN and the Impaired Driving Countermeasures Program Manager collaborated efforts in coordinating a Law Enforcement Challenge for all law enforcement agencies in the 16 judicial circuits of South Carolina. Essentially, the purposes of the challenge were to decrease crashes, injuries, and fatalities and to increase traffic safety and traffic safety awareness in South Carolina particularly related to DUI. Law enforcement agencies that participated in the challenge were required to conduct stepped-up DUI, safety belt, and speed enforcement. The enforcement activities were held during the national campaigns which started in December, 2007, and ended in September, 2008. Participating agencies also reported monthly on their regular sustained enforcement activities. The South Carolina Department of Public Safety's Office of Highway Safety utilized funds to purchase incentive prizes, such as federal signal siren controller and under hood siren speaker, passive alcohol sensors, work lights and generators, LED light bars, in-car video camera systems and cargo trailer equipped with items for use in conducting DUI checkpoints (turbo flares, roll-up highway signs and traffic cones) for agencies that participated 100% in the challenge. Funds were also used to purchase eight (8) fully equipped, 2008 Dodge Chargers. Based on established criteria, the eight (8) 2008 Dodge Chargers were awarded to eight (8) participating law enforcement agencies within the seven (7) SCLLEN's meeting reductions in DUI-related statistical categories.

In support of the Law Enforcement Challenge, the South Carolina Department of Public Safety's Office of Highway Safety purchased significant airtime during FFY 2008 for paid media efforts relating to the state's *Sober or Slammer!* (SOS) mobilization crackdown conducted during both the Christmas/New Year's 2007-2008 and Labor Day 2008 DUI mobilization crackdowns. The Labor Day campaign featured the revival of the proven "Highways or Dieways? The Choice is Yours" spots. In addition to running a previously aired "Highways or Dieways" spot, a new enforcement spot was created using the Apter Research report. The enforcement portion of the Christmas/New Year's campaign effort ran from December 14, 2007 – January 1, 2008. Flight dates for the paid media portion of the campaign efforts ran from December 12-16, December 19-23, and December 26-January 1, 2008. The enforcement portion of the Labor Day campaign effort ran from August 15-September 1, 2008. Flight dates for the paid media portion of the campaign efforts ran from August 13-17, August 20-24, and August 27-August 31, 2008.

The South Carolina Impaired Driving Prevention Council (SCIDPC), through its Legislative Subcommittee, continued to make significant progress in addressing the impaired driving laws in the state. With the assistance of the Legislative Subcommittee of the SCIDPC, South Carolina was successful in passing a new DUI law. The Governor of South Carolina, Mark Sanford, signed the new DUI law on April 10, 2008. The new law will be effective on Tuesday, February 10, 2009 at 12:00 p.m. The new legislation contains tougher penalties for repeat and high BAC offenders and refers first-time offenders to treatment services. Along with the Office of Highway Safety, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, Office of Justice Programs and the Director of the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities comprising the Council's membership.

Lexington County Sheriff's Office
Sheriff's Speed Enforcement and DUI Traffic Unit – 2H08040

The Lexington County Sheriff's Office established a three-member traffic unit that is 100% dedicated to reducing the number of alcohol-related traffic collisions, injuries, and fatalities in Lexington County. Traffic enforcement activities were accomplished through the evaluation and patrol of high traffic collision areas. The grant-funded officers made 88 DUI arrests, implemented 15 public safety checkpoints, and conducted 66 traffic safety presentations during the grant period. The county experienced a 4% decrease in the overall number of traffic collisions.

Seventh Circuit Solicitor's Office
Alcohol Countermeasures Prosecution Team – 2H08011

The overall goal of the Alcohol Countermeasures Prosecution Team was to prosecute and effectively increase the conviction rate of alcohol/drug-related offenses and to reduce the

number of alcohol/drug-related traffic collisions, injuries and fatalities in Spartanburg County. The prosecution team continued to address the problem by quickly scheduling cases through the Alcohol Countermeasures Prosecution Team grant. The efforts of the 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 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 1st, 2nd or 3rd 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 832 cases, which is an increase of 43.5%, or 362 more cases prosecuted than last year's 470 cases.

South Carolina Commission on Prosecution Coordination Traffic Safety Resource Prosecutor – 2H08017

The Traffic Safety Resource Prosecutor (TSRP) coordinated 11 DUI training seminars for prosecutors, law enforcement officers and/or summary court judges. Topics covered in the seminars included Toxicology of Ethanol, Standardized Field Sobriety Testing, BAC DataMaster, Legal Update, Ethics, Demonstrative Evidence, Constitutional Law, Pre-Trial Motions, and Trial Advocacy Techniques. These topics were presented by experts in their respective fields. The TSRP also coordinated with the Magistrate Advisory Council for the 5 day Intensive Training Seminar held August 2008. Additionally, the TSRP spoke at one of the Summary Court Magistrates Trainings. The TSRP also conducted presentations for the administrative law judges and hearing officers, the Office of Highway Safety Annual Conference and at numerous LEN meetings. The TSRP was able to train 192 judges, 97 prosecutors, and 383 law enforcement officers during the various programs. The TSRP also attended a number of Law Enforcement Network meetings to encourage law enforcement agencies to avail themselves of the expertise provided by the TSRP in prosecuting DUI cases.

The TSRP distributed to approximately 1,600 individuals and agencies three quarterly newsletters each. Topics addressed in the newsletters included: an introduction of the new TSRP and Administrative Assistant; the Annual Law Enforcement Challenge Recognition Ceremony; an article on fatigued drivers; Alive @25 and underage drinking and driving; and House Bill 3496 more commonly known as "the DUI bill". Finally, the newsletters announced upcoming seminars and trainings for highway safety professionals and prosecutors alike, including the TSRP's four regional trainings, entitled "*Prosecuting the Impaired Driver.*" Response to the newsletters was positive; requests for copies of the newsletter continued to be received throughout the grant cycle.

**Spartanburg Public Safety Department
SPSD Traffic Enforcement - 2H08020**

The Spartanburg Public Safety Department (SPSD) continued to enhance the existing traffic enforcement unit by maintaining the grant-funded officer to proactively enforce traffic laws. The SPSD directed enforcement activities at drivers who were described to be aggressive as defined by the National Highway Traffic Safety Administration. Overall, the goal of the project was to reduce traffic crashes, injuries, and property damage associated with highway travel. The grant-funded officer's enforcement efforts produced a total of 486 citations for safety belt and child restraint violations; 751 speeding citations; and 4 DUI arrests. While DUI arrests appear to be low for the grant-funded officer, the department increased the total number of DUI arrests by 20% when compared to the previous year. The enforcement initiatives of the SPSD throughout the grant year contributed to the reduction in the number of collisions in the City of Spartanburg. Collisions were reduced by 4.9% from the previous year, and the number of property-damage-only collisions was reduced by 9.2% from the previous year.

**West Columbia Police Department
Traffic Enforcement Program – 2H08032**

A two-member grant-funded Traffic Enforcement Unit was established to provide the citizens of West Columbia with a safe travel environment. The overall goal of the traffic unit was to reduce collisions, injuries, and fatalities caused by aggressive and impaired drivers in the City of West Columbia. 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. The grant-funded officers made 29 DUI arrests; issued 1,053 speeding citations; and issued 253 citations for safety belt and child restraint violations. The grant-funded officers conducted 31 traffic safety presentations, impacting 918 students and citizens. Additionally, the grant-funded officers conducted 30 departmental and LEN public safety checkpoints. The City of West Columbia experienced an increase in traffic collisions, from 529 in 2006 to 667 in 2007. In spite of the increase in traffic collisions, West Columbia saw a decrease in traffic fatalities, from three in 2006 to one in 2007, and a 55% decrease in traffic-related injuries, from 244 in 2006 to 111 in 2007.

**Darlington Police Department
Traffic Enforcement Program – 2H08036**

Darlington Police Department enhanced its full-time traffic unit with the addition of a grant-funded officer to concentrate on the detection and apprehension of impaired drivers in the City of Darlington. Additionally, community and student groups were presented with highway safety presentations that involved traffic problems and tips to reduce those problems that affect the Darlington area. The Darlington Police Department made 85 DUI arrests compared to 71 in 2007; wrote 2,422 speeding citations compared to 2,024 in 2007; and issued 2,293 citations for safety belt and child restraint violations compared to 2,571 in 2007. The Department conducted twenty-nine (29) traffic safety presentations

reaching 871 citizens, and also conducted 17 public safety checkpoints. The City of Darlington experienced a 12% increase in the number of traffic collisions, from 163 in the 2007 grant year to 182 in the 2008 grant year, and a 60% increase in DUI-related collisions from two in 2007 to five in 2008. DUI-related fatalities remained at zero for the City of Darlington.

Mauldin Police Department

Mauldin Police Department Traffic Safety Team – 2H08040

The Mauldin Police Department established a two-member traffic unit that is 100% dedicated to reducing the number of traffic collision that occurs in the corporate limits of the city. The Mauldin Police Department primarily focused on impaired driving, however speed and safety belt violators are also apprehended and issued citations. Mauldin combined enforcement efforts with public information, and education efforts to help reduce collisions, injuries, and deaths in the City of Mauldin. The grant-funded officers issued 1,008 citations for speeding; 388 citations for safety belt and child restraint violations; conducted 15 traffic safety presentations, reaching a total of 644 citizens; and held 17 public safety checkpoints. The grant-funded officers made 87 of the department's 174 DUI arrests. The overall number of traffic collisions increased by 1.8% from 547 in 2007 to 558 in 2008. Although there was a slight increase in traffic collisions, traffic related injuries decreased by 16%, from 113 to 95, and Mauldin maintained zero traffic fatalities for the grant year.

Fountain Inn City Police Department

Secure our Streets (SOS) – 2H08041

The Fountain Inn City Police Department established a one-member, grant-funded Traffic Unit to reduce the overall number of traffic collisions in the City. In addition to reducing traffic collisions in Fountain Inn City, the grant-funded officer provided traffic safety education to local citizens and served as the Law Enforcement Network Coordinator of the 13th Circuit Law Enforcement Network. The grant-funded officer made 14 DUI arrests, implemented 34 public safety checkpoints, and conducted 27 traffic safety presentations during the grant period. Figures show that Fountain Inn traffic collisions decreased 5%, from 190 in 2007 to 180 in 2008. While there was an overall reduction in traffic collisions, Fountain Inn experienced a 150% increase in DUI-related collisions, from six in 2007 to 15 in 2008. Fatalities, including DUI-related, remained at zero for Fountain Inn City.

Hardeeville Police Department

City of Hardeeville Traffic Enforcement Team – 2H08044

Hardeeville Police Department established a one-man grant-funded traffic unit to decrease the number of traffic and alcohol-related collisions and fatalities through increased traffic enforcement. Through increased traffic enforcement efforts, the City of Hardeeville was able to decrease the total number of traffic fatalities by 66%, from 3 in 2007 to 1 in 2008. There were no traffic-related fatalities within the City of Hardeeville

on Interstate 95 or Highway 278. The Hardeeville Police Department was able to reduce the number of alcohol-related collisions in the city by 25%, from four in 2007 to three in 2008. The Hardeeville Police Department increased their DUI arrests by 33% and the number of speeding citations issued by 20% during the grant year.

OCCUPANT 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 2008 Statewide Safety Belt Usage Survey indicated that the overall safety belt usage rate was 79% for South Carolina during the *Buckle Up, South Carolina. It's the law and it's enforced.* Memorial Day 2008 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 2008, 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 continued to work with non-profit and State agencies to educate the State's population regarding the primary enforcement safety belt law (enacted December 9, 2005). 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 2007, 9,716 child occupants under the age of six were involved in traffic crashes. Of these, 7,161 were restrained by a child safety seat; 2,095 by some other restraint (seat belt, seat/lap combination); 252 were unrestrained; and for 184, 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 354 fatal crashes in 2007; this is 36% 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 80% by the end of CY 2008 through the continued development and implementation of statewide occupant protection programs.
 - Level of Accomplishment: In 2008, 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 2008 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 74.5% during Memorial Day 2007 to 79% as of mid-June 2008. Survey results indicated that women are more likely than men to use safety belts (85.8% to 74.2%). Passengers are less likely than drivers to use safety belts (78.2% to 79.1%). 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 (76% to 80.3%). 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 has resulted in an increased usage rates in the state.

2. To reduce the MDR for children under the age of six by 10% by the end of CY 2008.

Level of Accomplishment: Projected estimates for CY 2008 by the Statistical Analysis Center of the OHS indicate an estimated MDR of 0.025 for traffic crash fatalities involving children under the age of six. This represents an estimated 22% decrease for traffic crash fatalities involving children under the age of six. In CY 2007, there were sixteen (16) fatalities in this age group compared to twelve (12) projected in CY 2008. Occupant Protection Grants for FFY 2008 were continued in the following counties/agencies:

- The South Carolina Department of Health and Environmental Control (SCDHEC) and Summerville Fire Department. It should be noted that there are occupant protection components in two Safe Communities grants awarded in FFY 2008, Anderson Area Safe Communities Program through Anderson Area Medical Center and Aiken Tri-Development Center.

Long Range Goals (2002 - 2012):

1. To increase the statewide safety belt usage rate from 72.8% in 2003 to at least 85% by the end of CY 2012.

Level of Accomplishment: The current safety belt usage rate in South Carolina is 79%. This is based on a June 2008 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 2012.

Level of Accomplishment: Projected estimates for CY 2008 by the Statistical Analysis Center of the OHS indicate an estimated MDR of 0.025 for traffic crash fatalities involving children under the age of six. This represents an estimated 22%

decrease over the CY 2007 MDR of 0.032 for traffic crash fatalities involving children under the age of six. In CY 2007, there were sixteen (16) fatalities in this age group compared to twelve (12) projected in CY 2008. This goal is achievable by CY 2012.

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 2008 to the South Carolina Department of Health and Environmental Control's (SCDHEC) Bureau of Chronic Disease and Health Promotion's Injury & Violence Prevention Division.

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.

The SC Department of Public Safety continues to educate the public about the state's primary enforcement safety belt legislation, which became effective December 9, 2005 through earned and paid media efforts in conjunction with the Memorial Day mobilization.

Research has long showed that four demographic groups in South Carolina were under-represented in safety belt usage – teenagers, African Americans, Hispanics and white male rural truck drivers. With that knowledge, psychologists Dr. Michael Apter and Dr. Mitzi Desselles of Apter International, Inc. were brought in during FFY 2007 to conduct research to identify emotional themes and motivations that drive people to do, or not do, something. Apter International is a pioneer in reversal theory, based on

the idea that our experiences are shaped by a set of alternative ways of viewing the world. According to this theory, people are driven by eight core motivational states that are organized into four pairs of opposite states that constantly move through a dynamic pattern of reversals within each pair. For instance, a teenager may rebel against the safety belt law while conforming to his peer group by not buckling up. The research objective was to identify the emotional and non-rational reasons behind compliance and non-compliance with the seat belt law, particularly among African-Americans, Hispanics, teens and rural white male pick-up truck drivers. This research has been used to develop new DUI spots and will be utilized develop new safety belt usage spots for use during future campaigns.

**South Carolina Department of Public Safety – Office of Highway Safety
Occupant Protection Program Management – 2H08002**

During FY 2008 the Occupant Protection (OP) staff continued to oversee 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 September 2008, as well as support for the *Buckle Up, South Carolina. It's the Law and It's Enforced*. The Statewide Safety Belt Use Survey report for June 2008 indicated that 79% of South Carolinians were using safety belts.

**SC Department of Health and Environmental Control
Children Restrained Safely and Securely – 2H08034**

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 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 State's 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. The project established five (5) permanent Child Passenger Safety (CPS) fitting

stations in the Hispanic/Latino community. The project conducted 24 CPS training classes and trained 222 people as CPS technicians. The number of minority individuals, African American and Latino, trained as CPS technicians went from 25 in 2007 to 43 in 2008. CPS permanent fitting stations in South Carolina increased from 73 to 84. The project distributed and properly installed 995 child safety seats (convertible) and 252 high-back booster seats in the focus Hispanic/Latino counties. The project conducted 82 presentations reaching 1,884 people regarding the proper use of safety belts and child restraint devices.

**AnMed Health Medical Center
Seatchecks for Safety – 2H08042**

The goal of this project was to adequately meet the demand for additional child restraints earmarked for low income and minority populations. Current line-item budget constraints in the Trauma Services division at AnMed Health Medical Center limit the number of child restraints that can be made available to these populations at approximately 250 per year. Booster seat education and distribution classes were conducted at elementary schools and child care centers in Anderson, Pendleton, Pelzer, Townville, and Williamston. Additionally, car seat check events were held at the Greater Anderson Baby Expo, a community education event targeting expectant parents, the AnMed Health Teddy Bear Clinic, and for the Anderson Mom's Club. A total of 82 convertible-style and 179 high back booster-style child restraints were distributed throughout the grant period.

**Summerville Fire Department
Child Restraint Fitting Station – 2H08043**

The overall goal for this project was to continue to have full-time firefighters that are child seat technicians working in four (4) fire stations. During the grant period all four fitting stations were available to the public for the entire period of the grant. Although most child passenger safety customers are walk-ins, 19 appointments were made and satisfied in the community during the grant period. Additionally, 43 fire fighters were trained as child seat technicians, a total of 19 child restraint safety checkpoints were conducted at churches, daycares, schools and town special events, nine press releases and 48 public service radio announcements were made and all four fire stations were open on a 24-hour basis to assist caregivers with their child seats. The total number of child seats checked during the grant period was 1,095.

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 2008. 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. 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 2008 by 5%, as compared to CY 2007 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 2008 is 110,647, which is down 1.3% from the 112,067 in CY 2007. PTS Grants for FY 2008 were implemented or continued in the following counties/agencies:

Richland County:	Richland County Sheriff's Department Columbia Police Department
Charleston County:	North Charleston Police Department Mount Pleasant Police Department
Colleton County:	Colleton County Sheriff's Office
Beaufort County:	Beaufort County Sheriff's Office Beaufort Police Department Port Royal Police Department Bluffton Police Department
Dorchester County:	Summerville Police Department
Darlington County:	Darlington Police Department
Greenville County:	Simpsonville Police Department
Jasper County:	Ridgeland Police Department
Statewide:	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); Lexington County (Lexington County Sheriff's Department); Spartanburg County (Spartanburg Public Safety Department); Darlington County (Darlington Police Department); and York County (Rock Hill Police Department).

2. To reduce the number of traffic collisions with a contributing factor of DUI or drugs by 2% during CY 2008, as compared to CY 2007 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the number of traffic crashes with a factor of DUI for CY 2008 is 5,244, which is down 0.6% from the 5,275 in CY 2007.

3. To reduce the number of traffic collisions with a contributing factor of exceeding the posted speed limit by 2% during CY 2008, as compared to CY 2007 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 2008 is 1,472, which is down 13.9%, from 1,710 in CY 2007.

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 2008, as compared to CY 2007 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 2008 is 49,850, which is down 6.1% from the 53,094 in 2007.

Long Range Goals (2008 – 2012):

1. To reduce the number of traffic collisions reported on the State's streets and highways by 15% by the end of CY 2012.

Level of Accomplishment: As indicated above, projected estimates from the OHS Statistical Analysis Center indicates 110,647 collisions for CY 2008. When compared to the 112,067 collisions in CY 2007, this represents an estimated decrease in total collisions for CY 2007 of 1.3%. 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 2012.

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 2012.

3. To reduce the number of traffic crashes with a contributing factor of exceeding the posted speed limit by 10% by the end of CY 2012.

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 2012.

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 2012.

Level of Accomplishment: See Short Range Goals above. 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 2012.

South Carolina Department of Public Safety-Office of Highway Safety Police Traffic Services Program Management – 2H08005

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.

The 2007 Traffic Collision Fact Book indicates that from 2006 to 2007 traffic crashes in South Carolina decreased by .08%, from 112,949 to 112,067 and fatalities increased by 1.2%, from 1,044 to 1,077, however, crash related injuries decreased by (1.8%), from 50,144 to 49,262. For the five year period from 2003 to 2007, there was an increase in total traffic crashes 2.9% and in fatal collisions 8.8%, and an increase in fatalities 11.1%, a decrease in the total number of injury collisions (0.9%), and injuries sustained (3.9%).

Projections by the OHS Statistical Analysis Center for 2008 show a decrease in fatalities (933 estimated for 2008 over against 1,077 in 2007), a slight increase in injuries (49,300 estimated for 2008 over against 49,262 for 2007), and a decrease in total collisions (110,647 estimated for 2008 over against 112,067 for 2007).

**Summerville Police Department
Traffic Enforcement Unit – 2H08012**

The goal of the project was to get voluntary compliance in traffic regulations through education and enforcement, and reduce the number of traffic fatalities and injuries. However, the Town of Summerville is growing continuously. As the town continues to grow, there is an increase of traffic flow, aggressive and impatient drivers. In order for the town to continue with a successful project, it needs to enhance the traffic unit by working more with the surrounding agencies.

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 forty-seven (47) DUI arrests; wrote 838 speeding citations; and issued 406 citations for safety belt and child restraint violations. Grant-funded officers also conducted fifteen (15) traffic safety presentations and six (6) public safety checkpoints.

Summerville experienced a 75% decrease in fatalities for the 2007 grant year, from four (4) in the 2006 grant year to one (1) in the 2007 grant year. Additionally, Summerville had an increase of 138 more traffic collisions or a 9% increase in traffic collisions, from 1,491 in 2006 to 1,629 in 2007. The injury numbers remained at 332 for the 2006 and 2007 grant years, but the number of traffic collisions increased, which gives Summerville a 9% decrease in traffic injuries.

**Spartanburg Public Safety Department
SPSD Traffic Enforcement with Multi-Jurisdictional Tasks with Spartanburg
County – 2H08020**

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 852 speeding citations and 443 citations for safety belt and child restraint violations during the grant period and conducted 22 traffic safety presentations. Preliminary figures show that the county of Spartanburg experienced a 4.9% decrease in the overall number of traffic crashes during this grant year, from 1,296 during 2007 grant year to 1,233 during this grant period.

**South Carolina Department of Public Safety - South Carolina Highway Patrol
Families of Highway Fatalities – 2H08025**

The primary goal of the SCHP FHF Program was to hire and train an FHF Coordinator to facilitate public education and information through public safety presentations and educational materials regarding the prevention of highway collisions and fatalities; and to work with first responders and other government entities (law enforcement, coroners,

etc...) to act as advocates for highway safety. This project continues to recruit volunteers to tell their personal stories regarding the loss of a loved one to groups of people (school, civic, etc.) to help prevent future fatalities. In 2008 there were 47 presentations compared to 13 in 2006. In order to help with contacting potential volunteers, this project developed and produced a FHF brochure and the FHF Compassionate Guide. Both the brochure and the guide book offer much needed information and support for those families and friends who have lost a loved one in a traffic collision.

City of Rock Hill

City of Rock Hill Traffic Enforcement Unit – 2H08023

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 patrol 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 40 of the Department's total number of 268 DUI arrests; issued 1,102 speeding citations; and issued 778 citations for safety belt violations and 230 citations for child restraint violations. They also conducted 54 traffic safety presentations with approximately 7,225 persons in attendance and conducted 59 public safety checkpoints. Preliminary figures show that the City of Rock Hill experienced a decrease in traffic fatalities, from 9 during the 2007 grant year to 2 during the 2008 grant year. Additionally, the total number of alcohol-related collisions in the City of Rock Hill decreased 54.5% from 44 during the 2007 grant period to 20 during the 2008 grant period.

North Charleston Police Department

North Charleston Traffic Enforcement Program – 2H08022

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 eleven (11) DUI arrests; wrote 972 speeding citations; and issued 277 citations for safety belt and child restraint violations. The grant-funded officers also conducted twelve (12) traffic safety presentations and spent eighty (80) enforcement hours in checkpoints.

**Mount Pleasant Police Department
Enhanced Traffic Enforcement Program – 2H08018**

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 fifty-four (54) DUI arrests; wrote 1,433 speeding citations; and issued 612 citations for safety belt and child restraint violations. The grant-funded officers also conducted fifty-six (56) traffic safety presentations and ten (10) public safety checkpoints. The Town of Mount Pleasant experienced four (4) 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 decrease (59%) 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 Training for Intervention ProcedureS (TIPS) training to bartenders in the Town's alcohol serving establishments.

**Simpsonville Police Department
Simpsonville Traffic Enforcement – 2H08019**

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 15% increase in traffic citations during the grant year including twenty-three (23) DUI arrests and 32 citations for safety belt and child restraint violations. The Department also conducted twelve (12) public safety checkpoints. Simpsonville has maintained a 0% fatality rate. Additionally, Simpsonville experienced an estimated 15% reduction in traffic collisions, from 763 in grant year 2007 to 648 this grant year and an estimated 10% reduction in alcohol-related collisions, from 5 in grant year 2007 to 4 this grant year.

**Richland County Sheriff's Office
Traffic Enforcement Division – 2H08008**

The Richland County Sheriff's Department expanded the established Traffic Unit by hiring two grant-funded Traffic Deputies. 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 reporting of road conditions that could be a factor in the causes of traffic collisions. Officers assigned to the project made thirteen (13) DUI arrests; wrote 1,160 speeding citations and 858 warnings; and issued 358 citations for safety belt and child restraint violations. The grant-funded officers also conducted fifteen (15) traffic safety presentations and thirty-six (36) public safety checkpoints.

**City of Columbia Police Department
Enhance Traffic Enforcement Unit – 2H08012**

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 City of Columbia is among the three largest cities in the State of South Carolina, and is number two for the number of traffic collisions. The city also accounts for approximately forty-two (42) percent of all traffic collisions in Richland County. The traffic unit made twenty (20) DUI arrests; wrote 5,176 speeding citations; and issued 554 citations for safety belt and child restraint violations. The grant-funded officers also conducted sixteen (16) public safety checkpoints. The City of Columbia experienced a 9% decrease in traffic crashes, from 4,484 in grant year 2007 to 4,084 in grant year 2008; a 6% increase in DUI traffic-related injuries, from 86 in grant year 2007 to 91 in grant year 2008; and a 14% decrease in fatalities, from 7 in grant year 2007 to 6 in grant year 2008.

**Criminal Justice Academy
Traffic Safety Officer Program – 2H08014**

The overall goal of this project was to re-establish the Traffic Training Program at the South Carolina Criminal Justice Academy. Over the last year two (2) additional Traffic Safety Officers were hired and trained to provide more training and to finish updating classes in the program. The two additional TSO's were trained by the Traffic Safety Unit's classes and were certified in all areas of the Traffic Safety Program.

The Traffic Safety Unit had projected to teach a total of 55 classes at the beginning of the grant period. The Traffic Safety Unit actually taught 78 classes to 1,777 students over the course of the year. Seventy-eight (78) officers were awarded their Traffic Safety Officer certifications at this year's Highway Safety conference. The classes taught were both reactive (Collision Investigation) and proactive (DUI/SFST Detection and Speed Measurement Device) in nature. The training provides the officers of the state of South Carolina with the knowledge to not only investigate a fatal collision and make the appropriate charges, but also enables the officers to work in preventative ways to reduce the collision rates and ultimately reduce the number of fatalities.

**Colleton County Sheriff's Office
Highway Safety Traffic Unit - 2H08016**

Colleton County, based on traffic data over a three year period, is one of the leading counties in the State of South Carolina in statistical data and categories regarding fatal and severe injury crashes. While the Sheriff's Office had no formal traffic unit, the Sheriff's Office participated in the 14th Judicial Circuit Law Enforcement Network (LEN) and had tried to increase the number of traffic citations issued. The grant allowed the Colleton County Sheriff's Office to successfully create a Traffic Safety Unit. Colleton County Sheriff's Office made 29 DUI arrests compared to 22 in 2006-2007; wrote 2,678 speeding citations compared to 3,438 in 2006-2007; and issued 515 citations for safety

belt and child restraint violations compared to 433 in 2006-2007. The Department also conducted twelve (12) traffic safety presentations and twelve (12) public safety checkpoints. The decline in speeding citations is due in large part to one of the Traffic Officers being on medical leave for a large portion of the grant period.

Beaufort County Sheriff's Office

Beaufort County Multi-Agency Joint Traffic Enforcement Traffic Team-2H08026

The County of Beaufort is located on the coast of South Carolina, between Charleston, South Carolina and Savannah, Georgia and is one of the fastest growing counties in South Carolina. With this growth, the area is experiencing a rise in traffic collisions and violations of traffic laws. The majority of these collisions within Beaufort County are related to speed violations. The Beaufort County Sheriff's Office established a two-member traffic unit to work a 10-hour rotating shift that covers weekdays and weekends. The weekdays target early morning and afternoon traffic issues related to speeding, aggressive driving, failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change. The grant-funded officers stressed DUI enforcement activity in working evening hours on Thursday, Friday and Saturday. The grant-funded officers patrolled areas that are prone to impaired driving and aggressive driving. Beaufort County experienced no change in the number of fatal traffic collisions, with 12 in the 2008 and 2007 grant years, a decrease in traffic collisions, from 2,650 in 2007 to 2,302 in 2008, and a decrease in alcohol-related collisions from 64 in 2007 to 58 in 2008. The traffic unit issued 1,475 speeding citations, 279 safety belt citations, and made 107 DUI arrests. The unit also conducted fifty (50) presentations and twelve (12) public safety checkpoints.

Beaufort Police Department

Beaufort County Multi-Agency Joint Traffic Enforcement Traffic Team – 2H08027

The City of Beaufort is located on the coast of South Carolina, between Charleston, South Carolina and Savannah, Georgia and is one of the fastest growing counties in South Carolina. With this growth, the area is experiencing a rise in traffic collisions and violations of traffic laws. The majority of these collisions within the city are related to speed violations. The grant-funded officer worked evening hours on Thursday, Friday and Saturday conducting specialized DUI enforcement. The grant officer patrolled areas that are prone to impaired driving and aggressive driving. The City of Beaufort experienced a reduction in fatal traffic collisions, from 2 in 2007 to 1 in 2008, a decrease in traffic collisions, from 823 in 2007 to 700 in 2008, and a decrease in alcohol-related collisions, from 15 in 2007 to 5 in 2008. The traffic unit issued 2,263 speeding citations, 497 safety belt citations, and made 131 DUI arrests. The unit also conducted twenty-four (24) presentations and twelve (12) public safety checkpoints.

**Ridgeland Police Department
14th LEN Traffic Enforcement Team - 2H08029**

The 14th Judicial Circuit has been plagued with traffic collisions and traffic fatalities over the past years. The majority of these collisions and fatalities were the result of speed, impaired drivers, and unrestrained occupants. The purpose of this grant was to hire two traffic enforcement officers and partner with other agencies in the 14th Circuit. Once the officers were hired, high collision corridors were targeted during the times when the collisions were most likely to occur. The Town of Ridgeland experienced one (1) fatal traffic collision in 2008 representing no change from 2007. Alcohol-related traffic fatalities in the Town of Ridgeland were reduced from 1 to 0 which is a 100% reduction. The total number of traffic collisions in the Town of Ridgeland was 117 at the end of the grant period. The grant officers issued 2,666 speeding citations and 276 safety belt and child restraint citations.

**Town of Port Royal Police Department
LEN Traffic Enforcement Team -2H08030**

Allendale, Beaufort, Colleton, Hampton, and Jasper Counties have seen an increase in traffic collisions and traffic fatalities over the past years. Speed, impaired drivers, and unrestrained occupants have been the most prominent cause of these collisions and fatalities. The purpose of this grant was to maintain a full-time traffic enforcement officer and partner with other agencies in the 14th Circuit. Traffic collisions were decreased from 407 last year to 278 this grant year. Additionally, there were 3 alcohol-related collisions for the Town of Port Royal. In the Town of Port Royal alcohol-related traffic fatalities were decreased from 2 last year to zero this grant year. The grant officer issued 986 speeding citations, 448 safety belt citations, and made 26 DUI arrests.

**Bluffton Police Department
14th Judicial Circuit LEN Traffic Enforcement Team - 2H08028**

The 14th Judicial Circuit, (Allendale, Beaufort, Colleton, Hampton, and Jasper Counties) experienced an increase in serious traffic collisions over the past 3 years. After reviewing OHS statistics, speeding and driving under the influence are the most common contributing factors for the major collisions. There were 3 traffic fatalities during this grant period and in the 14th Judicial Circuit fatalities were reduced from 73 to 68. Additionally, the total number of alcohol-related traffic collisions in the Town of Bluffton increased from 13 last year to 15 this grant year. The grant officer issued 621 speeding citations, 206 safety belt citations, 18 child restraint citations, and made 31 DUI arrests.

**Aiken Department of Public Safety
Enhance Traffic Enforcement Unit – 2H08018**

The paramount goal of the Traffic Enforcement Unit of the Aiken Department of Public Safety is to provide enforcement and education of traffic laws to reduce traffic collisions

in number and severity. The Traffic Enforcement Unit of the Aiken Department of Public Safety consists of three (3) officers. Of the 3 officers one is a Sergeant.

The Aiken Department of Public Safety grant-funded officers conducted 27 public safety checkpoints since January 21, 2008. During the period January 21, 2008 to September 30, 2008 there were 1,420 citations issued for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change, compared with 1,195 the previous year. The grant-funded officers issued 2,440 speeding citations this grant period compared with 2,388 last year. There were 2,201 safety belt and child restraint citations issued this grant period, compared with 1,415 the previous year. The grant-funded officers made 161 DUI arrests this grant year compared with 124 DUI arrests last year. Twenty (20) traffic safety/DUI prevention/and safe driving awareness presentations were made to area schools, businesses, and civic groups reaching an audience of over 1,700 individuals.

Officers have been in place since January 21, 2008. In the first quarter of the grant period, October 1, 2007 to December 31, 2007, there were two (2) separate fatal traffic collisions in the City of Aiken resulting in 3 fatalities. No fatal traffic collisions have occurred since the Traffic Enforcement Officers have been in place.

According to data provided by the SCDPS FARS Analyst, there were 885 reportable collisions during the grant period from October 1, 2007 to September 30, 2008. There were 809 reportable collisions during the same time period the previous year. According to that same data provided by the SCDPS FARS Analyst there were 24 alcohol-related collisions within the City of Aiken from October 1, 2007 to September 30, 2008. There were 19 alcohol-related collisions during the same time period the previous year.

Hampton County Sheriff's Office 14th LEN DUI Traffic Enforcement Team - 2H08035

Hampton County Sheriff's Office (HCSO) needed to address the overwhelming number of traffic fatalities and collisions occurring within the county and the 14th Judicial Circuit. Limited resources made it difficult to combat impaired driving and other unsafe driving actions, enforce safety belt and child restraint usage, and enforce compliance with speed laws. The overall goal of this project was to decrease the number of traffic collisions and fatalities, and the number of alcohol-related collisions and fatalities in Hampton County and the 14th Judicial Circuit.

The Office of Highway Safety (OHS) statistics reported 9 fatal traffic collisions in Hampton County in 2006/2007 and 5 in 2007/2008. The Traffic Enforcement Team's efforts produced a 45% reduction in fatal traffic collisions in Hampton County during the grant period. OHS statistics reported 60 fatal traffic collisions in the 14th Judicial Circuit in 2006/2007 and 71 in 2007/2008. Within the circuit, there was a 19% increase in fatalities, however there was a 17% decrease in the number of traffic collisions.

OHS statistics reported 372 traffic collisions in Hampton County in 2006/2007 and 314 in 2007/2008. The Traffic Enforcement Team's efforts produced a 16% decrease in the number of traffic collisions occurring in the county during the grant period. Hampton County's Traffic Enforcement Team conducted a series of checkpoints and area traffic enforcement saturations to strictly enforce DUI, speed, and occupant safety laws.

The Traffic Enforcement Team conducted aggressive driving saturation patrols and enforced speeding laws during the grant period (2007/2008) resulting in a total of 1,251 citations - more than triple the 320 speeding citations issued in 2006/2007. Checkpoints and saturation patrols resulted in 294 citations issued for safety belt and child restraint violations during the grant period (2007/2008) as compared to 2006/2007 when zero (0) citations were issued. Conducting DUI checkpoints and saturation patrols allowed the Traffic Enforcement Team to substantially increase the number of DUI arrests during the grant period, from 7 in 2006/2007 to 28 in 2007/2008. The Traffic Enforcement Team made eight (8) scheduled presentations and also distributed flyers at several festivals throughout the county on such topics as safety belt and child restraint laws, drunk & drugged driving, and speeding.

SAFE COMMUNITIES

Over the past five years (CY 2003-2007) in South Carolina, there have been 555,914 reported traffic collisions resulting in 5,229 fatalities and 251,740 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 .08% in 2007 over against 2006. The Statistical Analysis Center of the OHS in South Carolina projects an estimated 110,649 collisions for CY 2008. When compared to the 112,067 collisions in CY 2007, this represents an estimated decrease in collisions for CY 2008 of 1.3%.

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 .08 % in CY 2007 over against CY 2006. The Statistical Analysis Center of the OHS in South Carolina projects an estimated 49,300 traffic crash injuries for CY 2008. When compared to the 49,262 traffic crash injuries in CY 2007, this represents an estimated increase in traffic crash injuries for CY 2008 of .08%. Comprehensive traffic safety programs are designed to reduce and prevent the costs associated with traffic crashes.

During FFY 2008 in South Carolina, there were two (2) 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) and in Anderson County through the Anderson Area Medical Center. 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 two (2) Safe Communities programs identified, as well as the ten (10) 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 program in Aiken and Anderson counties. Efforts are being made to encourage these agencies to apply for funding in the future. 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 two (2) grant-funded Safe Communities program is located by at least 5% by the end of CY 2008.

Level of Accomplishment: As indicated above, there were two (2) counties in the state (Aiken and Anderson) which had grant-funded Safe Communities programs in FFY 2008. The MDR for the above counties in CY 2007 were as follows: Aiken County at 3.0 compared to 2.3 in 2006 and Anderson County at 2.7 compared to 2.5 in 2006.

Long Range Goal (2008 - 2012):

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 2012.

Level of Accomplishment: See Short Range Goal number 2, Level of Accomplishment above. The long range goal is achievable by CY 2012, but will require increased effort to accomplish.

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. In July of 2008, a software solution was procured to electronically collect the information from collision and citation records. The Traffic Records Coordinating 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 has reconvened the Traffic Records Coordinating Committee for the State. The Committee currently features an Executive level made up of Directors of stakeholder agencies (SCDPS, SC Department of

Transportation, SC Department of Health and Environmental Control, SC Judicial Department and the SC Department of Motor Vehicles). The Committee also features a working level group comprised of various individuals from each of the agencies mentioned above.

The SCDPS has also obtained a vendor to put in place a turn-key software initiative to implement the collection, storage and data retrieval functions of the SCCATTS project. To purchase this software the OHS utilized Section 406 funds secured in FFY 2006 to fund the implementation of this effort. The OHS and the SC Department of Transportation plan to use additional Section 406 funding to purchase necessary computer hardware (on-board laptop computers) to interface with the software solutions implemented for the project effort.

A new SCCATTS Project Coordinator was hired in August 2007. The Project Coordinator serves as a project facilitator and catalyst. 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 develop a strategic traffic records plan for the State of South Carolina. Consideration is being given to outsourcing this task as a scope of work has been drafted for submission to vendors to develop this document.

Long Range Goal (2007-2011):

To complete and have a fully operational SCCATTS system by the end of CY 2009.

Level of Accomplishment:

The first major phase of the SCCATTS initiative is under way. The software is to be customized for SCDPS Law Enforcement, installed onto self-hosted servers idling for roll out no later than February 2009. To continue with the hardware implementation, the South Carolina Highway Patrol is currently creating a spreadsheet that will outline their need to successfully utilize electronic reporting. The SCDPS and the SCDOT agree to use Section 406 funds (approximately \$8 million) for the significant advancement of the project. 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 and the traffic records stakeholders involved in the Traffic Records Coordinating Committee. 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 maintain involvement with the effort. The commitment by the Director of the Office of Highway Safety, the ITO Director, the SCDPS Director and the stakeholder agencies 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 – 2H08003**

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 Office of Highway Safety, with the assistance of NHTSA, commissioned a Traffic Records Assessment which was completed in April 2007. The recommendations of the Assessment are under study and consideration by the SC Department of Public Safety. The SCCATTS Project Coordinator was hired in August 2007, and the further rollout of the SCCATTS project has been continued. The SCCATTS Project Coordinator has helped with procuring a software solution that will allow data to be collected electronically, stored appropriately and made available to traffic records stakeholders within the State of South Carolina. Both electronic collision reports and citations will be developed through this procurement initiative.

Another one of the activities that furthered the project is the reinstatement of the Traffic Records Coordinating Committee by forming an Executive Council, made up of representatives from the SC Department of Public Safety, SC Department of Transportation, SC Department of Motor Vehicles, SC Judicial Department, and SC Department of Health and Environmental Control. The first meeting of this group was on September 13, 2007. This meeting established top level support that is needed for this project to develop. The Traffic Records Assessment document was distributed to the respective agencies for review and input. Office of Highway Safety Statistical Analysis Center staff attended the 10th Annual CODES/ NETWORK Technical Assistance Meeting in Charleston, SC from 6/24/07 through 6/28/07. Statistical Analysis Center staff and the Assistant Director of the Office of Highway Safety attended the 33rd International Forum on Traffic Records and Highway Safety Systems from July 22-25, 2007 in St. Louis, MO.

TWO-WHEEL VEHICLE SAFETY

According to the National Highway Traffic Safety Administration's Motorcycle Safety Program Plan, South Carolina's motorcycle fatality rate in 2004 (number of fatalities per 10,000 registrations) was the fourth highest in the nation at 14.66. Only the District of Columbia, Puerto Rico, and Mississippi had higher motorcycle fatality rates, making South Carolina one of the most dangerous states in which to ride a motorcycle, based on collision statistics at that time. In CY 2007, the motorcycle fatality rate stood at 13.2.

In 2007, there were a total of 2,128 crashes involving motorcycles in the state of South Carolina. One hundred and nineteen (119) of these crashes took the lives of 122 persons. A total of 1,917 persons were injured in these crashes. Over the past five years, motorcycle crashes have represented 1.6% of all crashes, 9.8% of all crash fatalities, and 3% of all crash injuries in South Carolina. The counties with the highest number of motorcycle crashes in 2007 were Charleston, Greenville, Horry and Spartanburg counties. The total of motorcycle fatalities in the State of South Carolina in CY 2008 is expected to approach that of CY 2007 with more than 100 fatalities occurring for a third year in a row.

In 2007, there were 524 collisions involving bicycles. Twenty-one (21) persons were killed in the crashes and 481 were injured. A total of 319 (59%) of the riders in crashes were over 30 years of age; 129 (24%) were in the 12-15 age range; 75 (14%) were in the 16-20 age range; 117 (21%) were in the 21-30 age range; 26 (4%) were under ten years of age; 54 (10%) were in the 10-11 age range; and two (.003%) were unknown. Eighteen of the 21 persons fatally injured were over 30 years of age, and three were in the 21-30 age range. A total of 447 (83%) of the cyclists involved in crashes were males; twenty (20) of the 21 bicycle fatalities (95%) were males.

The largest number of bicycle collisions occurs during the warm weather months. The three summer months accounted for 34% of all bicycle collisions. The vast majority (336/68%) of all bicycle collisions occurred during the day in clear or cloudy weather conditions, including eight (8) of the twenty-one (21) fatal collisions. Most bicycle crashes occurred in the daylight hours; however, twelve (12) of the twenty-one (21) fatal collisions (57%) occurred in the dark.

There were 328 collisions involving motorized bikes reported during 2007. Nine (9) persons were killed, and 306 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 2008, as compared to CY 2007 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate 603 crashes involving bicycles for CY 2008. This represents an estimated 1.15% increase in crashes involving bicycles in CY 2008 as compared to 2007.

2. To reduce the motorcycle registration fatality rate by 10% by the end of CY 2008, as compared to CY 2007 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 2008 is 11.6 deaths per 10,000 registered vehicles. This represents an estimated 12.1% decrease in the rate as compared to the motorcycle registration fatality rate of 13.2 in CY 2007.

3. To reduce the motorcycle registration collision rate by 10% by the end of CY 2008, as compared to CY 2007 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 2008 is 2.0 motorcycle crashes for every 100 registered motorcycles. This represents the same rate as compared to CY 2007.

Long Range Goals (CY 2008-2012):

1. To reduce the number of bicycle crashes by 7% by the end of CY 2012.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate 603 crashes involving bicycles for CY 2008. This represents an estimated 15% increase in crashes involving bicycles in CY 2008 in comparison to CY 2007. Though the increase is discouraging, it is still anticipated that the goal could be reached by 2012.

2. To reduce the motorcycle registration fatality rate by 30% by the end of CY 2012.

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 2008 is 11.6 deaths per 10,000 registered motorcycles. This represents an estimated 12.1% decrease in the rate as compared to the motorcycle registration fatality rate of 13.2 in CY 2007. The decrease is encouraging. It is anticipated that the goal could be reached by 2012.

3. To reduce the motorcycle registration collision rate by 30% by the end of CY 2012.

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 2008 is 2.2 motorcycle crashes for every 100 registered motorcycles. This represents no change in the rate as compared to CY 2007. Though the previous figure is discouraging, this goal could also be reached by 2012.

South Carolina Department of Public Safety - South Carolina Highway Patrol Motorcycle Safety Awareness – 2H08024

The goal of this project was to address the growing problem of motorcycle crashes, injuries and collisions in South Carolina. Palmetto State motorcycle registrations have risen in recent years from 56,000 in 2001 to 88,022 in 2006, an increase of 57%. Motorcycle fatalities have increased as well, jumping from 75 in 2001 to 109 in 2006, an increase of 45%. In fact, motorcycle crash fatalities accounted for nearly 11% of the total estimated 1,031 traffic fatalities that occurred in our State during 2006. This is especially startling when realizing that overall traffic deaths in South Carolina were 5.7% lower in 2006 as compared to 2005. South Carolina's falling fatality rate would have been even lower if it were not for the significant spike in motorcycle crash fatalities. This project created an insightful, high quality motorcycle instructional/safety oriented DVD and other associated print materials. Incorporated as part of the safety element of the DVD were stories from families who are "survivors" of those affected by motorcycle collisions. The instructional portion of the DVD utilized the Patrol's ACE team motorcycle unit, along with other bikers, to demonstrate many of the common driving

mistakes people make while operating motorcycles, the risk of driving motorcycles, how to recover from driving errors to prevent accidents, and how motorists have a responsibility to avoid collisions with bikers. The DVD was made available to the general public through a variety of ways including posting a link to it on the SCDPS website and through motorcycle dealerships across the State.

**South Carolina Department of Public Safety - South Carolina Highway Patrol
SCHP Motorcycle Enforcement Unit – 2H08037**

The goal of the SCHP was to decrease deaths on South Carolina roadways. In 2006, 102,874 traffic collisions were reported in the Palmetto State. These collisions resulted in an estimated 1,031 fatalities and 45,559 injuries. The state's preliminary mileage death rate for 2006 was 2.1 (traffic fatalities per 100 million vehicle miles of travel). According to data from OHS, Orangeburg County ranks in or near the top ten of all 46 counties in the State for total collisions, fatal collisions and injury collisions. During the same three year comparison using OHS statistics (2004-2006) Calhoun County was number two in the State for the percentage of DUI-related crashes resulting in fatalities (34.2%, or 25 of 73 crashes). Secondly, Calhoun County was also the fourth deadliest county in the State for the percentage of speed-related crashes resulting in fatalities and severe injuries (43%, or 32 of 73 crashes). Many of these Orangeburg County and Calhoun County collisions are occurring on the interstate. The project selected, trained and equipped current members of the SC Highway Patrol as a Motorcycle Enforcement Unit to focus on Orangeburg and Calhoun counties. Officers from the most recent Trooper Class were assigned to the vacated positions. An enforcement Action Plan was developed and approved for implementation. During the grant period the grant-funded officers participated in 29 checkpoints, assisted in the arrests of 127 persons for violating DUI laws and made 712 contacts with the motoring public regarding speeding violations.

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 2008. Projections being made are based on seven months of data available for CY 2008.

Alcohol-related car crashes are the number one killer of young South Carolinians ages 15 - 24. In 2007, drivers between the ages of 15 and 24 were involved in 1,780 DUI crashes; of these crashes 162 involved fatalities. In 2007, young drivers between the ages of 15 and 24 were involved in nearly 34% 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 738, or 41%, of the 1,780 DUI 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 2008, as compared with CY 2007 data.

Level of Accomplishment: Data from CY 2007 shows a rate of 4.38 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 2008 indicate a rate of 4.13 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 5.7% decrease compared to CY 2007.

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 2008, as compared with CY 2007 data.

Level of Accomplishment: Data from CY 2007 shows a rate of 1.99 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. Projected estimates from the Statistical Analysis Center for CY 2008 indicate a rate of 1.94 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 2.5% decrease over against CY 2007.

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 DUI-related by 10% by the end of CY 2008, as compared with CY 2007 data.

Level of Accomplishment: Data from CY 2007 shows a rate of 0.348 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. Projected estimates from the Statistical Analysis Center for CY 2008 indicate a rate of 0.285 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 an 18% decrease from CY 2007.

Long Range Goals (2008 - 2012):

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 DUI-related by 30% by the end of CY 2012.

Level of Accomplishment: Data from CY 2007 shows a rate of 4.38 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. Projected estimates from the Statistical Analysis Center for CY 2008 indicate a rate of 4.13 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 5.7% decrease over against CY 2007. With increased emphasis on sustained DUI enforcement statewide, incentive promotions, the strengthening SC Law Enforcement Network System, and the strengthening of DUI laws in 2009, this goal is achievable by 2012.

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 DUI-related by 30% by the end of CY 2012.

Level of Accomplishment: Data from CY 2007 shows a rate of 1.99 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. Projected estimates from the Statistical Analysis Center for CY 2008 indicate a rate of 1.94 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 2.5% decrease over against CY 2007. With increased emphasis on sustained DUI enforcement statewide, incentive promotions, the strengthening SC Law Enforcement Network System, and the strengthening of DUI laws in 2009, this goal is achievable by 2012.

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 DUI-related by 30% by the end of CY 2012.

Level of Accomplishment: Data from CY 2007 shows a rate of 0.348 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. Projected estimates from the Statistical Analysis Center for CY 2008 indicate a rate of 0.285 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 an 18% decrease over against CY 2007. With increased emphasis on DUI enforcement statewide, the establishment of the SC Law Enforcement Network System, and the strengthening of DUI laws in 2009, this goal is achievable by 2012.

**Aiken County Board of Disabilities/Tri-Development Center
Seat Belt and Alcohol Usage Among Teenagers-Truth and Consequences – 2H08033**

The overall goal of this project was to decrease motor vehicle fatalities, injuries, and life-long disabilities by increasing students' awareness about the dangers and consequences of drinking and driving and not wearing a safety belt while operating or riding in a motor vehicle. Aiken County Safe Communities was successful with implementing an educational and motivational project geared toward juniors and seniors that promoted the use of safety belts and discouraged the use of intoxicating substances at 29 area high schools in 13 counties (Aiken, Abbeville, Bamberg, Barnwell, Calhoun, Colleton, Edgefield, Greenwood, Hampton, McCormick, Lexington, Orangeburg, and Spartanburg) in South Carolina. A total of 29 highway safety presentations were held reaching a total of 10,430 students. Ribbon banner displays were distributed at each participating school 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, participating high schools conducted pre- and post-presentation observational surveys of student safety belt use. The participating schools received motivational incentive prizes that motivated the students to wear the proper restraints and not use intoxicating substances while operating a motor vehicle. The safety belt usage rate in the targeted schools increased 19%.

**Anderson University
AU Drive Smart Program – 2H08044**

Anderson University established the AU Drive Smart Program to develop community partnership agreements that will aid in reducing the number of alcohol-related collisions and injuries in Anderson County. The program focused its efforts on the collection of data on highway safety patterns in the larger community and to identify the key factors contributing to those problems. The data collected was used to develop and implement a series of alcohol awareness programs with a focus on the dangers of DUI. These programs first targeted the students at Anderson University, and extended its outreach efforts to four local high schools. As part of the development of the programs, the Drive Smart Team identified and developed research-based prevention and intervention programs that offered students education on DUI awareness and then promoted the message to address the illegal use of alcohol for students under 21 years of age. The AU Drive Smart Project was able to conduct seven highway safety presentations; and through

the seven presentations, they were able to come into contact with 2,368 students. The efforts of the program have been successful, but there are still lots of work to be done. During the grant year, Anderson County experienced a 0.7% decrease in the total number of collisions during the grant year. As for alcohol-related collisions, the county experienced a 1.9% increase in alcohol-related collisions.

ADDENDUM
FFY 2008 *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 2008 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 2008. The complete campaign, including earned and paid media and enforcement ran from May 12 - May 26, 2008. The message to the motoring public was clear - use safety belts or receive citations, or maybe even worse, lose one's life. The Office of Highway Safety used two previously produced thirty-second television spots that ran back to back during the paid media portion of the campaign. The two spots, placed by the agency contractor, Chernoff Newman, were the "Father-Son/Deer" Highways or Dieways spot and the "Fasten for Life" spot, edited to reflect a change in campaign slogans. The first is an emotional plea for safety belt/child passenger safety seat use, and the second is an enforcement spot. Overall, \$345,439 was spent on paid media for radio and television.

MEMORIAL DAY *BUSC* CAMPAIGN

Chernoff Newman utilized the TV spots for the *BUSC* media portion of the campaign. These spots ran from May 12 – May 26, 2008. Attached (Attachment A) 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; and 2) "Buy Sheets" from these same stations containing detailed information concerning when the spot was aired and the target audiences reached by the messages. **Attachment A** contains media buy sheets for the campaign. Obviously, certain "free" or non-paid ads were aired as part of purchased ad packages with many of these stations. Chernoff Newman placed 2,970 60-second TV spots in five media markets of the State at a cost of \$343,854. Additionally, earned media was secured for the campaign, including simultaneous press conferences around the state on May 16, 2008, television news stories, radio news stories and print news stories.

Evaluation

In an attempt to establish appropriate evaluation tools for the effectiveness of the 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 2008 for a previous occupant protection mobilization.

Mini-Observational and Post-Blitz Statewide Observational Surveys

Significant results were achieved from an enforcement perspective during the campaign, and overall safety belt usage increased by 4.5%, from 74.5% to 79%. This is a historical high for the state. In April 2008 this percent was 76.9%, but the result was based on the raw counts in 6 selected counties. Women continue to be more likely than men to use

safety belts (85.8% to 74.2%); passengers are less likely than drivers to use safety belts (78.2% to 79.1%); and rural occupants are less likely to use safety belts than urban occupants (76.0% to 80.3%). White occupants had a higher rate of use than non-white occupants (82.4% to 70.9%), while car occupants were more likely to wear safety belts than truck occupants (81.1% to 73.3%).

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 included 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 2008 MOTORCYCLE SAFETY CAMPAIGN
PAID MEDIA REPORT

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 funds during FFY 2008 for paid media efforts relating to a Motorcycle Safety Campaign. A public information and education effort involving motorcycle safety was held during two motorcycle rallies in the state in May 2008 in Myrtle Beach. The Myrtle Beach area hosts an annual Harley rally and the Atlantic Beach Bike Fest each May. The Myrtle Beach area was flooded with educational materials, highway safety messages and paid/earned media in an attempt to reduce potential fatalities.

The Office of Highway Safety was responsible for conducting the campaign efforts, in conjunction with the SC Highway Patrol. Previously developed safety posters were printed, along with other safety materials, and distributed at a booth staffed by SC Highway Patrol Troopers. Additionally, the Office of Highway Safety designed billboards to post on electronic displays in the Myrtle Beach area for a cost of \$2,625. Media coverage was also attracted by the effort.

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 May of 2005, there were six (6) deaths, in May of 2006, there were ten (10) and in May of 2007 there were seven (7). However, in May of 2008, there were only three (3) motorcycle deaths. All of these deaths did not occur during the bike events.

Due to the increase in motorcycle deaths overall in South Carolina in 2006, the Office of Highway Safety 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 continues to 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
FFY 2008 *Sober or Slammer!*
PAID MEDIA REPORT

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 410 funds during FFY 2008 for paid media efforts and continued to use the Strategic Evaluation State (SES) model in 2008 by implementing a sustained DUI enforcement effort (*Sober or Slammer!(SOS!)/ Drunk Driving. Over the limit. Under arrest.*), which included monthly specialized DUI enforcement activity (checkpoints and saturation patrols) by participating State and local law enforcement agencies, as well as four nights of additional specialized enforcement activity (checkpoints and saturation patrols) during two DUI law enforcement crackdowns occurring during the Christmas/New Year's holidays of 2007-2008 and during the days leading up to the Labor Day holiday of 2008. *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 South Carolina Department of Public Safety (SCDPS) contractor, Advertising Service Agency (ASA), was responsible for updating two thirty-second television spots ("Jailhouse" and "Home Safely") for the 2007-2008 Christmas/New Year's *SOS!* campaign. The focus of the television spots was adult male drivers aged 21-35. Campaign initiatives were carried out through the sixteen (16) Law Enforcement Networks (LEN) in the state. The *SOS!* sustained DUI enforcement initiative was a statewide effort, but focused on the following eighteen (18) counties identified as having the greatest number of DUI-related fatal collisions: Aiken, Anderson, Berkeley, Charleston, Colleton, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Richland, Spartanburg, Sumter and York. These counties contain approximately 73% of the State's population and have seen approximately 66% of the State's DUI-related fatal traffic crashes.

2008 Sustained DUI Enforcement Campaign

The State of South Carolina utilized Section 410 funding to purchase approximately \$995,000 in paid media advertising (radio, billboards, and television during the mobilization crackdowns). The sustained DUI enforcement initiatives ran from December 14, 2007 through September 1, 2008, and included the State's Occupant Protection campaign, *Buckle Up, South Carolina. It's the law and it's enforced.* and the *100 Days of Summer Heat* campaign, which focused on DUI, speeding and occupant protection violators. 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. During the sustained DUI enforcement campaign 13,162 television spots were aired as well as 4,636 radio spots throughout the State. The 2008 Labor Day DUI enforcement crackdown featured a partnership between the SC Department of Public Safety and the SC Department of Transportation. The SC Department of Transportation allowed its variable message boards to be utilized statewide during campaign weekends featuring the

following message: “Statewide DUI Crackdown in Progress.” Literally hundreds of thousands of motorists viewed these signs and were able to ascertain the seriousness of the DUI issue in the state and the state’s commitment to getting impaired drivers off of the roadways. **Attachment B** contains media buy sheets for the campaigns. A major feature of the campaign included the opportunity for eight participating law enforcement agencies from eight different networks to win an equipped law enforcement vehicle. Both networks and participating agencies had to meet specified criteria to be eligible for winning a vehicle, including attendance at Law Enforcement Network meetings and enforcement events, reduction in negative traffic statistics within the Network, reporting of enforcement activity, and securing media coverage for enforcement events. The Networks which achieved a reduction in specified DUI-related statistics were given opportunities for their respective participating agencies to win the enforcement vehicles. The vehicles were given away at a special ceremony conducted on December 17, 2008. Enforcement vehicles were won by the Branchville Police Department (1st Judicial Circuit Law Enforcement Network), Loris Police Department (15th Judicial Circuit Law Enforcement Network), Spartanburg County Sheriff’s Office (7th Judicial Circuit Law Enforcement Network), Travelers Rest Police Department (13th Judicial Circuit Law Enforcement Network), Lee County Sheriff’s Office (3rd Judicial Circuit Law Enforcement Network), Chester Police Department (6th Judicial Circuit Law Enforcement Network), Summerton Police Department (3rd Judicial Circuit Law Enforcement Network), and Anderson Police Department (10th Judicial Circuit Law Enforcement Network).

Evaluation

The campaign for FFY 2008 was very successful. Not only did the number of participating agencies increase significantly, when compared to the previous year’s campaign, fatal traffic crashes were down 18%, from 724 to 597 and injury crashes were down 5%, from 23,068 to 21,804. Additionally, overall traffic crashes decreased 6%, from 80,467 to 75,356.

Campaign Enforcement Results

The agencies that reported enforcement numbers for the mobilization crackdowns during 2007-2008 Christmas/New Year’s and 2008 Labor Day campaigns indicated the following statistics: 1,249 checkpoints and numerous saturation patrols, 2,393 DUI arrests; 22,707 safety belt citations; 1,380 child safety seat citations; 798 felony arrests; 222 recovered stolen vehicles; 708 fugitives apprehended; 4,215 suspended/revoked license citations; 1,208 uninsured motorists; 42,300 speeding citations; 469 reckless driving citations, 1,587 drug arrests; and 34,813 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. During the nine month sustained enforcement effort officers made 18,074 DUI arrests; 209,476 safety belt citations; 11,603 child safety seat citations; 8,114 felony arrests; 2,251 recovered stolen vehicles; 6,926 fugitives apprehended; 38,899 suspended/revoked license citations; 12,817 uninsured motorists; 391,938 speeding citations; 5,217 reckless driving citations,

17,099 drug arrests; and 325,739 other citations. 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 2008 to that of 2007.

Paid Media Information	
Total Spent by Participating State	\$994,990
TV	\$628,188
Radio	\$105,893
Print	
Billboards	\$15,000
Other	
Number of TV Spots	13,162
Radio Spots	4,636
Earned Media	
Press Conferences	157
TV News	273
Radio	157
Print	530
Other	

ADDENDUM
FFY 2008 SPORTS MARKETING
PAID MEDIA REPORT

SC Department of Public Safety's agency contractor, Advertising Service Agency (ASA) contracted with Gamecock Sport Properties and Clemson Tigers Sports Properties to air an anti-DUI message during the annual USC/Clemson football game that was broadcast this year on November 24, 2007 on the ESPN2 network. The package included two existing PSAs shot this year by Sports Properties for SCDPS, one featuring USC Coach Steve Spurrier and one featuring Clemson Coach Tommy Bowden.

Attachment C contains the radio affiliate list for the shows.