

South Carolina's Federal Fiscal Year 2017 Annual Report



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

Protecting. Educating. Serving.

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Prepared by

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Table of Contents

Executive Summary	1
Introduction.....	3
Statewide Goals and Results.....	4
Federal Grant Projects by Program Area.....	7
Planning and Administration Program Overview.....	8
Alcohol Countermeasures Program Overview	19
Occupant Protection Program Overview	36
Police Traffic Services Program Overview	46
Traffic Records Program Overview.....	64
Community Traffic Safety Program Overview.....	67
Motorcycle Safety Program Overview	78
Vulnerable Roadway Users Program Overview	84
Paid Media Overview	90
2016-2017 Christmas/New Year’s Sober or Slammer! Campaign.....	90
2017 Labor Day Sober or Slammer! Campaign	92
2017 Buckle Up, SC! It’s the law and it’s enforced. Campaign.....	95
2017 Motorcycle Safety Campaign	97
2016-2017 High School Ticket Campaign	99
Attitudinal Survey Results.....	100
Federal Funds Expended on Projects.....	105

Executive Summary

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

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

Major Functions of OHSJP:

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$5 - \$10 million in highway safety grant funds from our Federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis and Research Section for the agency. Conducts statistical research and analysis to determine the specific causes, locations, and other information regarding traffic collisions. This information is used to determine where best to allocate our grant funds and focus our enforcement/educational efforts;
- Coordinates statewide highway safety enforcement and public information and education campaigns (e.g., *Sober or Slammer!*, *Buckle Up*, *South Carolina. It's the law and it's enforced.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click-it-or-Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement efforts, etc.;

- Supports the SC Law Enforcement Network (SCLLEN) system. The SCLLEN is comprised of 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts;
- Coordinates, with the assistance of appropriate state and federal partners, the development and implementation of the SC Strategic Highway Safety Plan.

Other Special Projects, Events, and Activities Coordinated by OHSJP:

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
- BAT (Breath Alcohol Testing) -mobile maintenance
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week

In addition to completing annual tasks, during Federal Fiscal Year (FFY) 2017, the Office of Highway Safety and Justice Programs (OHSJP) also successfully completed an impaired driving Assessment, which is done every three years. The 2016 Impaired Driving Assessment was conducted during the first quarter of FFY 2017, November 14-18, 2016.

Additionally, the OHSJP had a NHTSA Management Review of files, for Federal Fiscal Years: 2015, 2016, and 2017, conducted during the fourth quarter of FFY 2017 (September 25-29, 2017).

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

Due to the variety of projects throughout the year, FFY 2017 was very demanding; however, staff of the OHSJP accomplished all projects.

Introduction

Statistical Summary

Despite a record low number of traffic fatalities in South Carolina in 2013, the number of traffic fatalities has increased significantly in recent years. The number of deaths increased first in 2014, from 767 deaths in 2013 to 823 in 2014, to 979 in 2015, and again in 2016 to 1,020. The 979 fatalities in 2015 represented a 19% increase in fatalities compared to the 823 in 2014. Traffic fatalities increased again in 2016 to 1,020 deaths, a 4.2% increase. South Carolina's mileage death rate (MDR) rose from 1.65 in 2014 to 1.89 in 2015, but the MDR decreased by one percent in 2016 to 1.87. The MDR in 2013 of 1.57 represented the lowest point in the history of the state; however, the rise to 1.65 in 2014 was a 5.1% increase. From 2014 to 2015, the MDR rose by 14.5% to 1.89, the highest in the nation. The current projection for the 2017 MDR is 1% to 2% lower than that of 2016, and the downward trend is one that will hopefully continue in the years to come.

According to the National Highway Traffic Safety Administration (NHTSA), the number of alcohol-impaired driving traffic fatalities (a driver with a BAC of .08 or more involved in the collision) was 331 in 2016. South Carolina experienced a downward trend for three consecutive years for the number of alcohol-impaired driving traffic fatalities (a driver with a BAC of .08 or more involved in the collision) from 2013 to 2015. The downward trend ended in 2016. NHTSA's Fatality Analysis Reporting System (FARS) data indicated 331 fatalities involving an alcohol-impaired driver in 2016, an increase of 10% from 301 in 2015. In 2015, 30.7% of all traffic fatalities involved an alcohol-impaired driver. That percentage increased significantly to 32.5% in 2016.

Statistics involving vulnerable roadway users have presented some challenges for the state in recent years. Motorcyclist fatalities remained unchanged at 185 in both 2015 and 2016. This number represents a 52.9% increase from the 121 motorcyclist fatalities experienced by the state in 2014. The motorcyclist figures include moped data to be consistent with FARS reporting. The year 2017 is projected to show a reduction in the number of motorcyclist fatalities (including moped operators) from 2015, with 165 deaths anticipated. The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of motorcyclist fatalities will be 161, which, unfortunately, represents a 24.8% increase when compared to the 2010-2014 average of 129 motorcyclist fatalities.

South Carolina experienced 144 pedestrian fatalities in 2016. This is a 17.1% increase from the 123 pedestrian fatalities that occurred in 2015. Projections for the year 2017 show an estimated 150 pedestrian fatalities for the year, an increase of 4.2% from 144 in 2016. Preliminary figures show the 2013-2017 average number of pedestrian fatalities to be 125, which is a 16.8% increase as compared to the 2010-2014 average of 107.

Bicyclist fatalities were up by nine (9), from 16 in 2015 to 25 in 2016. As of early November, there have been 16 bicyclists killed in South Carolina in 2017. Projections for 2017 estimate the number of bicyclist deaths may increase to 20 deaths.

Statewide Goals and Results

Listed in the table below are South Carolina's Highway Safety Performance Measures which were established in the 2017 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor's Highway Safety Association (GHSA). The table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

Performance Measures	Results
To decrease the number of traffic fatalities by 0.6% from 2010-2014 baseline average of 818 to 813 fatalities by December 31, 2017.	Goal Not Met: Based on Calendar Year 2016 state data, traffic fatalities increased 24.7% from the 2010-2014 baseline average of 818 to 1,020 in 2016. The projected number of traffic fatalities for 2017 is 1,010, a 23.5% increase from 2010-2014 five year baseline average of 818.
To decrease the number of serious traffic injuries by 6.7% from the 2010-2014 baseline average of 3,314 to 3,091 serious traffic injuries by December 31, 2017.	Goal Met: The projected number of serious injuries for 2017 is 3,051, a 7.9% decrease from the 2010-2014 five year baseline average of 3,314.
To decrease the fatality rate/100M VMT by 0.6% from the 2010-2014 baseline average of 1.67 to 1.66 fatality rate/100M VMT by December 31, 2017.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; however, the state projects the VMT to be 1.84 for 2017.
To decrease the rural fatality rate by 0.3% from the 2010-2014 baseline average of 2.87 to 2.86 fatalities by December 31, 2017.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease the urban fatality rate by 1.7% from the 2010-2014 baseline average of 0.58 to 0.57 fatalities by December 31, 2017.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 1.8% from the 2010-2014 baseline average of 280 to 275 unrestrained passenger vehicle occupant fatalities by December 31, 2017.	Goal Not Met: Based on Calendar Year (CY) 2016 Preliminary FARS data, unrestrained motor vehicle occupant fatalities increased by 12.5% from the 2010-2014 five year baseline average of 280 to 315 in 2016. The projected number of unrestrained motor vehicle occupant fatalities for 2017 is 321, a 14.6% increase from the 2010-2014 five year baseline average of 280.
To decrease the alcohol-impaired driving fatalities by 1.8% from the 2010-2014 baseline average of 326 to 320 by December 31, 2017.	Goal Not Met: Based on CY 2016 Preliminary FARS data, alcohol-impaired driving fatalities increased 1.5% from the 2010-2014 five year baseline average of 326 to 331 in 2016. The projected number of alcohol-impaired driving fatalities for 2017 is 323, a 0.9% decrease from the

	2010-2014 five year baseline average of 326.
To decrease the number of speed-related fatalities by 0.3% from the 2010-2014 baseline average of 300 to 299 speed-related fatalities by December 31, 2017.	Goal Not Met: Based on the CY 2016 Preliminary FARS data, speeding-related fatalities increased 27% from the 2010-2014 five year baseline average of 300 to 381 in 2016. The projected number of speeding-related fatalities in 2017 is 377, a 25.7% increase from the 2010-2014 five year baseline average of 300.
To decrease the number of motorcyclist fatalities by 0.8% from the 2010-2014 baseline average of 129 to 128 motorcyclist fatalities by December 31, 2017.	Goal Not Met: Based on CY 2016 Preliminary FARS data, motorcyclist fatalities increased 43.4% from the 2010-2014 five year baseline average of 129 to 185 in 2016. The projected number of motorcyclist fatalities for 2017 is 165, a 27.9% increase from the 2010-2014 five year baseline average of 129.
To decrease the number of un-helmeted motorcyclist fatalities by 1.0% from the 2010-2014 baseline average of 96 to 95 un-helmeted motorcycle fatalities by December 31, 2017.	Goal Not Met: Based on CY 2016 Preliminary FARS data, un-helmeted motorcyclist fatalities increased 38.5% from the 2010-2014 five year baseline average of 96 to 133 in 2016. The projected number of un-helmeted motorcyclist fatalities for 2017 is 120, a 25% increase from the 2010-2014 five year baseline average of 96.
To decrease the number of drivers 20 years of age or younger involved in fatal crashes by 0.96% from the 2010-2014 baseline average of 112 to 111 drivers age 20 or younger involved in fatal crashes by December 31, 2017.	Goal Not Met: Based on the CY 2016 Preliminary FARS data, drivers 20 years of age or younger fatalities decreased by 3.6% from the 2010-2014 five year baseline average of 112 to 108 in 2016. The projected number of drivers 20 years of age or younger fatalities for 2017 is 120, a 7.1% increase from the 2010-2014 five year baseline average of 112.
To decrease the number of pedestrian fatalities by 0.9% from the 2010-2014 baseline average of 107 to 106 pedestrian fatalities by December 31, 2017.	Goal Not Met: Based on CY 2016 Preliminary FARS data, pedestrian fatalities increased 34.6% from the 2010-2014 five-year baseline average of 107 to 144 in 2016. The projected number of pedestrian fatalities for 2017 is 150, a 40.2% increase from the 2010-2014 five-year baseline average of 107.
To decrease bicyclist fatalities 7.1% from the 2010-2014 baseline average of 14 to 13 by December 31, 2017.	Goal Not Met: Based on CY 2016 Preliminary FARS data, bicyclist fatalities increased 78.6% from the 2010-2014 five-year baseline average of 14 to 25 in 2016. The projected number of bicyclist fatalities for 2017 is 20, an increase of 42.6% from the 2010-2014 five-year baseline average of 14.
To decrease moped fatalities 3.7% from the 2010-2014 baseline average of 27 to 26 by December 31, 2017.	Goal Not Met: The projected number of moped fatalities for 2017 is 28, a 3.7% increase from the 2010-2014 five-year baseline average of 27.

Annual Activity Tracker

Seatbelt Citations	2014: 198,071 2015: 167,761 2016: 142,422 2017: 128,800
Impaired Driving Arrests	2014: 23,064 2015: 21,512 2016: 20,144 2017: 18,884
Number of Speeding Citations	2014: 395,792 2015: 388,631 2016: 366,793 2017: 354,482

Federal Grant Projects by Program Area

Planning and Administration Program Area

Primary activities of Program Administration include:

Administration: Includes preparation of the Highway Safety and Performance Plan and distribution and administration of federal funds to state, local, and private agencies.

Problem Identification: Includes identification of actual and potential traffic safety hazards and effective countermeasures.

Monitoring and Evaluation: Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety and Performance Plan.

Public Information and Education: Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

Planning and Administration Program Overview

Planning and Administration Program Goals:

1. To decrease traffic fatalities by 0.6%, from the 2010-2014 baseline average of 818 to 813 by December 31, 2017.

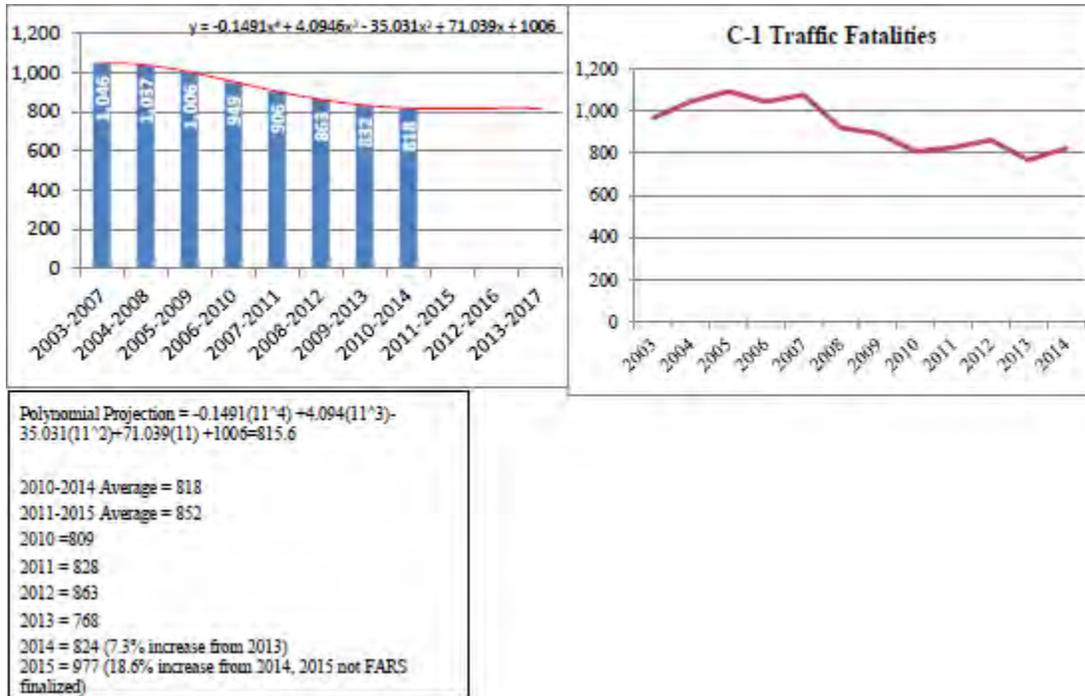


Figure 1: C-1. South Carolina Total Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of traffic fatalities will be 920, which represents a 12.5% increase from the 2010-2014 average of 818 fatalities. The OHSJP Statistical Analysis and Research Section predicts 1,010 traffic fatalities for CY 2017, which represents a 23.5% increase from the baseline 2010-2014

Planning and Administration Overview

- 2. To decrease serious traffic injuries by 6.7%, from the 2010-2014 baseline average of 3,314 to 3,091 by December 31, 2017.

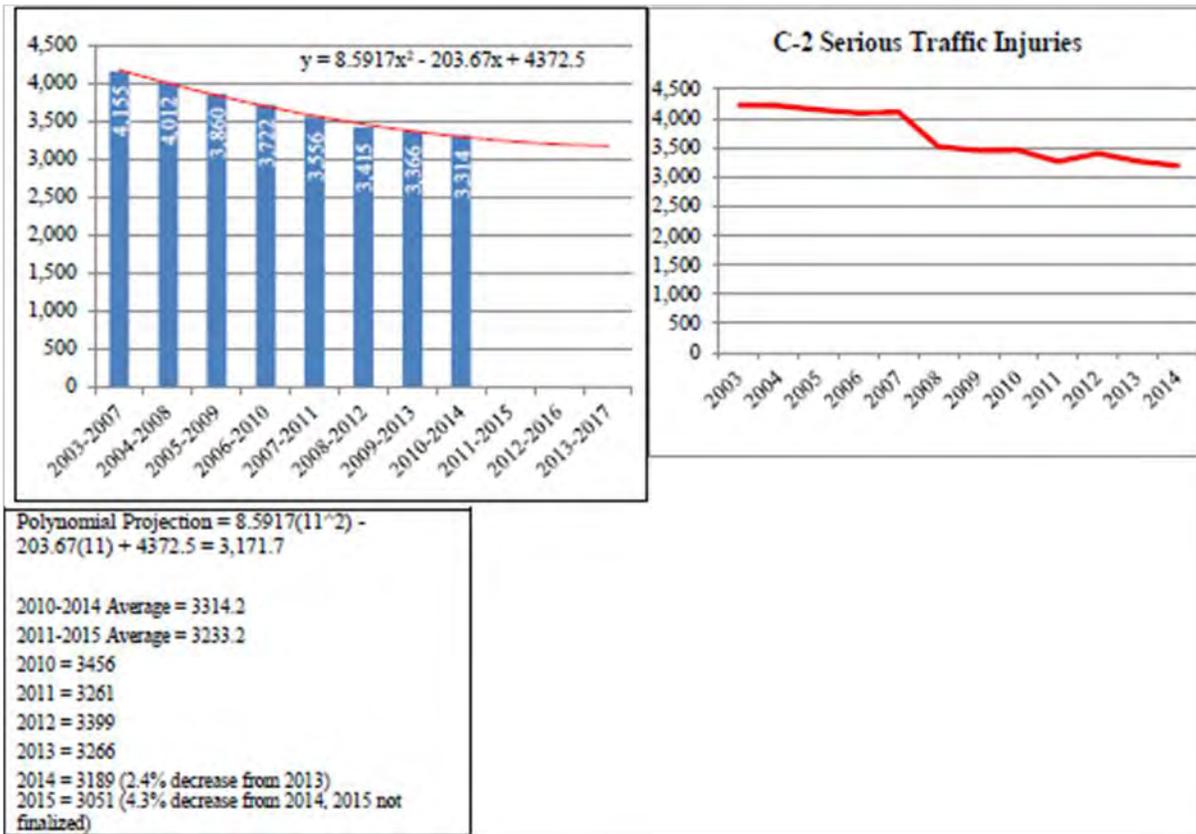


Figure 2: C-2. South Carolina Serious Injuries, 5-Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of serious traffic injuries will be 3,130, which represents a 5.6% reduction from the 2010-2014 average of 3,314 fatalities. The OHSJP Statistical Analysis and Research Section predicts 3,051 serious traffic injuries for CY 2017, which represents a 7.9% decrease from the baseline 2010-2014 average of 3,314.

Planning and Administration Overview

- 3. To decrease traffic fatalities/VMT by 0.6%, from the 2010-2014 baseline average of 1.67 to 1.66 by December 31, 2017.

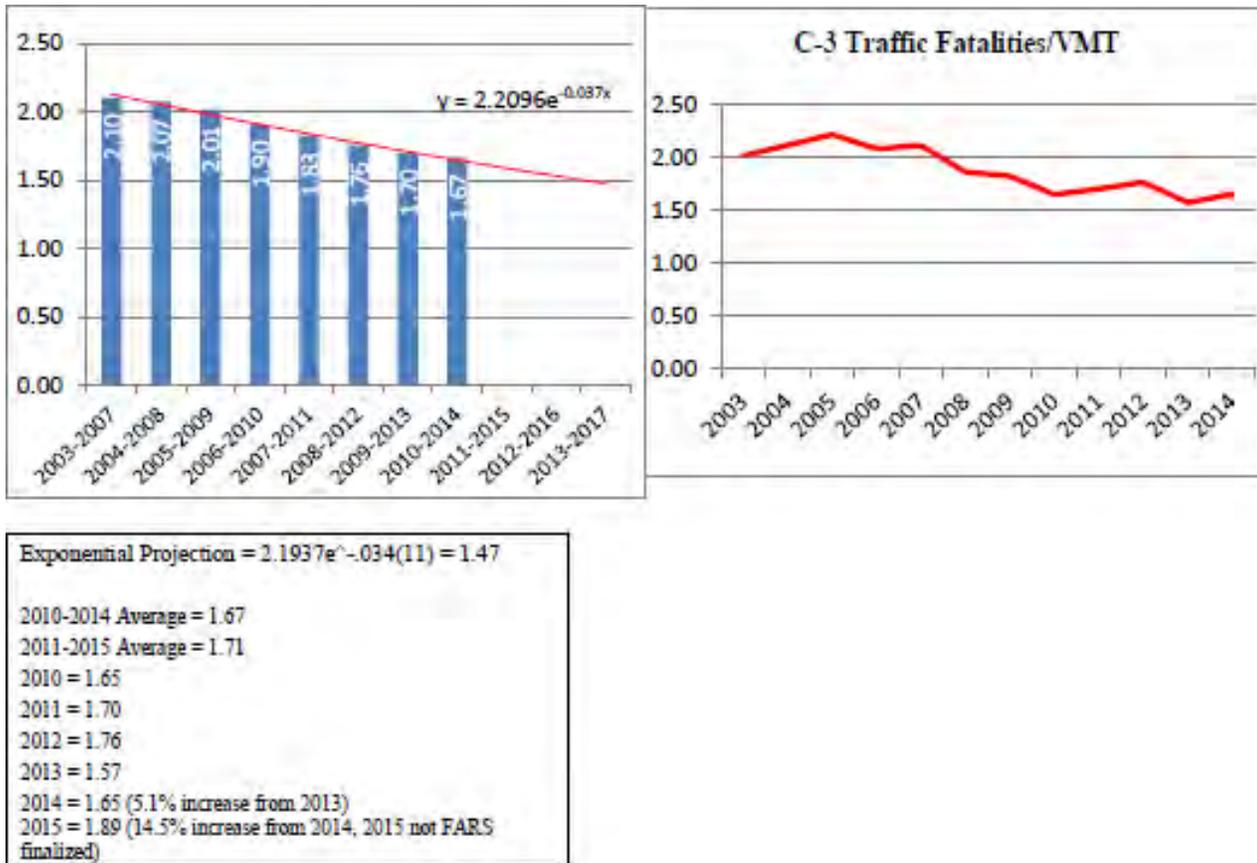


Figure 3: C-3. South Carolina Traffic Fatality Rate, 5-Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average fatality rate/100M VMT will be 1.76. The OHSJP Statistical Analysis and Research Section predict the CY 2017 fatality rate/100M VMT to be 1.84, which represents a 10.2% increase from the baseline 2010-2014 average of 1.67 fatality rate/100M VMT.

Planning and Administration Overview

4. To decrease traffic fatalities/VMT (Rural) 0.3% from the 2010-2014 baseline average of 2.87 to 2.86 by December 31, 2017.

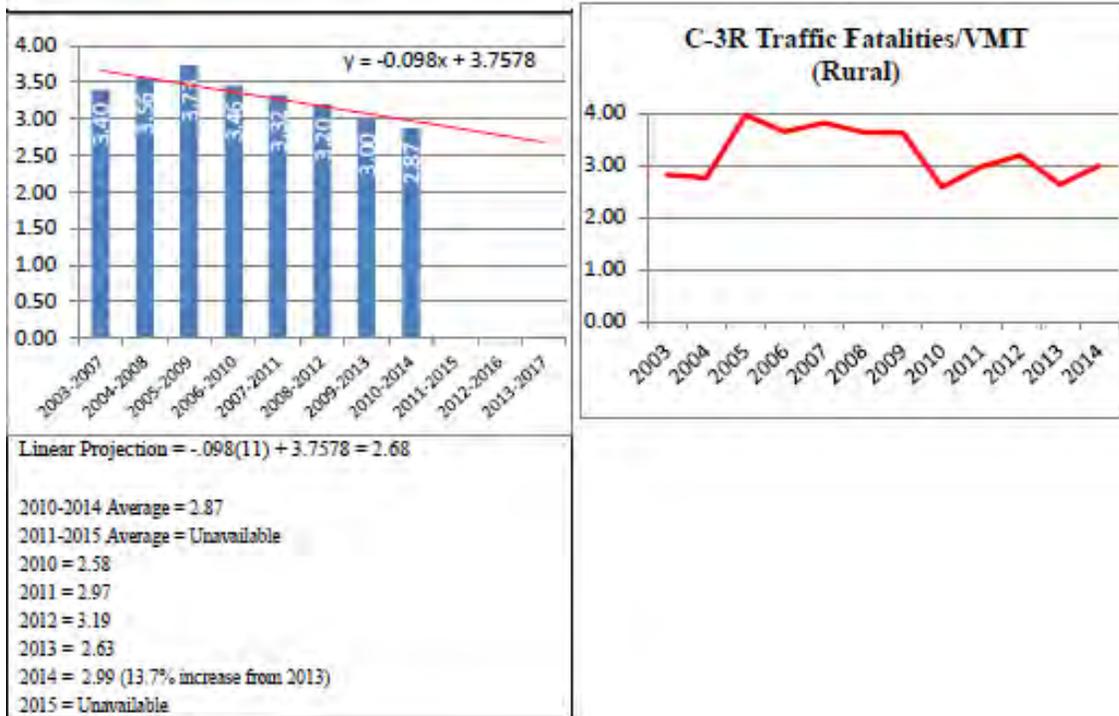


Figure 4: C-3R. South Carolina Traffic Fatality Rural Rate, 5-Year Moving Average with Trend Analysis, 2003-2013.

South Carolina statistical information for Goal C-3R, as outlined above in Figure 4, is not currently available for the Annual Report.

Planning and Administration Overview

- 5. To decrease traffic fatalities/VMT (Urban) 1.7% from the 2010-2014 baseline average of 0.58 to 0.57 by December 31, 2017.

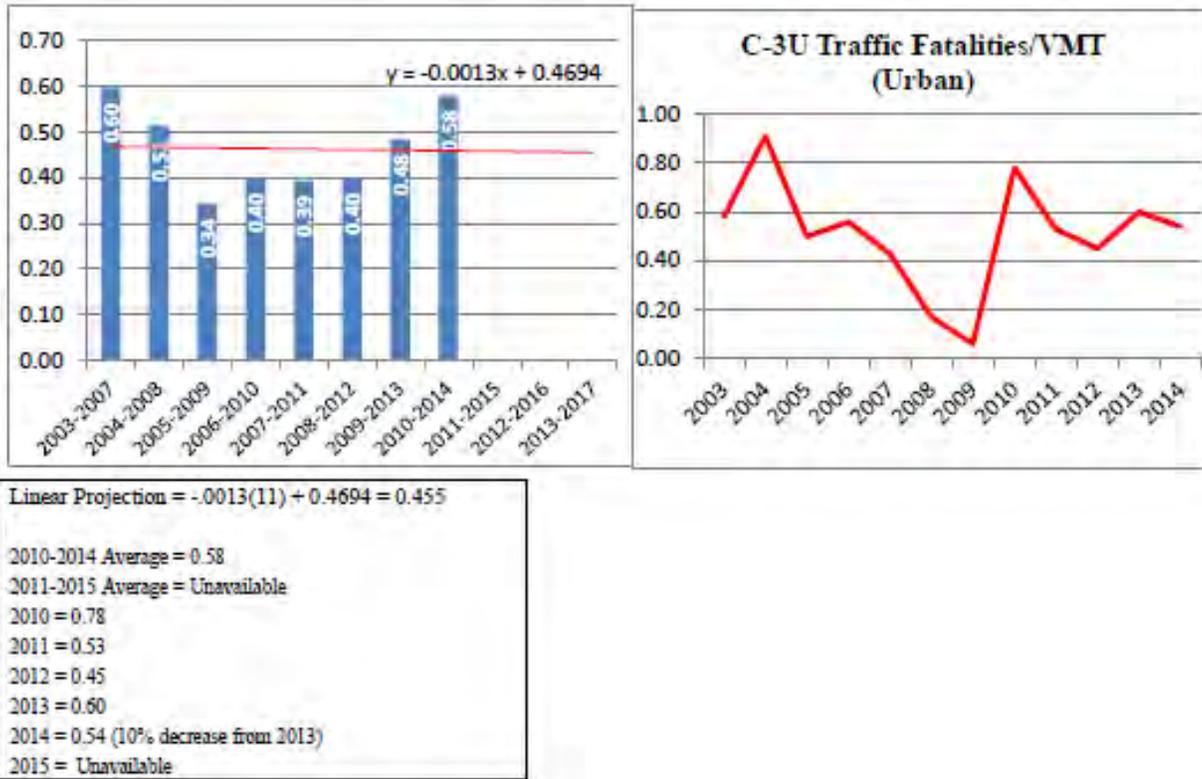


Figure 5: C-3U. South Carolina Traffic Fatality Urban Rate, 5-Year Moving Average with Trend Analysis, 2003-2013.

South Carolina statistical information for Goal C-3U, as outlined above in Figure 5, is not currently available for the Annual Report.

Planning and Administration Overview

Planning and Administration Project:

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: PA-2017-HS-01-17
Project Title: Highway Safety Planning and Administration

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

In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were anticipated for the Planning and Administration grant: one (1) Director (30%), one (1) Assistant Director (40%), and one (1) Grants Administration Manager (100%). Due to unforeseen circumstances, the positions had to be revised to one (1) Director (30%), one (1) Highway Safety Administrator (70%), and one (1) Grants Administration Manager (100%).

Planning and Administration Project Summary

Activities Funded/Implemented	Results
To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.	In the beginning of Federal Fiscal Year 2017, in order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Assistant Director (40%), and one (1) Grants Administration Manager (100%). During the 2 nd quarter, the Assistant Director position became vacant due to death. The office was re-structured; as a result, the Assistant Director position was eliminated and the Highway Safety Program Administrator position was created. The revised position assignments are: one (1) Director (30%), one (1) Highway Safety Administrator (70%), and one (1) Grants Administration Manager (100%). The Grants Administration Manager position has been vacant since April 3, 2017. However, the Highway Safety Program Administrator covered the requirements of the position to ensure all necessary projects were completed.

<p>To plan and conduct a Project Management course for all new Highway Safety Project Directors.</p>	<p>Two training courses were held to ensure all Highway Safety Project Directors and financial staff were properly trained. The Pre-Work Conference, for continuation grants, was held on October 25, 2016 and the Project Management Workshop, for all newly awarded grant projects, was held on October 26, 2016.</p>
<p>To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects.</p>	<p>On October 27, 2016, a full page postcard was mailed to approximately 700 recipients to make them aware of the application guidelines and to encourage everyone interested in learning more about highway safety grants to attend the Federal Fiscal Year (FFY) 2018 Funding Guidelines Workshop. Agencies were also made aware of the process via emails that were sent on October 30th. The Funding Guidelines Workshop was held at the SC Department of Public Safety's Headquarters in Blythewood on November 30, 2016. Announcements of the Funding Guidelines Workshop and the associated FFY 2018 Highway Safety Funding Guidelines were posted on the SCDPS's website.</p> <p>During the third quarter, based on the FFY 2018 impaired driving countermeasures grant applications that were received and recommended for funding, the OHSJP decided to have a Special Solicitation for Impaired Driving Countermeasures Projects only. There were approximately \$1.5 million in 405d funds available to award. As a result, a separate Funding Guidelines document was created to focus exclusively on Impaired Driving Countermeasures grant projects, and an additional Funding Guidelines Workshop was held on May 24, 2017, at the SC Law Enforcement Hall of Fame. The public was informed about the additional funding opportunity and training available via emails and mailed flyers in April 2017.</p>

To plan and conduct workshops on the FFY 2017 SCDPS's Office of Highway Safety and Justice Programs' Funding Guidelines, to include how to write a highway safety grant.

The Funding Guidelines Workshop was held at the SC Department of Public Safety's Headquarters in Blythewood on November 30, 2016. Approximately 60 people attended. Topics covered during the workshop included the grant funding cycle, funding limitations, general funding requirements, financial requirements, SC traffic crash statistics, priority funding areas, and an application overview with checklist. All attendees were provided a folder that included a copy of the: agenda, PowerPoint Presentation and FFY 2018 Highway Safety Funding Guidelines.

Due to the Special Solicitation for Impaired Driving Countermeasures projects, a separate Funding Guidelines document was created to focus exclusively on the targeted program area. An additional Funding Guidelines Workshop was held on May 24, 2017, at the SC Law Enforcement Hall of Fame. Approximately 38 people attended and received a hardcopy of the: agenda, PowerPoint Presentation and FFY 2018 Special Solicitation Highway Safety Funding Guidelines.

To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council.

Regarding the original grant application period, the OHSJP reviewed the 50 applications submitted and continued to implement a three-part review process prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC). The first segment of the staffing allowed OHSJP staff to review applications against established criteria and determine the written quality of grant applications. A formal process for discussion of every application was implemented. At the close of discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval. The second stage of the grant review process was based on discussions among the Grants Administration Manager, the Business Manager, and the Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began. Coinciding with the third portion of the review process, the OHSJP determined there would be approximately \$1.5 million in 405d funds still available to award. The decision was made to conduct the Special Solicitation for Impaired Driving Countermeasures Projects. Ranking priority for projects recommended for funding was given to: (1) ongoing grant applications for the overall management and administration of the Highway Safety grant program; (2) continuation grant applications; (3) new grant applications located in priority counties or addressing one of the Funding Guidelines priority areas; and (4) new grant applications which demonstrated a highway safety problem and were located outside priority counties.

A total of twenty (20) applications were received for the Impaired Driving Countermeasures Special Solicitation. The review process was conducted in the same manner as the original grant application review process.

The information was then compiled in the Summaries and Recommendations document that was provided in advance of the meeting to the members of the SCPSCC. For FFY 2018, there were two separate Summaries and Recommendations documents provided due to the two grant application timeframes (the traditional grant application process and the Special Solicitation that was

	<p>conducted).</p> <p>Overall, 54 projects were recommended for funding in FFY 2018 (41 from the first grant application process and 13 projects resulting from the Special Solicitation for Impaired Driving Countermeasures Projects).</p>
To develop an Annual Highway Safety Plan for submittal to NHTSA by July 1, 2017.	The FFY 2018 Highway Safety Plan and relevant incentive grant applications for South Carolina were submitted to NHTSA on June 30, 2017 via the Grants Management Solution Suite (GMSS).
To award all FFY 2018 approved grants by October 1, 2017, or upon receipt of the FFY 2018 Obligation Limitation from NHTSA.	The 54 approved FFY 2018 grants were awarded prior to October 1, 2017. Award notifications were provided via packets that were mailed on September 6, 2017 and September 13, 2017.
To conduct programmatic and financial on-site monitoring visits on 100% of all current Highway Safety grants.	<p>Program Coordinators for each program area, along with the Grants Administration Accountant, were responsible for organizing the programmatic and financial on-site monitoring visits for all Highway Safety Grants. The majority of subgrantees had at least one programmatic and financial on-site monitoring visit conducted by September 30, 2017. Only one subgrantee did not receive an on-site monitoring visit during the grant period due to scheduling conflicts and a death in the family near the end of the federal fiscal year. As a result, it was impossible to reschedule during FFY 2017.</p> <p>Routine desk-monitoring was conducted throughout the grant year for all subgrantees. On-site monitoring visits took place during the second, third, and fourth quarters.</p>
To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials.	Technical assistance was provided to all subgrantees throughout the grant period, primarily from the Program Coordinators and the Senior Accountants, through monthly telephone calls, emails, on-site visits as needed, and dissemination of technical materials. Management staff was always available throughout the grant period and assisted as needed.
To provide technical training for the staff of the Office of Highway Safety and Justice Programs through participation in seminars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available.	Staff members of the OHSJP attended multiple trainings during FFY 2017. Trainings attended, included but are not limited to the GHSA Annual Meeting, Transportation Safety Institute's (TSI): Program Management training, and the Lifesavers Conference.
To prepare and submit an evaluation report on all FFY 2016 Highway Safety projects funded by 12-31-16.	The Annual Report for FFY 2016 was submitted to NHTSA on December 30, 2016.

To utilize a "Beeline" Contractor to maintain the Highway Safety portion of the Grants Management Information System (GMIS) by 9/30/17.

OHSJP staff utilized the State's Beeline Contract to develop and implement the OHSJP portion of the GMIS. The GMIS became operational on February 13, 2008 for online submissions, and highway safety grant applications continue to be submitted online annually through this system. The current Highway Safety Planning and Administration grant contains funding to maintain the GMIS and to make additions to the system on an as needed basis during the grant year. During this grant year, staff continued researching new systems to replace GMIS and continued to work with a consultant to draft the Scope of Work. Due to budgetary restraints that resulted in the victims' services part of the OHSJP moving to become a part of the Attorney General's Office, the Scope of Work was reduced to accommodate the reduced budget.

Planning and Administration: Budget Summary

Project Number	Subgrantee	Project Title	Budget	<u>Expenditures</u>	Budget Source
PA-2017-HS-01-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$138,006	\$87,156.86	State Funds
PA-2017-HS-01-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$138,006	\$87,156.86	NHTSA 402
Total All Funds			\$276,012		
State Funds			\$138,006	\$87,156.86	State Funds
NHTSA 402 Total			\$138,006	\$87,156.86	NHTSA 402

Alcohol Countermeasures Program Overview

Alcohol Countermeasures Program Area

The alcohol-impaired driving countermeasures grant program in South Carolina adopts and implements effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. In 2017 the State sought to implement a variety of programs and strategies to attack the state's impaired driving problems through the following efforts: a high-visibility law enforcement campaign, the use of safety checkpoints or saturation patrols, the effective utilization of media support for campaign efforts, the funding of specialized DUI enforcement and prosecutorial efforts, maintaining a statewide impaired driving task force, and effective program management.

Alcohol Countermeasures-Program Management Goals:

1. To decrease the alcohol-impaired driving fatalities by 1.8% from the 2010-2014 baseline average of 326 to 320 by December 31, 2017.

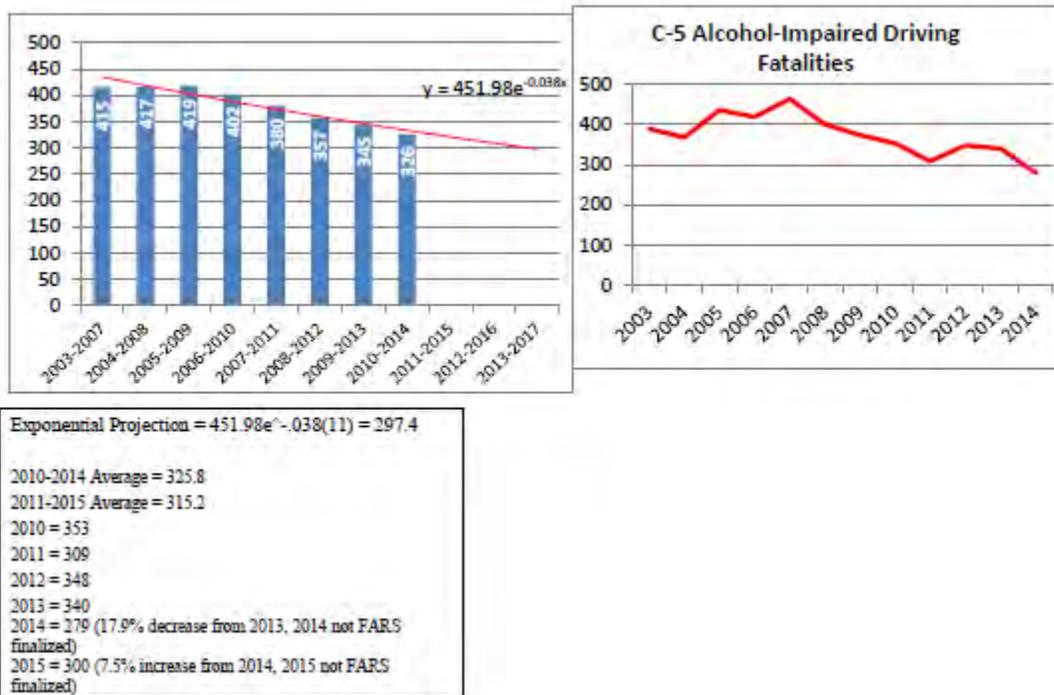


Figure 6: C-5. South Carolina Alcohol Impaired Driving Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of alcohol-impaired traffic fatalities will be 326, which represents no change from the 2010-2014 average of 326 alcohol-impaired traffic fatalities. According to projections by the OHSJP Statistical Analysis and Research Section, it is estimated that 323 alcohol-impaired driving fatalities will occur in the state in 2017, a decrease of 0.9% as compared to the 2010-2014 average figure of 326. Adjustments by NHTSA to the SC alcohol-impaired traffic fatalities in 2013 and 2014 put the new average for 2010-2014 as 336. The projected alcohol-impaired driving traffic fatalities in CY 2017 show a decrease of 3.9% from the new 2010-2014 average.

Activity Measure A-2 deals with the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2017 Highway Safety Plan. Thus, Figure 7 below is presented as demonstration of an overall upward trend of enforcement activity over the last six data points relative to this type of citation. This enforcement activity has likely contributed positively toward the state's steady decline in alcohol-impaired driving negative statistics over time and to a reduction in traffic fatalities over time.

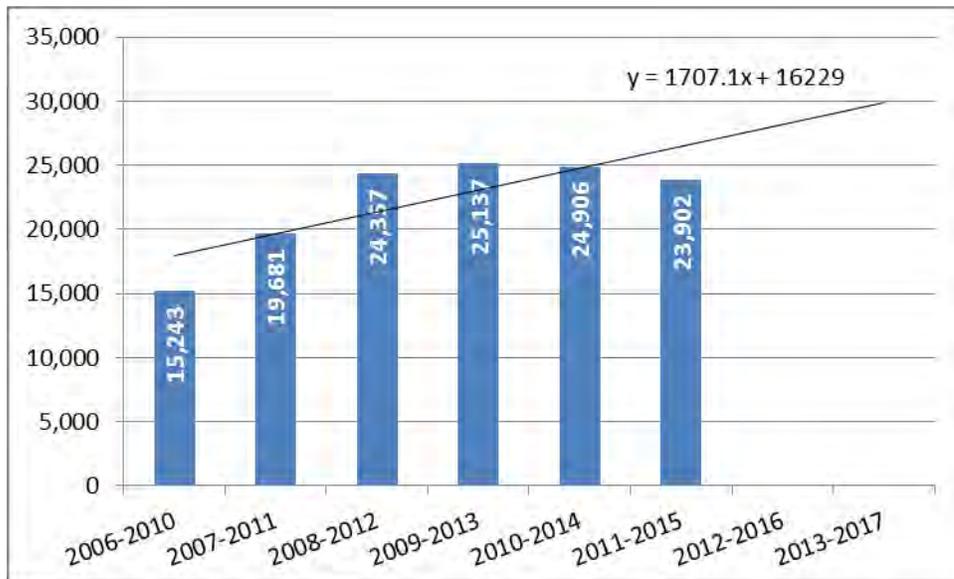


Figure 7: A-2 South Carolina Number of Impaired Driving Arrests Made, Trend Analysis, 2006-2017

In 2015, there were 21,512 reported impaired driving arrests made, compared to 23,064 in 2014, which resulted in a 6.7% decrease from the 2014 number. In 2016, the number of arrests declined again to 20,144. In 2017, the number of arrests declined once again to 18,884, a 6.3% decrease. A number of factors, including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Law Enforcement DUI Challenge, likely impacted the decline in overall citation data since 2010.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures – Program Management Project

Subgrantee: SCDPS, Office of Highway Safety and Justice Programs
Project Number: M4HVE-2017-HS-25-17
Project Title: Impaired Driving Countermeasures Program Management

The Impaired Driving Countermeasures grant project was originally predicted to provide funding for the employment of an Impaired Driving Countermeasures Program Coordinator (IDCPC) (100%), an Administrative Coordinator (20%), two (2) Senior Accountants (25% each), one (1) Program Coordinator II (20%), and one (1) Administrative Manager (2%) to administer impaired driving highway safety grants during the course of the entire grant year. However, during the grant period the funding distribution had to be altered. The modification was a result of workload reallocation being necessary due to a disproportion of subgrantees assigned to the Occupant Protection/Police Traffic Services Program Coordinator (21 subgrantees) when compared to the Impaired Driving Countermeasures Program Coordinator (11 subgrantees). More agencies were opting to not apply for impaired driving countermeasures projects, which created the imbalance. Additionally, the Occupant Protection/Police Traffic Services Program Coordinator position became vacant in mid-December.

As a result of the restructuring of workload, the IDCPC was assigned three (3) police traffic services grants and the funding was revised to reflect: an Impaired Driving Countermeasures Program Coordinator (IDCPC) (70%), an Administrative Coordinator (20%), two (2) Senior Accountants (25% each), one (1) Program Coordinator II (20%), and one (1) Administrative Manager (2%) to administer impaired driving highway safety grants for the remainder of the grant year.

Ongoing administration of impaired driving countermeasures grant projects funded through the highway safety program included providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, on-site monitoring, and responding to requests for grant revisions during the grant period. The IDCPC and other staff members of the Office of Highway Safety and Justice Programs (OHSJP) originally continued the review of recommendations resulting from the 2013 Statewide Impaired Driving Assessment. However, during FFY 2017, the 2016 Statewide Impaired Driving Assessment was conducted during the first quarter (November 14-18, 2016) and was utilized after the final recommendations were provided to the OHSJP. Assistance was also provided to the Public Affairs Manager of the OHSJP, who worked with the agency's contractor to develop and implement a statewide DUI public information and education campaign to support law enforcement DUI mobilization crackdowns during the 2016-2017 Christmas/New Year's and 2017 Labor Day holiday time periods.

Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p>To continue the Law Enforcement DUI Challenge requiring at least quarterly impaired driving enforcement initiatives combined with additional nights of enforcement activity during two (2) major DUI mobilization crackdowns during FFY 2017.</p>	<p>The 2017 Law Enforcement DUI Challenge ran from December 1, 2016, through September 4, 2017. Approximately 58% of the state's local law enforcement agencies participated in the Challenge. The South Carolina Highway Patrol and State Transport Police, which both have statewide jurisdiction, also participated in the Challenge.</p> <p>During the 2017 Challenge, state and local law enforcement agencies that participated collectively reported 14,369 DUI arrests and issued 106,708 citations for seatbelt violations and 273,219 citations for speed violations.</p> <p>Of the 14,369 DUI arrests made during the Challenge period, 1,075 DUI arrests were made during the Christmas/New Year's 2016/2017 <i>Sober or Slammer! (SOS)</i> enforcement mobilization period and 999 DUI arrests were made during the 2017 Labor Day <i>SOS</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement in campaign efforts. They also participated in state-led press events regarding the enforcement emphases.</p> <p>The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of December 2016 through August 2017, supported by radio advertising.</p>
<p>To conduct at least two (2) public information, education, and enforcement campaigns to emphasize impaired driving enforcement initiatives during FFY 2017.</p>	<p>During the FFY 2017 grant period, the OHSJP conducted two (2) major education/media efforts to support the <i>Sober or Slammer! (SOS)</i> enforcement mobilization crackdowns. They were conducted during the 2016/2017 Christmas/New Year's holidays and the 2017 Labor Day holiday. Media efforts included television advertising, radio advertising (in both English and Spanish), billboard advertising, and other alternative media (ice box wraps, commercial truck wraps, convenience store cooler clings, and gas pump toppers).</p> <p>Radio advertising also continued to support the specialized DUI enforcement weekends conducted from March through August by the SC Highway Patrol.</p>
<p>To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2017 and conduct a minimum of two (2) meetings a year to continue implementation of NHTSA recommendations resulting from the South Carolina Impaired Driving Assessment of 2016.</p>	<p>The SCIDPC held a total of two (2) meetings during the grant period. The full Council met on June 9, 2017 and September 28, 2017. The Legislative Subcommittee of the SCIDPC held two (2) meetings, October 13, 2016 and December 1, 2016. The SCIDPC worked during the grant period on recommendations made by the State's 2013 Impaired Driving Assessment and was a part of the 2016 Impaired Driving Assessment conducted during the first quarter (November 14-18, 2016).</p>

To hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during the previous calendar year.

The OHSJP hosted a DUI Awards Ceremony on April 11, 2017 to recognize DUI enforcement achievements of agencies and officers in the state during Calendar Year (CY) 2016. The 2016 Law Enforcement DUI Challenge campaign, which was scheduled to end on September 5, 2016, ended on June 30, 2016, to comply with new NHTSA requirements regarding equipment distributed to law enforcement agencies. On September 21, 2016, for eligible law enforcement agencies, the OHSJP distributed equipment for DUI enforcement and held a drawing to award a vehicle to an agency for DUI enforcement for CY 2016.

Pictures below were taken during the DUI Award Ceremony on April 11, 2017



Alcohol Countermeasures Program Overview

Alcohol Countermeasures – DUI Enforcement Projects

There were five (5) DUI enforcement projects funded during FFY 2017. The projects funded statewide include the following:

Project Number	Agency	Grant-funded DUI Officers
M4HVE-2017-HS-24-17	Richland County Sheriff's Department	2
M4HVE-2017-HS-28-17	Berkeley County Sheriff's Office	1
M4HVE-2017-HS-29-17	Charleston County Sheriff's Office	1
M4HVE-2017-HS-30-17	Town of Mount Pleasant	2
M4HVE-2017-HS-37-17	City of Darlington	1

The DUI enforcement grant projects referenced above developed or enhanced DUI enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized DUI enforcement was the priority for these enforcement projects; however, these projects also focused on other violations which, when manifested, lent themselves to a determination of possible impaired driving. There were seven (7) DUI enforcement officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, an impact was made in their communities. This impact is evidenced by the 477 DUI arrests, which removed 477 impaired drivers from South Carolina's roadways, as well as the 53 traffic safety presentations given to local schools, churches, and business/civic groups on the dangers of DUI. These efforts, and many others, all contributed to the effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Alcohol Countermeasures – DUI Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of 60 public safety checkpoints by September 30, 2017.	During the FFY 2017 grant period, the grant-funded DUI enforcement officers collectively conducted 90 public safety checkpoints.
To have an appropriate, corresponding increase in DUI arrests due to traffic enforcement efforts by the end of the grant period.	The grant-funded DUI enforcement officers collectively made 477 DUI arrests throughout the FFY 2017 grant period.
To have the grant-funded officers maintain a daily log of contacts made in the course of patrolling and submit a Monthly Enforcement Data Report Form by the 10 th of each month for the previous month.	During the FFY 2017 grant period, the grant-funded officers maintained a daily log of contacts during the course of patrol. The Monthly Enforcement Data Report Form was submitted monthly for FFY 2017 grant period.
To participate actively in the local Law Enforcement Networks.	The five (5) DUI enforcement projects funded during FFY 2017 participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity.
To train the DUI grant-funded officers in SFST through the SC Criminal Justice Academy.	Grant-funded DUI enforcement officers who had not been previously trained in SFST received this training through the SC Criminal Justice Academy during the FFY 2017 grant period.
To train the DUI grant-funded officers in DUI Trial preparation through the SC Commission on Prosecution Coordination.	The grant-funded DUI enforcement officers were trained in DUI Trial preparation through the SC Commission on Prosecution Coordination during the FFY 2017 grant period.
To conduct a minimum of 30 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.	During the grant period, the grant-funded officers collectively conducted 53 traffic safety presentations during the grant year for schools, churches, and business/civic groups on the dangers of DUI and the activities of their respective DUI Enforcement Teams.
To issue monthly press releases during the grant period.	The DUI projects issued press releases during the grant period.
To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.	All agencies with grant-funded DUI enforcement projects reported public contact warnings according to SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures – Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy
Project Number: M4TR-2017-HS-26-17 (originally assigned M4HVE-2017-HS-26-17)
Project Title: Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the State Impaired Driving Coordinator (SIDC) to coordinate the Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (A-RIDE), and Standardized Field Sobriety Testing (SFST) impaired driver detection programs. The SIDC ensures that officers participating in the DRE, A-RIDE, and SFST programs are equipped with the knowledge, tools, and training needed to detect, arrest, and convict impaired drivers. Each of these classes is supported by the National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police. Through these classes, officers are better able to detect drivers impaired by drugs and alcohol.

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

The SIDC taught 42 classes to 1,341 students over the course of the grant year. This resulted in 13 officers being awarded Drug Recognition Expert certifications, and 4 officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs completed 263 DRE evaluations from October 1, 2016, through September 30, 2017. The DRE program not only provides the officers of the State of South Carolina with the knowledge to make the appropriate charges, but also enables the officers to work in proactive ways to reduce the collision rates and ultimately aid in reducing the number of overall fatalities in the state.

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

Activities Funded/Implemented	Results
To increase the number of law enforcement officers that are Drug Recognition Expert (DRE) certified in South Carolina by 20% from 140 officers in 2015 to 168 by the end of the FFY 2017 grant period.	During the grant period, the SIDC conducted 2 DRE classes and certified 13 new officers in the DRE Program. This exceeded the program goal of a 20% increase.
To increase the number of law enforcement officers in South Carolina that are trained in Advanced Roadside Impaired Driving Enforcement (A-RIDE) by 20%, from 675 in 2015 to 810, by the end of the FFY 2017 grant period.	During the grant period, the SIDC conducted a total of 10 A-RIDE courses and trained 110 officers in A-RIDE. This resulted in an increase of 16.3% in the number of A-RIDE trained law enforcement officers in the state of South Carolina. The goal of a 20% increase was not met due to scheduling issues and natural disasters that occurred during the grant period, which ultimately led to the cancelation of 3 scheduled A-RIDE courses.
To increase the number of Standardized Field Sobriety Testing (SFST) Instructors in the State by 15%, from 340 in 2015 to 391, by the end of the FFY 2016-2017 grant period.	During the grant period, the SIDC assisted the SCCJA Traffic Safety Officer Instructors with six (6) SFST Instructor classes. As a result of these six (6) courses, 80 new SFST Instructors were trained. This is an increase of 23.5%.
Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related crashes in the State by 3%, from 6,000 to 5,820, by the end of the grant period.	There were 5,727 DUI-related collisions reported in the state during the grant period. This represents an 8% decrease from the 6,240 DUI-related collisions reported during the FFY 2016 grant period (October 1, 2015 - September 30, 2016).
Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related fatalities (state data) in the State by 4%, from 330 (2015) to 316, by the end of the grant period.	There were 288 DUI-related fatal collisions reported in the state during the grant period. This represents an approximate 12% decrease from the 326 fatal DUI-related collisions reported during the FFY 2016 grant period (October 1, 2015 – September 30, 2016).

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: M4HVE-2017-HS-27-17
Project Title: Traffic Safety Resource Prosecutor

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

The TSRP coordinated and conducted 4 DUI training programs during the grant period, with two of those entitled “Prosecuting the Impaired Driver.” Program topics included: *Case Law Update, Implied Consent, Effective Opening and Closing Arguments, DUI Issues at Trial, A Judge’s Perspective, Effective Cross-Examination and Evidence Presentation, Toxicology, Underage Drinking Trends and Prosecution, and the SC Drug Recognition Expert Program.* Approximately 189 attendees were present for the trainings. The TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration Summary Court Judges’ Intensive Training on August 21-22, 2017, to approximately 53 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table on the following page.

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

Activities Funded/Implemented	Results
To prepare newsletters for distribution over the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals dealing with DUI and traffic safety-related issues.	The TSRP distributed approximately 2,500 newsletters entitled <i>Behind the Wheel</i> , to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals/agencies dealing with DUI and traffic safety-related issues.
To coordinate with the American Prosecutors Research Institute (APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), MADD, National Association of Prosecutor Coordinators (NAPC), and other national and state organizations to obtain guest instructors, technical assistance, research data, and support for these courses.	The TSRP is a member of the TSRP Yahoo group designed for all TSRPs and a few other National District Attorney Association and NHTSA personnel dealing with traffic safety issues. The TSRP has used the National Traffic Law Center for impaired driving materials in presentations at regional DUI trainings. The TSRP also called upon prosecutors involved in NAPC for assistance in presentations that can be used in the trial advocacy component of the DUI trainings.
To market NDAA/APRI, NHTSA, NJC, MADD, and NAPC as training resources to statewide prosecutors, law enforcement, and judges.	During the grant period, the TSRP distributed NHTSA and NAPC material to prosecutors upon request. Copies of NHTSA's <i>Standardized Field Sobriety Testing Manual</i> and the NDAA and NHTSA's <i>Cops in Court</i> program were disseminated. The TSRP also distributed the NDAA's <i>CDL Quick Reference Guide</i> to prosecutors. The TSRP also distributed the NHTSA <i>DWI Prosecutors Handbook</i> .
To attend and present impaired driving training at state prosecutor, law enforcement, and judicial conferences and seminars. The DUI regional trainings will be scheduled for dates from April to August. The TSRP also plans to assist in the summary court judges' orientation trainings scheduled for March and August 2017. The TSRP also plans to assist state DRE and SFST instructors in coordinating training for state prosecutors to become more familiar with each detection method and their use in prosecuting DUI cases.	The TSRP coordinated and conducted 4 DUI training programs entitled "Prosecuting the Impaired Driver" during the grant year for solicitors and law enforcement officers, with 174 individuals in attendance. Courses were held on June 13, 2017; June 19, 2017; August 24, 2017 in Columbia; and September 21, 2017 in Mt. Pleasant. On March 29, 2017 and July 26, 2017, the TSRP attended and presented an overview of DUI law and prosecution issues to 37 summary court judges at the SC Court Administration Magistrates' Orientation training. The TSRP also made presentations at a number of trainings on DUI law issues and traffic safety issues, most notably at the SC Court Administration Summary Court Judges' Intensive Training on August 21-22, 2017. Through these trainings and the presentations conducted at numerous LEN meetings, the TSRP was able to reach over 1,000 law enforcement officers, prosecutors, judges, and traffic-safety professionals.
To assist in creating, sponsoring, and implementing multi-disciplinary felony DUI training for prosecutors, law enforcement, and other criminal justice professionals located in NHTSA Region 4.	Due to conflicting schedules, the TSRPs in Region IV were unable to implement a multi-disciplinary felony DUI training during the FFY 2017 grant period. However, the TSRP worked with other traffic safety professionals to coordinate a multi-state training to be held within the NHTSA region in the future. This planning continued at the TSRP National Training held from May 2-5, 2017 in Indianapolis, IN and will continue at upcoming NAPC and NHTSA meetings.

<p>To prepare a registration form for the training courses and distribute to prosecutors, law enforcement, and summary court judges.</p>	<p>The TSRP prepared a registration form and sent it to the SC Law Enforcement Network, prosecutors' offices, and the SC Court Administration for distribution to summary court judges.</p>
<p>To prepare and distribute course announcements, and select and notify attendees prior to each of the regional trainings. Select and coordinate training facilities prior to March 21, 2017.</p>	<p>The TSRP coordinated facilities for the trainings as needed for each training. Other administrative logistics, such as the approval of course announcement(s) and registration(s), were also fulfilled and distributed to over 2,000 traffic safety professionals. Attendees were approved, registered, and notified within a proper time.</p>
<p>To recruit, select, train, notify, and coordinate course instructors and presenters at least 30 days prior to the scheduled course.</p>	<p>The TSRP coordinated with instructors and presenters for each training that were conducted during the grant year.</p>
<p>To submit course agendas, locations, and speaker rosters to the South Carolina Commission on Continuing Legal Education and the South Carolina Criminal Justice Academy for approval for accreditation prior to each training course.</p>	<p>The TSRP obtained accreditation for each training conducted throughout the grant year in a timely fashion prior to each of the trainings. The SC Commission on CLE, SC Criminal Justice Academy, and SC Court Administration accepted agendas, speaker biographies, and approval requests and provided accredited hours for each course, as appropriate, and attendees were given course approval information in their materials.</p>
<p>To prepare a course evaluation for each training and maintain on file copies of completed course evaluations.</p>	<p>Course evaluations were provided to the attendees at the trainings and the Magistrates' Intensive Training Seminar. The evaluations were shared with Court Administration and speakers in order to make any necessary changes for future trainings.</p>
<p>To maintain a log of inquiries made by criminal justice professionals regarding criminal law, procedure, and/or special problems associated with the prosecution of (DUI) traffic-related cases.</p>	<p>The TSRP has received inquiries from law enforcement personnel, judges, and prosecutors associated with traffic-related cases, particularly DUI cases. The TSRP maintains daily correspondences regarding case law, DUI in particular.</p>
<p>To provide technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers.</p>	<p>The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers. Additionally, the TSRP maintains a database of files for problem areas and issues that arise during the prosecution of DUI cases, which allows the TSRP to provide case law and legal strategies to prosecutors and law enforcement.</p>
<p>To provide the manner in which the TSRP reviews and/or accepts traffic-related cases, particularly DUI cases, for either consultation and/or second-chairing cases arising out of General Sessions and Magistrate court.</p>	<p>The TSRP developed an agreed-upon protocol for the submission, review, and acceptance of General Sessions-level traffic cases for consultation or second-chairing. The TSRP personally contacted the 16 Judicial Circuit solicitors during the first quarter of the grant year to explain the role of the TSRP and offer assistance on prosecution.</p>
<p>To develop, maintain, and update a TSRP website to include current legal issues, case law updates, course information and registration, and contact information for the TSRP office.</p>	<p>The TSRP will continue to work with the Executive Director of the SC Commission on Prosecution Coordination in the development, updates, and maintenance of the agency website, which includes a TSRP section. The TSRP did complete initial work on this objective; however the website still has not "gone live" to date. The TSRP section on the SC Commission on Prosecution Coordination is http://www.sctsrp.com.</p>

To provide specialized training in basic trial advocacy, basic and felony DUI prosecution, legal updates, and collision reconstruction for approximately 500 law enforcement officers, prosecutors and summary court judges by providing at least four regional training programs statewide and at least one DUI training seminar for summary court judges only.

On March 29 and July 26, 2017, the TSRP attended and presented at the SC Court Administration Magistrates Orientation trainings, covering recent case law issues. Approximately 37 judges were in attendance. Four training programs were conducted with approximately 174 in attendance. On August 21-22, 2017, the TSRP attended and presented at the SC Court Administration Summary Court Judges' Intensive Training to approximately 53 judges. Through these trainings and the presentations made to approximately 845 officers present at the various LEN meetings, to include the LEN Coordinators meeting, the TSRP was able to make contact with over 1,000 law enforcement officers, prosecutors, judges, and traffic-safety professionals.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures- Adjudication/Prosecution Projects

Subgrantees:	Solicitor's Offices in the Fifth (composed of Richland and Kershaw Counties) and Twelfth (composed of Florence and Marion Counties) Judicial Circuits in South Carolina
Project Numbers:	M4CS-2017-JC-39-17: Fifth Circuit Solicitor's Office M4CS-2017-JC-40-17: Twelfth Circuit Solicitor's Office
Project Title:	DUI Court

The DUI Court grant projects provided funding for (2) DUI Court Coordinators, one in each Judicial Circuit (Fifth and Twelfth) to maintain the DUI Court Program. Based on FARS and State data, both circuits contain counties that have been identified as a focus county for DUI Countermeasures strategy efforts for FFY 2017. The Fifth Circuit contains Richland and Kershaw County, and the Twelfth Circuit contains Florence and Marion Counties. Florence, Kershaw and Richland County were all priority counties for FFY 2017 DUI countermeasures. The DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and reduce DUI recidivism in South Carolina by integrating alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake. The Fifth and Twelfth Circuits implemented the first Pilot DUI Courts in South Carolina.

During the grant period, each Judicial Circuit (Fifth and Twelfth) maintained a DUI Court Coordinator to oversee the logistics of the DUI Court program. In accordance with the *Ten Guiding Principles of DWI Courts* established by the National Center for DUI Courts (NCDC), each circuit also maintained a DUI Court Treatment Team comprised of a Judge, a law enforcement officer, a DUI Court Coordinator, a prosecutor, a public defender, and a treatment provider for the DUI Court program.

As required by the NCDC, each of the DUI Court Treatment Teams previously attended specialized training through NHTSA/NCDC to become familiar with the process for developing and operating a DUI Court. The 1½ day (Twelfth) and 3½ day (Fifth) training programs significantly aided each judicial circuit in the overall planning and implementation of the DUI Courts in accordance with the *Ten Guiding Principles of DWI Courts*.

Also in accordance with the NCDC's *Ten Guiding Principles of DWI Courts*, the Fifth and Twelfth Judicial Circuits developed written guidelines, policies, and procedures for the operation of their respective DUI Courts, which they have both maintained.

Alcohol Countermeasures – DUI Court Projects Summary

Activities Funded/Implemented	Results
To maintain a DUI Court Coordinator throughout the grant period.	Both the Fifth and Twelfth Circuits maintained the DUI Court Coordinator; however, on March 18, 2017 the Fifth Circuit ended grant funding because the county is now supporting the DUI Court Coordinator position and the continuance of the DUI Court Program.
To maintain the DUI Court treatment team as well as documentation of treatment team meetings throughout the grant period.	Both Circuits have established DUI Court Treatment Teams which include the DUI Court Coordinator, the Judge, a prosecutor, a public defender, a law enforcement officer, and a treatment provider. The members included on each treatment team represent all areas recommended by the NCDCC's <i>Ten Guiding Principles for DWI Courts</i> with the exception of a probation officer, as the DUI Court participants in South Carolina are not on probation during their participation in the court. The treatment teams meet prior to each court session to "staff" each case. Progress, strategies, and recommendations for each participant are documented.
The DUI Court Coordinator will attend the National Drug Court Conference as all members of the teams have already participated in the DWI Court Training.	The DUI Court Coordinator in the Fifth Circuit did not attend the National Drug Court Conference, as the project was terminated as of March 18, 2017. The Twelfth Circuit DUI Court Coordinator attended the National Drug Court Conference July 9-12, 2017 and the SC Solicitor's Conference September 24-27, 2017. The Twelfth Judicial Circuit operated as a Hybrid DUI court. Therefore, the DUI Court Treatment Team in the Twelfth Circuit completed the DWI Court 1½ day "Operational Tune-up Training" April 24-25, 2014, in Annapolis, MD. The Fifth Judicial Circuit's DUI Court Treatment Team completed the 3½ day DWI Court Planning Training July 28-31, 2014, in Minneapolis, Minnesota. The 3½ day training is designed for new DUI Court teams currently not operating as a DWI Court.
To establish eligibility criteria for participants and increase the number of participants in the DUI Court by September 30, 2017.	Both Circuits established eligibility criteria as part of their policies and procedures, which are in line with the NCDCC's <i>Ten Guiding Principles for DWI Courts</i> . Both Circuits increased the number of participants by maintaining continual screening and approval of new participants, while also graduating participants from the program.
To maintain documentation of participants deemed indigent while participating in the DUI Court.	Both Circuits established criteria for indigent funds for participants who are initially unable to pay the required fees for participation. Each Circuit maintained all pertinent documentation and worked to help participants who were deemed indigent obtain self-sufficiency.

<p>To hold regularly scheduled DUI Court Sessions and maintain related documentation throughout the grant period.</p>	<p>Both Circuits established court sessions, as well as meetings with the DUI Court Coordinator. Rigorous outpatient and inpatient substance abuse treatment is also available to meet the needs of each participant. The DUI Court Coordinator maintains all documentation throughout the grant period.</p>
<p>To maintain current and updated written policies, procedures, and forms for the DUI Court for both staff and participants throughout the grant period.</p>	<p>Both Circuits developed policies and procedures, forms, and participant handbooks to guide the DUI Courts.</p>
<p>To continue collecting and analyzing programmatic data throughout the FFY 2017 grant period.</p>	<p>Both Circuits continued to collect and analyze all programmatic data throughout the operation of DUI Court. Both DUI Court Coordinators maintained all DUI Court records.</p>
<p>To submit quarterly progress reports and the Final Narrative Report to the Office of Highway Safety and Justice Programs by established deadlines during the grant period.</p>	<p>Both Circuits submitted progress reports and a Final Narrative Report in accordance with the guidelines set forth by the OHSJP.</p>
<p>To monitor the programmatic activity of participants in the DUI Court on an ongoing basis throughout the FFY 2017 grant period.</p>	<p>Each Circuit identified programmatic methods for monitoring participants. The DUI Court Coordinators maintain all documentation and also consult with the respective treatment teams. The Twelfth Circuit conducted random visits to participants’ homes and/or jobs to perform screening tests, and participants were tested weekly for drugs and/or alcohol use. The Twelfth Circuit utilized the Soberlink SL2 breathalyzer testing for the most at-risk participants in the DUI Court. The Fifth Circuit used the SCRAMx device to monitor participants in the DUI Court. The participants were required to check in weekly with the DUI Court Coordinator. The Fifth Circuit also conducted random home visits utilizing law enforcement personnel.</p>

Alcohol Countermeasures – Task Force

South Carolina Impaired Driving Prevention Council (SCIDPC)

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is composed of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs [OHSJP], SC Highway Patrol, and State Transport Police), the South Carolina Criminal Justice Academy, the State Senate, the Governor’s Office, the State Attorney General’s Office, the State House of Representatives, and 20 additional Federal, State, local, and private entities. The SCIDPC held two meetings during the FFY 2017 grant period. The full Council met on June 9 and September 28, 2017. Major topics of discussion during the grant period included the following: legislation that limits law enforcement to one BAC test at the time of a DUI arrest, video recording of a field sobriety test, Alli’s Law: Responsible Alcoholic Beverage Server Training Act, the Medical Marijuana Program Act of South Carolina, and recommendations identified during the 2013 and 2016 NHTSA Statewide Impaired Driving Assessments. Using the 2013 and 2016 Impaired Driving Assessments as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M4HVE-2017-HS-25-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$168,532	\$134,235.60	Section 405d Impaired Driving High Map-21
M4PEM-2017-HS-25-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$1,070,000	\$1,069,248.61	Section 405d Impaired Driving High/Paid and Earned Media MAP-21
M1HVE-2017-HS-25-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$230,000	\$230,000	Section 405b Occupant Protection High Map-21
M4HVE-2017-HS-37-17	City of Darlington Police Department	DUI Enforcement	\$61,002	\$54,282	Section 405d Impaired Driving High MAP-21
M4HVE-2017-HS-29-17	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$79,432	\$72,006	Section 405d Impaired Driving High MAP-21
M4HVE-2017-HS-28-17	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$61,259	\$61,259	Section 405d Impaired Driving High MAP-21
M4HVE-2017-HS-24-17	Richland County Sheriff's Department	Impaired Driving Team Expansion	\$133,857	\$127,170	Section 405d Impaired Driving High MAP-21
M4X-2017-HS-23-17	Mothers Against Drunk Driving South Carolina	MADD SC Court Monitoring Program	\$73,239	\$48,159	Section 405d Impaired Driving High MAP-21
M4CS-2017-JC-39-17	Fifth Circuit Solicitor's Office	DUI Court	\$84,940	\$34,141	Section 405d Impaired Driving High MAP-21
M4CS-2017-JC-40-17	Office of Solicitor, Twelfth Judicial Circuit	DUI Court	\$134,446	\$75,932	Section 405d Impaired Driving Map-21 High

M4CS-2017- HS-20-17 (originally assigned M4HVE-2017-HS-20-17)	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor Program	\$109,166	\$80,498.96	Section 405d Impaired Driving High MAP-21
M4TR-2017- HS-26-17 (originally assigned M4HVE-2017-HS-26-17)	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$188,591	\$167,624.12	Section 405d Impaired Driving High MAP-21
M4HVE-2017-HS-30-17	Town of Mount Pleasant	DUI Enforcement and Education	\$177,327	\$163,836	Section 405d Impaired Driving High MAP-21
M4CS-2017- HS-27-17	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$122,485	\$104,919.69	Section 405d Impaired Driving High MAP-21
Total All Funds			\$2,694,276	\$2,423,311.98	
Section 405d Impaired Driving High/Paid and Earned Media MAP-21			\$2,464,276	\$2,193,311.98	
Section 405b OP High Map-21			\$230,000	\$230,000	

Occupant Protection Program Overview

Occupant Protection Program Area

The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina populace, and, thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years. The state achieved a high rate of 91.7% in 2013 before declining slightly to 90% in 2014 and increasing again to 91.6% in 2015. The state rate increased again to 93.9% in 2016, a historic high for the state. However, in 2017, safety belt usage declined slightly to 93.2%, a 1.6% decrease. Much work remains to be done to ensure safety on the state's roadways. The following is a synopsis of progress made in this priority area during FFY 2017.

Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate by 2.0 percentage points from the 2014 calendar base year 90.0% to 92.0% by December 31, 2017.

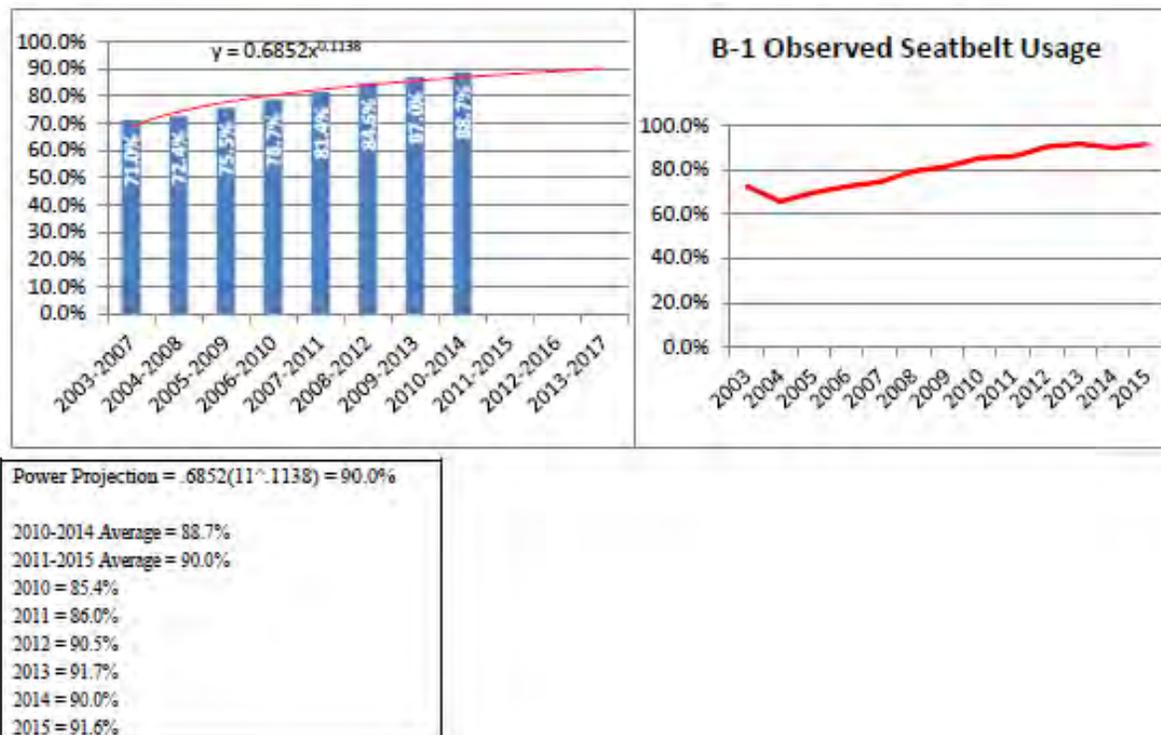


Figure 8: B-1 South Carolina Observed Seatbelt Usage Rate, Trend Analysis, 2003-2014

The statewide safety belt survey conducted by the University of South Carolina concluded that 92.3% of South Carolina drivers and passengers used shoulder style safety belts in June 2017. This represents a 1.6 percentage point decrease from 93.9% in June 2016, and 3.6 percentage points over the 2010-2014 average of 88.7%.

Occupant Protection Program Overview

- 2. To decrease unrestrained motor vehicle occupant fatalities by 1.8% from the 2010-2014 baseline average of 280 to 275 by December 31, 2017.

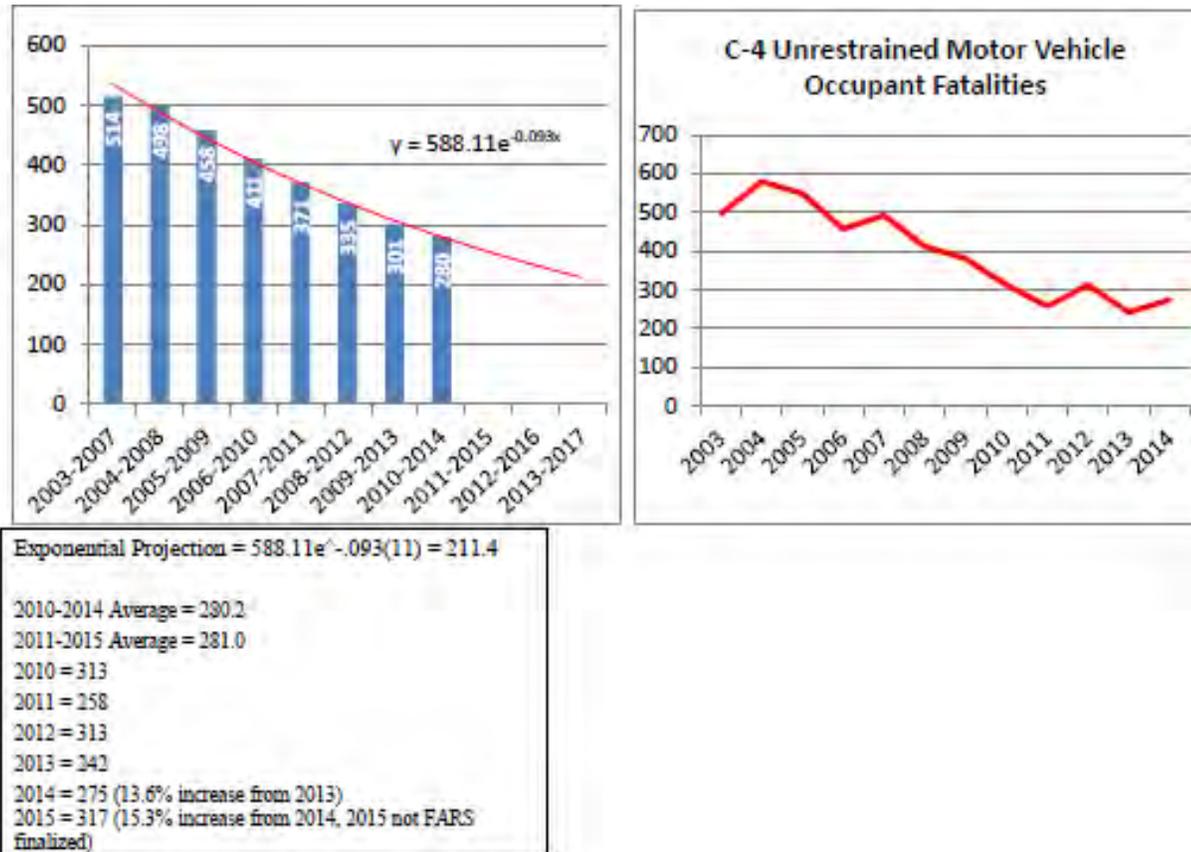


Figure 9: C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of unrestrained passenger vehicle occupant fatalities in all seating positions will be 292, which represents a 4.3% increase from the 2010-2014 baseline average of 280 unrestrained passenger vehicle occupant fatalities in all seating positions. The projected number of unrestrained motor vehicle occupant fatalities for 2017 is 321, a 14.6% increase from the baseline five-year (2009-2013) average of 280.

Occupant Protection Program Overview

Activity Measure A-1

Activity Measure A-1 deals with the number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2010-2014 data point, in terms of the number of safety belt citations written by law enforcement. According to NHTSA, there is no target required for this activity measure for the FFY 2017 Highway Safety Plan. Thus, the figure below is presented as demonstration of an overall upward trend in enforcement activity over the last six data points relative to this type of citation. This enforcement activity could be associated with budget cuts and personnel reductions throughout local and state agencies.

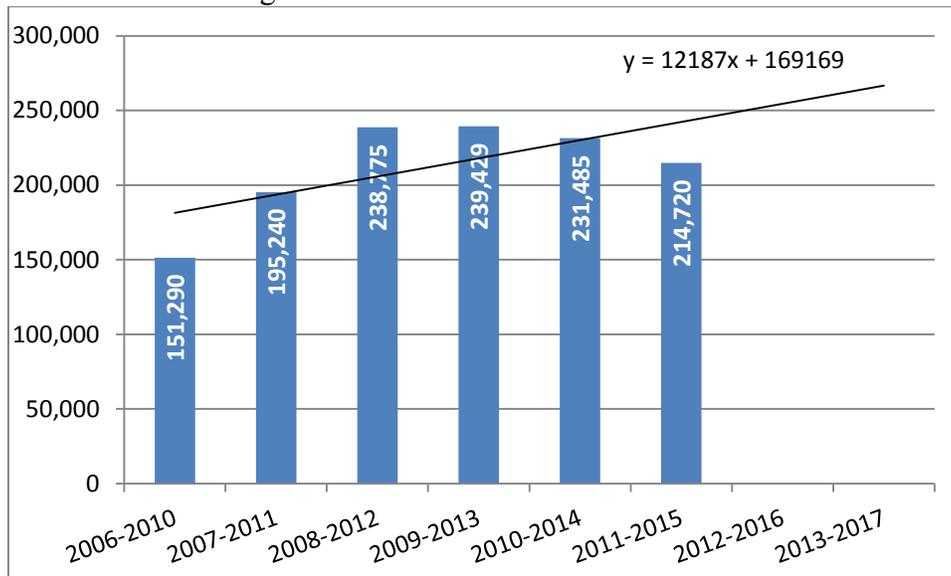


Figure 10: A-1 South Carolina Number of Seatbelt Citations Issued, Trend Analysis, 2006-2017

There were 128,800 seatbelt citations issued during FFY 2017. This represents a 12.6% decrease as compared to the 2016 number of citations issued (147,422).

Occupant Protection Program Overview

Occupant Protection – Program Management Project

Subgrantee: SC Department of Public Safety:
Office of Highway Safety and Justice Programs
Project Number: OP-2017-HS-02-17
Project Title: Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. The PTS/OPPC position is responsible for reviewing, monitoring, and providing technical assistance to project personnel. The project funds one (1) PTS/OPPC (50%), one (1) Planning and Evaluation Coordinator (20%), one (1) Administrative Assistant (20%), one (1) Administrative Manager (2%), and two (2) Senior Accountants (25% and 21% each).

Specific activities of the program included planning, coordinating, and participating in special public information events during major campaign periods, such as the *Buckle Up, South Carolina* public information, education, and enforcement campaign during the NHTSA “Click it or Ticket!” campaign and enforcement period in the days up to and including the Memorial Day holiday of 2017 and *National Child Passenger Safety Awareness Week* in September 2017. The Police Traffic Services/Occupant Protection Program Coordinator (PTS/OPPC) position was vacant from mid-December 2016 until June 2017. However staff of the OHSJP continued to administer all Section 402 and Section 405-funded occupant protection programs. During the position vacancy, all requirements were still fulfilled.

Occupant Protection – Program Management Project Summary

Activities Funded/Implemented	Results
To increase the number of fitting stations from 77 to 82 by December 31, 2017.	By the end of the FFY 2017 grant period, 82 Child Passenger Safety Fitting Stations were listed with the South Carolina Department of Health and Environmental Control (DHEC) for the state of South Carolina.
To decrease the number of child traffic deaths for children under six (6) by 25%, from 8 in 2014 to 6 by December 31, 2017.	As of November 16, 2017, preliminary data indicate that there were twelve (12) deaths of children under the age of 6 in traffic crashes.

<p>To plan and coordinate, with all Highway Safety Project Directors, special public information events during <i>Buckle Up, America! Week</i> in May 2017 and <i>National Child Passenger Safety Awareness Week</i> in September 2017.</p>	<p>A high-visibility statewide enforcement and education campaign (<i>Buckle up, SC. It's the law and it's enforced.</i>) was conducted around the Memorial Day holiday of 2017. The campaign was modeled after the national <i>Click-it-or-Ticket</i> mobilization and emphasized the importance of occupant restraints. The campaign included paid and earned media; increased enforcement activity by state and local law enforcement agencies; diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations; and a focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries, especially during nighttime hours.</p> <p>The 2017 <i>National Child Passenger Safety Week</i> was observed September 18-24 2017, with an additional emphasis placed on National Seat Check Day on Saturday, September 23, 2017. The Police Traffic Services/Occupant Protection Program Coordinator and the Office of Highway Safety and Justice Program's Public Affairs Manager collaborated with the agency's Communications Division to publish social media posts to promote public awareness regarding child passenger safety. The South Carolina Highway Patrol Community Relations Officers (CROs) also participated in multiple child car seat checks. Additionally, the SC Child Passenger Safety Law changed in May 2017. The OHSJP created educational material to provide the public with the updated law. The educational cards have been distributed to OHSJP partners across the state, to include law enforcement, DHEC, CRO's and Safe Kids (see illustration, Page 41).</p>
<p>To develop and administer the occupant protection program funded through the Highway Safety Program, including on-site programmatic monitoring of the assigned project; providing technical assistance as required; conducting monthly desk reviews of the assigned project; and completing an evaluation report of the assigned project.</p>	<p>Throughout the grant period, the grant project funded under the occupant protection grant program was monitored. The Program Coordinator contacted the subgrantee and scheduled an on-site monitoring visit during the third quarter of the grant period. Technical assistance was provided to the subgrantee as needed during the grant year.</p>

To utilize the University of South Carolina to conduct a statewide observational safety belt usage survey and accompanying telephone surveys by June 2017, to determine if any change in the seat belt usage rate has occurred.

A statewide observational study was conducted in June 2017, utilizing the University of South Carolina. A final report submitted by the University summarizing the pre- and post-survey results indicated that South Carolina has a 92.3% safety belt usage rate. This is a decrease of 1.6% from 2016. However, the safety belt usage rate in the state has been at or above 90 percent for six consecutive years.

Below is an image of the educational material that was created to inform the public about the updated Child Passenger Safety Seat Law that was updated in May 2017.

Is your child buckled safely?

 <p>Rear-Facing Car Seat</p> <p>An infant under 2 must be secured in a rear-facing car seat in a rear seat of the vehicle until the child exceeds the height or weight limit allowed by the manufacturer of the car seat.</p>	 <p>Forward-Facing Car Seat</p> <p>A child at least age 2 or under 2 who has outgrown the manufacturer's height or weight limits for a rear-facing car seat must be secured in a forward-facing car seat in a rear seat of the vehicle until the child exceeds the highest height or weight requirements of the forward-facing car seat.</p>	 <p>Booster Seat</p> <p>Children at least age 4 who have outgrown their forward-facing car seat must be secured by a booster seat in a rear seat of the vehicle until the child can meet the height and fit requirements for an adult safety seat belt. Lap and shoulder belts must be used.</p>	 <p>Seat Belt</p> <p>A child at least age 8 or at least 57 inches tall may be restrained by an adult safety belt <i>if the child can be secured properly by an adult safety seat belt.</i></p>
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 To view the complete text of the SC Child Passenger Safety Law and to learn more about safety belt laws in South Carolina, visit: www.buckleupsc.com

South Carolina Child Passenger Safety Seat Law

South Carolina law "Section 56-5-6410." Every driver of a motor vehicle (passenger car, pickup truck, van, or recreational vehicle) operated on the highways and streets of this State when transporting a child under eight years of age upon the public streets and highways of the State must properly secure the child in the vehicle as follows:

- An infant or child under two years of age must be properly secured in a rear-facing child passenger restraint system in a rear passenger seat of the vehicle until the child exceeds the height or weight limit allowed by the manufacturer of the seat.
- A child at least two years of age or a child under two years of age who has outgrown his rear-facing child safety seat must be secured in a forward-facing child safety seat with a harness in a rear passenger seat of the vehicle until the child exceeds the highest height or weight requirements of the seat.
- A child at least four years of age who has outgrown his forward-facing child safety seat must be secured by a belt-positioning booster seat in a rear seat of the vehicle until he can meet the height and fit requirements for an adult safety seat belt (see next item). The belt-positioning booster seat must be used with both lap and shoulder belts. A booster seat must not be used with a lap belt alone.
- A child at least eight years of age or at least fifty-seven inches tall may be restrained by an adult safety seat belt if the child can be secured properly by an adult safety seat belt. A child is properly secured by an adult safety seat belt if:
 - (a) the lap belt fits across the child's thighs and hips and not across the abdomen;
 - (b) the shoulder belt crosses the center of the child's chest and not the neck; and
 - (c) the child is able to sit with his back straight against the vehicle seat back cushion with his knees bent over the vehicle's seat edge without slouching.
- If a motor vehicle lacks a rear passenger seat or if all of its rear seating positions are occupied by children under eight years of age, a child under eight years of age may be transported in the front seat of the motor vehicle if the child is secured properly in an appropriate child safety seat or belt-positioning booster seat.

To view the full text of the law, visit www.buckleupsc.com/safety_seat_law.asp

Occupant Protection Program Overview

Occupant Protection – Education

Subgrantee: SC Department of Health and Environmental Control
Project Number: OP-2017-HS-17-17
Project Title: Operation Safe Ride SC II

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

Occupant Protection - Operation Safe Ride SC Project Summary

Activities Funded/Implemented	Results
To conduct presentations regarding the proper use of seatbelts and child restraint devices by September 30, 2017.	By the end of the grant period, 63 presentations were conducted, reaching an estimated 1,593 people, on the proper use of seatbelts and child restraint devices.
To provide instruction for NHTSA Certified Technician classes by September 30, 2017.	By the end of the grant period, 18 NHTSA Certified Technician classes were conducted, and 238 Technicians were trained.
To plan and conduct educational activities in support of <i>National Child Passenger Safety Week</i> (September), <i>Buckle Up, America! Week</i> (May), and the <i>Buckle Up, South Carolina Campaign</i> .	By the end of the grant period, the project staff planned and conducted educational activities in support of <i>National Child Passenger Safety Week</i> (September), <i>Buckle Up, America! Week</i> (May) and <i>Buckle Up, South Carolina</i> .
To conduct or participate in child safety seat check-up events by September 30, 2017.	By the end of the grant period, 73 child safety seat check-up events were conducted, and 700 seats were checked.
To participate in the statewide seat belt enforcement and public information and education campaign, <i>Buckle Up South Carolina</i> (BUSC).	DHEC's grant staff actively participated in all aspects of the <i>BUSC</i> campaign. During the FFY 2017 campaign period, the grant staff conducted educational presentations, school transportation safety assessments, CPS technical trainings, and CPS booth events that emphasized the importance of using proper child passenger safety seats.
To conduct Safety Seat convenience surveys statewide.	Fifteen (15) Safety Seat convenience surveys were conducted statewide.
To conduct continuing education classes to facilitate the recertification process for CPS technicians.	Six (6) continuing education classes were conducted to facilitate the CPS recertification process.

To conduct an annual CPS Roundtable.

During the grant period, the subgrantee conducted a CPS Roundtable meeting with CPS Instructors in conjunction with the Child Safety Collaborative Innovation and Improvement Network. The meeting was held on February 15, 2017.

Occupant Protection Program Overview

Occupant Protection – University of South Carolina Safety Belt Survey

The statewide safety belt survey conducted by the University of South Carolina in June 2017 concluded that 92.3% of South Carolina drivers and passengers used shoulder style safety belts. This represents a 1.6 percentage point decrease from 93.9% in June 2016, and 3.6 percentage points over the 2010-2014 average of 88.7%.

The following chart shows statistical data relative to the last ten (10) statewide safety belt surveys conducted by the University of South Carolina.

Percentage Safety Belt Use By Demographic Category

	6/07	6/08	6/09	6/10	6/11	6/12	6/13	6/14	6/15	6/16	6/17
Male	68.4	74.2	77.1	82.3	81.8	87.6	89.8	88.3	88.6	92.5	89.7
Female	84.5	85.8	87.8	90.6	89.4	93.3	93.9	91.6	95.0	95.5	94.9
Driver	74.6	79.1	81.3	86.0	86.4	90.0	91.0	89.9	91.5	93.4	91.6
Passenger	74.0	78.2	82.1	85.4	85.6	90.0	94.6	89.3	91.3	95.8	95.7
Urban	75.2	80.3	82.3	87.4	85.6	91.4	91.0	89.0	91.7	93.7	91.7
Rural	73.0	76.0	79.5	80.5	87.0	88.5	94.2	93.1	91.3	94.2	94.3
White	77.8	82.4	84.7	88.5	86.5	91.3	93.1	91.6	92.6	93.9	94.1
Non-white	67.2	70.9	74.1	80.6	82.2	87.8	87.5	85.1	87.5	93.6	86.8
Cars	77.7	81.1	84.3	86.6	88.2	92.0	92.3	90.7	93.1	94.5	92.8
Trucks	67.8	73.3	75.0	81.7	78.7	86.0	90.0	86.9	85.0	90.4	89.7
Overall	74.5	79.0	81.5	85.4	86.0	90.5	91.7	90.0	91.6	93.9	92.3

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina decreased by 1.6% from 93.9% in 2016 to 92.3% in 2017. The survey showed that women continue to be more likely than men to use safety belts (94.9% to 89.7%), but both had a decrease in use from 2016 (.6% and 2.8%). Passengers are more likely than drivers to use safety belts (95.7% to 91.6%); and rural occupants are more likely than urban occupants to use safety belts (94.3% to 91.7%). White occupants continue to have a higher rate of use than non-white occupants (94.1% to 86.8%), and car occupants continue to be more likely to use safety belts than truck occupants (92.8% to 89.7%).

Occupant Protection Program Overview

Occupant Protection: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Expenditures	Budget Source
OP-2017-HS-02-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$104,328	\$78,089.31	NHTSA 402
M1HVE-2017-HS-02-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$434,485	\$419,602.89	Section 405b OP High MAP-21
M10P-2017-HS-02-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management (for surveys)	\$65,515	\$65,515	Section 405b OP High MAP-21
OP-2017-HS-17-17	SC Department of Health and Environmental Control	Operation Safe Ride SC	\$154,143	\$154,143	NHTSA 402
NHTSA 402 Total			\$258,471	\$232,232.31	
Section 405b OP High MAP-21 Total			\$500,000	\$485,117.89	
Total All Funds			\$758,471	\$717,350.20	

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

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

The Office of Highway Safety and Justice Programs in South Carolina has assisted numerous law enforcement agencies over the years by providing grant funds for the establishment of full-time traffic enforcement units. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Through this program area, law enforcement agencies have implemented selective DUI enforcement, traffic speed enforcement, and enforcement of the State's occupant protection laws. Law enforcement traffic officers have received training in radar operations, occupant protection issues, and specialized DUI enforcement (SFST, DRE, etc.). They have incorporated speed, and DUI detection, and the detection of safety belt/child restraint violations as the major components of their traffic safety enforcement programs.

Police Traffic Services Program Overview

Police Traffic Services – Program Management Goals:

To decrease speeding-related fatalities by 0.3% from the 2010-2014 baseline average of 300 to 299 by December 31, 2017.

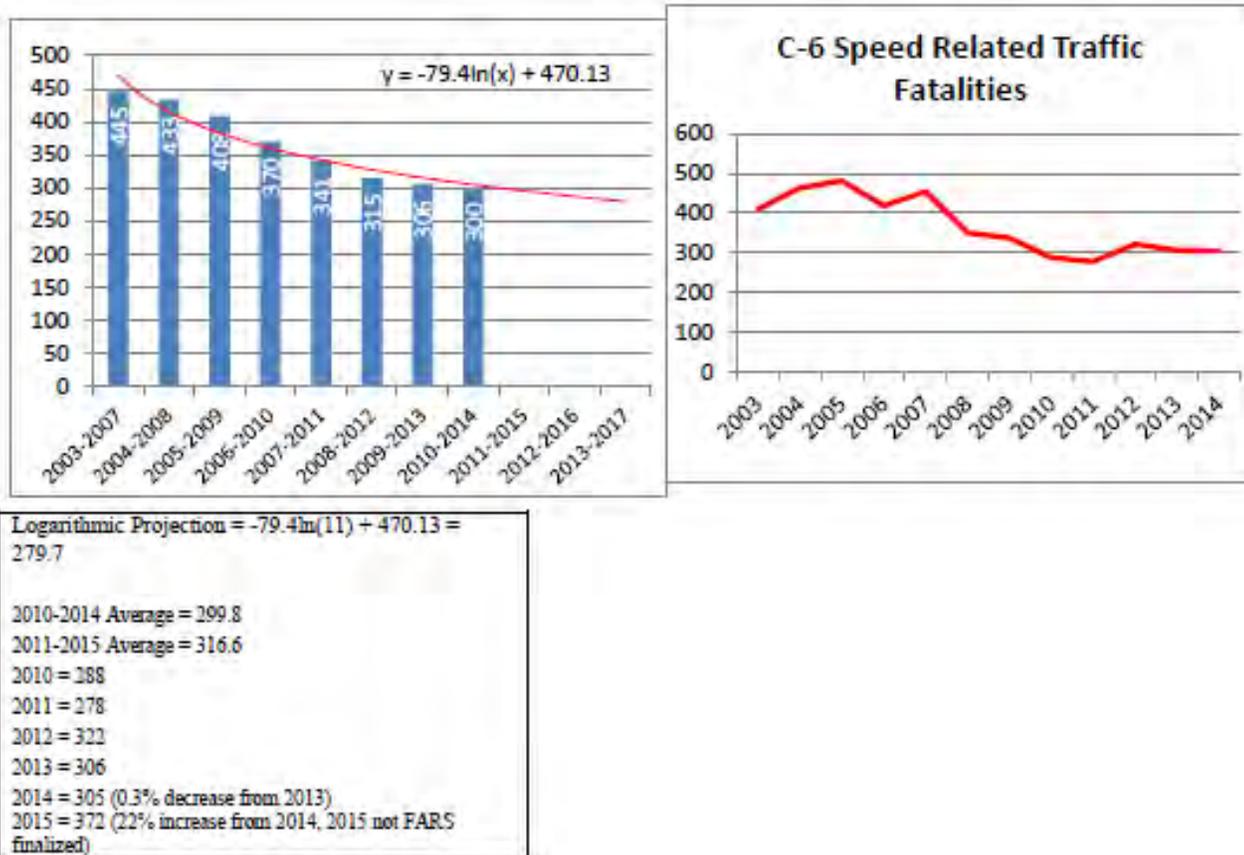


Figure 11: C-6. South Carolina Speed-Related Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of speeding-related fatalities will be 347. The OHSJP Statistical Analysis and Research Section predicts 377 speeding-related fatalities for CY 2017, which is a 25.7% increase from the CY 2010-2014 average of 300 speeding-related fatalities.

Police Traffic Services Program Overview

Activity Measure A-3

Activity measure A-3 relates to the number of speeding citations issued in South Carolina. The National Highway Traffic Safety Administration (NHTSA) does not require a target to be established for this activity measure; however, the data below demonstrates that the state is experiencing an overall upward trend in speeding citations issued over the last six data points seen below.

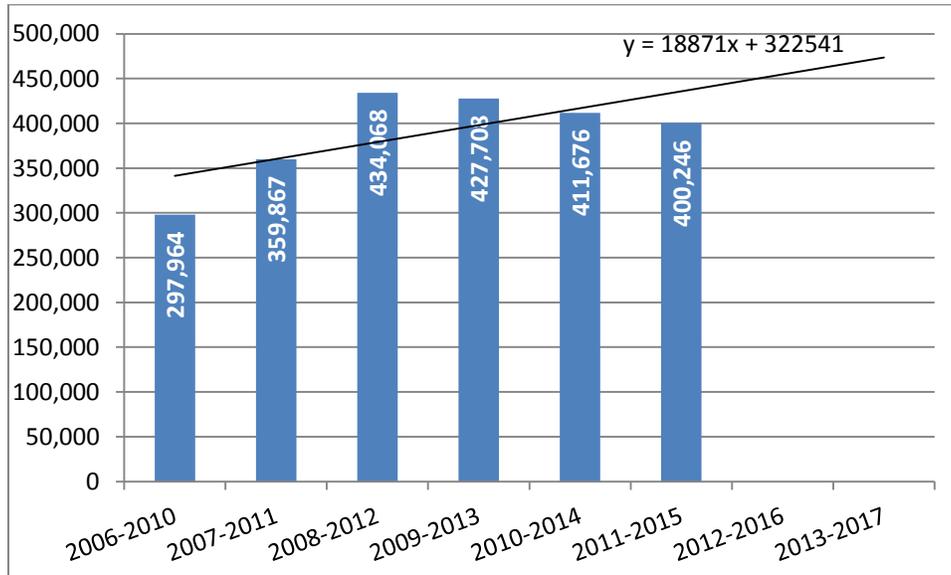


Figure 12: A-3 South Carolina Number of Speeding Citations Issued, Trend Analysis, 2006-2017.

In 2017, the number of speeding citations issued was 354,482. This number represents a decrease of 3.4% from the 366,793 speeding citations issued in 2016. A number of factors including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the law enforcement challenge likely impacted the overall citation data.

Police Traffic Services Program Overview

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2017-HS-05-17
Project Title: Police Traffic Services (PTS) Program Management

The Office of Highway Safety and Justice Programs has assisted numerous law enforcement agencies over the years by providing grant funds for the establishment of full-time traffic enforcement units. Law enforcement agencies statewide have a continued need for the establishment and enhancement of specialized traffic enforcement units. While speed, impaired driving, and strong occupant protection enforcement must remain top priorities for law enforcement personnel, other hazardous driving habits that contribute to traffic crashes must also be addressed through appropriate enforcement interventions. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety.

This grant project provides oversight, monitoring, project development activities, and technical support for a variety of Police Traffic Services projects statewide. At the beginning of the grant year, the project was predicted to fund one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator II (20%), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% and 21%), and one (1) Administrative Manager (2%).

However, during the grant period, the funding distribution had to be altered. The modification was a result of workload reallocation being necessary due to a disproportion of subgrantees assigned to the Occupant Protection/Police Traffic Services Program Coordinator (21 subgrantees) when compared to the Impaired Driving Countermeasures Program Coordinator (11 subgrantees). More agencies were opting to apply for police traffic services projects, which created the imbalance. Additionally, the Occupant Protection/Police Traffic Services Program Coordinator position became vacant in mid-December. However staff of the OHSJP continued to ensure all requirements were still fulfilled.

As a result of the restructuring of workload, the Impaired Driving Countermeasures Program Coordinator was assigned three (3) police traffic services grants and the funding was revised to reflect: one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator II (20%), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% and 21%), one (1) Impaired Driving Countermeasures Program Coordinator (30%) and one (1) Administrative Manager (2%).

Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
<p>To provide ongoing technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing needed training and technical assistance to local project staff as requested.</p>	<p>Technical assistance was provided to all PTS programs throughout the grant period. Project Directors were routinely asked if assistance was needed. The Program Coordinator monitored majority of the projects that were funded during the grant period. One project was not monitored due to circumstances, out of the OHSJP staff's realm of control, as noted on page 17.</p>
<p>To develop and implement PTS projects in areas where analysis of traffic collision and citation data indicates a major traffic safety problem.</p>	<p>During the FFY2017 grant period, PTS projects were implemented throughout South Carolina in areas that demonstrated a significant problem with the occurrence of alcohol and/or speed-related traffic collisions and fatalities. PTS projects were implemented in the following counties: Anderson, Beaufort, Charleston, Colleton, Dorchester, Florence, Greenville, Lancaster, Laurens, Lexington, Richland, Spartanburg, and York. The following agencies implemented a highway safety traffic enforcement grant during the grant period: City of Anderson Police Department, City of Columbia Police Department, Dorchester County Sheriff's Office, Rock Hill Police Department, Bluffton Police Department, Laurens Police Department, City of Beaufort Police Department, City of York Police Department, Lancaster County Sheriff's Office, Colleton County Sheriff's Office, Simpsonville Police Department, Mauldin Police Department, City of North Charleston Police Department, Lexington Police Department, Spartanburg County Sheriff's Office, City of Charleston Police Department, Florence County Sheriff's Office, and the City of Spartanburg Police Department. The Goose Creek Police Department was awarded an enforcement grant for FFY 2017; however, at the time their agency declined accepting the award. The South Carolina Criminal Justice Academy also received funding to implement a statewide project that provided training to law enforcement officers throughout the state of South Carolina.</p>

<p>Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.</p>	<p>The Law Enforcement Networks, which are established in each of the 16 judicial circuits through a coordinating host agency, continued to meet on a monthly or bi-monthly basis during the grant year to share information among agencies, to disseminate information, and to conduct multi-jurisdictional traffic enforcement activity. All Police Traffic Services subgrantees were required to actively participate in their respective Law Enforcement Networks.</p>
<p>To develop educational programs to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic safety-related issues.</p>	<p>Throughout the grant period the SCDPS continued to implement “<i>Target Zero</i>” with a supporting slogan of, “<i>A goal we can all live with.</i>” Target Zero encompasses a variety of enforcement and educational strategies with a vision of eliminating traffic fatalities on South Carolina roadways.</p>
<p>To require grant-funded traffic safety enforcement programs throughout the state to participate in Law Enforcement Networks (LEN) established in the 16 Judicial Circuits in South Carolina.</p>	<p>All traffic enforcement projects funded in FFY 2017 were required to actively participate in their respective LEN during the grant period. All subgrantees were compliant with this condition of the project.</p>
<p>To require grant-funded traffic safety enforcement projects to participate in statewide and national highway safety emphases and enforcement crackdown efforts.</p>	<p>Through the coordination efforts of the SCDPS’ Office of Highway Safety and Justice Programs, South Carolina local and state law enforcement agencies participated in the following statewide and national mobilization campaigns: Christmas/New Year’s <i>Sober or Slammer! (SOS)</i>, Memorial Day <i>Buckle Up, South Carolina. It’s the Law and it’s Enforced! (BUSC)</i> and Labor Day <i>SOS</i>. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization crackdown, and the <i>BUSC</i> mobilization mirrored the national effort called <i>Click-It-or-Ticket</i>. The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.</p>

Police Traffic Services Program Overview

There were nineteen (19) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2017. All nineteen (19) agencies were awarded funding in FFY 2017 in October 2016. However, one of the agencies, Goose Creek Police Department, was unable to accept the grant award. The remaining eighteen (18) grant-funded projects are listed below:

Project Number	Agency	Grant-Funded Officers
PT-2017-HS-08-17	City of Columbia Police Department	2
PT-2017-HS-09-17	Rock Hill Police Department	1
PT-2017-HS-10-17	Dorchester County Sheriff's Office	1
PT-2017-HS-11-17	Mauldin Police Department	1
PT-2017-HS-12-17	Anderson Police Department	2
PT-2017-HS-13-17	North Charleston Police Department	2
PT-2017-HS-14-17	Simpsonville Police Department	1
PT-2017-HS-15-17	Beaufort Police Department	1
PT-2017-HS-16-17	Charleston Police Department	2
PT-2017-HS-18-17	Spartanburg Police Department	1
PT-2017-HS-19-17	Bluffton Police Department	2
PT-2017-HS-21-17	Florence County Sheriff's Office	3
PT-2017-HS-31-17	Laurens Police Department	1
PT-2017-HS-32-17	York Police Department	1
PT-2017-HS-33-17	Lancaster County Sheriff's Office	2
PT-2017-HS-34-17	Colleton County Sheriff's Office	2
PT-2017-HS-35-17	Lexington Police Department	2
PT-2017-HS-36-17	Spartanburg County Sheriff's Office	2

The above-referenced projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding-related enforcement was a priority, these projects were also required to focus on DUI, occupant protection enforcement, other moving violations that contribute to traffic collisions, and public information/education regarding traffic issues. There were twenty-nine (29) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, 219 public safety checkpoints were conducted, 36,391 traffic violation citations were written, and approximately 16,733 people were reached during 246 safety presentations. These efforts, and many others, produced an impact in individual communities and contributed to the overall effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Police Traffic Services – Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of one (1) public safety checkpoint per subgrantee per month by September 30, 2017.	Grant-funded officers conducted 219 public safety checkpoints by September 30, 2017.

<p>To have a corresponding, appropriate increase in citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2017, due to enhanced traffic enforcement efforts over the course of the grant period.</p>	<p>By the end of the grant period, 12,313 traffic violation citations were written by the grant-funded officers for violations such as failure to yield right-of-way, following too closely, disregarding a signal/sign, improper turn, improper lane change, and other moving violations as a result of enforcement activities to detect impaired drivers.</p>
<p>To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2017, due to enhanced traffic enforcement efforts over the grant period.</p>	<p>Grant-funded officers issued 14,780 speeding citations by September 30, 2017, due to enhanced traffic enforcement efforts over the grant period.</p>
<p>To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2017, due to enhanced traffic enforcement efforts over the grant period.</p>	<p>Due to enhanced traffic enforcement efforts over the grant period, 4,585 citations for seat belt violations, and 269 child restraint violation citations were issued by September 30, 2017.</p>
<p>To conduct twelve (12) traffic safety presentations per project for area schools, businesses, military installations, churches, or civic groups by September 30, 2017.</p>	<p>Grant-funded officers conducted 246 traffic safety presentations for 16,733 people in area schools, businesses, military installations, churches, and civic groups by September 30, 2017.</p>
<p>To plan and conduct special enforcement and education activities in support of national and statewide highway safety initiatives, to include <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).</p>	<p>Agencies that implemented a Police Traffic Services or Occupant Protection project during the grant period were instructed to participate in special enforcement and education activities in support of national and statewide highway safety initiatives, including <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).</p>
<p>To participate actively in the local Judicial Circuit Law Enforcement Network (LEN).</p>	<p>During the grant period, all subgrantees participated in their local Judicial Circuit LENs.</p>
<p>To participate in all aspects (enforcement, education, and media) of the <i>Sober or Slammer!</i> sustained DUI enforcement campaign, to include at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2016-2017 and Labor Day 2017 enforcement crackdowns.</p>	<p>Subgrantees participated in all aspects (enforcement, education, and media) of the <i>Sober or Slammer</i> sustained DUI enforcement campaign, including at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2016-2017 and Labor Day 2017 enforcement crackdowns.</p>
<p>To comply with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).</p>	<p>The subgrantees complied with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).</p>

Police Traffic Services Program Overview

Police Traffic Services – Law Enforcement Coordination Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2017-HS-06-17
Project Title: Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project also provided Law Enforcement Network grants to established networks around the state. The networks were established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provide needed training for the more than 300 agencies within the state. The project funds one (2) Law Enforcement Liaisons (100%), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% each), one (1) Law Enforcement Manager (15%), one (1) Program Coordinator II (20%), one (1) Administrative Manager (2%), and South Carolina Highway Patrol Overtime (\$220,429).

Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
To assist in developing and implementing statewide enforcement campaigns during the course of the grant period, to include all Target Zero efforts, such as <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> and Christmas/New Year's, and Labor Day <i>Sober or Slammer!</i> initiatives.	Through the coordination efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina law enforcement began a sustained impaired driving enforcement campaign on December 1, 2016, which concluded on September 4, 2017. Also, South Carolina local and state law enforcement agencies participated in the Christmas/New Year's <i>Sober or Slammer!</i> mobilization which ran from December 16, 2016–January 1, 2017; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization which ran from May 22, 2017 through June 4, 2017; and the Labor Day <i>Sober or Slammer! (SOS)</i> mobilization which ran from August 18, 2017 through September 4, 2017. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization, and the <i>BUSC</i> mobilization mirrored the national <i>Click-It-or-Ticket</i> effort. The OHSJP Law Enforcement Liaison (LEL) and the Law Enforcement Manager assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.
To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.	The Law Enforcement Liaison and the Law Enforcement Manager provided technical and program assistance for traffic safety and enforcement to the 47 county law enforcement agencies (46 county sheriffs' offices and 1 county police department) and 227 state, municipal, military, hospital, and college/university law enforcement agencies during the grant period.

<p>To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.</p>	<p>The Law Enforcement Liaison and the Law Enforcement Manager requested and secured participation (approximately 65% of local law enforcement agencies statewide) in the sustained impaired driving and high-visibility enforcement mobilizations through letters, emails, face-to-face conversations, and phone calls.</p>
<p>To continue to develop and maintain Law Enforcement Networks (LEN) throughout the state.</p>	<p>Each of the 16 judicial circuits statewide has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLLEN. Each LEN has a coordinating agency which received a small grant award to fund LEN activities, such as meetings, reporting, and participation incentives for member law enforcement agencies, and enforcement/media activities. The Law Enforcement Liaison and the Law Enforcement Manager attended the monthly or bi-monthly meetings held by each LEN.</p>
<p>To coordinate the awarding of Law Enforcement Network Support Grant Awards in the state.</p>	<p>Each of the Law Enforcement Networks received a \$10,000 grant. The grant funds are used to maintain the Network.</p>
<p>To attend at least 50% of Law Enforcement Network meetings statewide during the course of the grant year.</p>	<p>The Law Enforcement Liaison and the Law Enforcement Manager attended 87% of the LEN meetings held throughout the grant period. Some networks met monthly and some met bi-monthly (every other month). At each meeting, the Law Enforcement Liaison or the Law Enforcement Manager presented information on the high-visibility enforcement mobilization, possible grant application periods, traffic death statistics and trends, and other related traffic safety information. Attendance at the LEN meetings is an important part of the Law Enforcement Liaison's duties.</p>
<p>To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.</p>	<p>The Law Enforcement Liaison and the Law Enforcement Manager provided technical assistance and leadership for the 16 Law Enforcement Network Coordinators throughout the grant period. Through conversations with the LEN Coordinators and Assistant Coordinators, the Law Enforcement Liaison and the Law Enforcement Manager provided assistance in obtaining speakers for the monthly or bi-monthly meetings.</p>
<p>To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.</p>	<p>The Law Enforcement Manager submitted Quarterly Reports and a Final Narrative Report for the FFY 2017 grant period.</p>

Grant Period Enforcement Report: 10/1/2016 – 9/30/2017

Total Number of Specific Agencies Reporting:

State Agencies:	3		Federal Agencies:	1
Local Agencies:	125		County Agencies:	36
Other Agencies:	14			

Total Specific Enforcement Activity:

Number of Safety Checkpoints Conducted:	4,596
Number of Saturation Patrols Conducted:	6,308

Total Numbers of Enforcement Actions Taken:

DUI Arrests:	18,884	Speeding:	354,482
Assisted DUI Arrests:	924	Reckless Driving:	7,412
Safety Belt Citations:	128,800	Other Violations:	313,242
Child Safety Citations:	5,405		

2017 Law Enforcement Network Challenge Enforcement Report: 12/1/2016 – 9/4/2017

Total Number of Specific Agencies Reporting:

State Agencies:	3		Federal Agencies:	1
Local Agencies:	125		County Agencies:	36
Other Agencies:	14			

Total Specific Enforcement Activity:

Number of Safety Checkpoints Conducted:	3,869
Number of Saturation Patrols Conducted:	4,772

Total Numbers of Enforcement Actions Taken:

DUI Arrests:	15,432	Speeding:	290,247
Assisted DUI Arrests:	804	Reckless Driving:	5,913
Safety Belt Citations:	107,788	Other Violations:	254,447
Child Safety Citations:	4,483		

2016-17 Christmas/New Year's SOS Enforcement Report: 12/16/2016 – 1/1/2017

Total Number of Specific Agencies Reporting:

State Agencies:	3		Federal Agencies:	1
Local Agencies:	125		County Agencies:	36
Other Agencies:	14			

Total Specific Enforcement Activity:

Number of Safety Checkpoints Conducted:	359
Number of Saturation Patrols Conducted:	379

Total Numbers of Enforcement Actions Taken:

DUI Arrests:	1,075	Speeding:	14,673
Assisted DUI Arrests:	71	Reckless Driving:	199
Safety Belt Citations:	4,930	Other Violations:	13,652
Child Safety Citations:	201		

2017 BUSC Enforcement Report: 5/22/2017 – 6/4/2017

Total Number of Specific Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	107		County Agencies:	38
Other Agencies:	14			

Total Specific Enforcement Activity:

Number of Safety Checkpoints Conducted:	294
Number of Saturation Patrols Conducted:	258

Total Numbers of Enforcement Actions Taken:

DUI Arrests:	721	Speeding:	13,277
Assisted DUI Arrests:	29	Reckless Driving:	276
Safety Belt Citations:	5,495	Other Violations:	11,050
Child Safety Citations:	268		

2017 Labor Day SOS Enforcement Report: 8/18/2017 – 9/4/2017

Total Number of Specific Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	108		County Agencies:	29
Other Agencies:	11			

Total Specific Enforcement Activity:

Number of Safety Checkpoints Conducted:	403
Number of Saturation Patrols Conducted:	277

Total Numbers of Enforcement Actions Taken:

DUI Arrests:	1,029	Speeding:	15,786
Assisted DUI Arrests:	44	Reckless Driving:	348
Safety Belt Citations:	6,904	Other Violations:	13,013
Child Safety Citations:	279		

Police Traffic Services Program Overview

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: PT-2017-HS-07-17
Project Title: Traffic Safety Officer Program

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

SCCJA also continued the Traffic Safety Instructor Program. These officers are required to complete the Traffic Safety Officer (TSO) Program and also satisfactorily complete the following classes: Advanced DUI SFST Instructor and Speed Measurement Device Instructor. In addition, officers are required to successfully complete two (2) of the following courses: Motorcycle Collision Reconstruction, Pedestrian/ Bicycle Collision Investigation, and Commercial Vehicle Collision Reconstruction.

Police Traffic Services – Traffic Safety Officer Program Project Summary

Activities Funded/Implemented	Results
To utilize the grant-funded TSO Instructors to provide training classes in the field of Traffic Collision Reconstruction, DUI Detection, Breath Testing Certification, and other matters related to traffic safety. The TSO Instructors will continue to provide more proactive training to officers in issues pertaining to pedestrians, motorcycles, commercial vehicles, court procedures, and DUI.	Throughout the grant year, the subgrantee provided trainings in the fields of Traffic Collision Reconstruction, DUI Detection, and Breath Testing Certification. Additional trainings were conducted in the fields of pedestrian, motorcycle, commercial vehicles, court procedures, and other DUI-related issues. Overall, the subgrantee provided a total of 138 training classes to 3,664 students across the state. Of those, the subgrantee provided eleven (11) training classes in the field of Traffic Collision Reconstruction, 111 DUI Detection and Breath Testing Certification courses, and sixteen (16) additional law enforcement training classes.
To provide additional training for the TSO Instructors by attending conferences and approved seminars, which enable the TSO Instructors to develop additional classes and/or update current classes.	The TSO Instructors attended two (2) classes and one (1) traffic safety-related conferences throughout the grant year. Each of the attended trainings provided the TSO Instructors with traffic safety information and knowledge that could be used to train law enforcement officers in South Carolina.
To train and certify at least five (5) Traffic Safety Instructors by the end of the grant period.	Twenty-one (21) new Traffic Safety Instructors were certified during the grant period. Each Instructor is able to provide a high level of training for law enforcement officers in South Carolina.

Police Traffic Services Program Overview

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

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PT-2017- HS-05-17	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$98,458	\$91,473.99	NHTSA 402
PT-2017- HS-06-17	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$778,512	\$508,247.66	NHTSA 402
PT-2017- HS-12-17	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	\$114,225	\$109,487	NHTSA 402
PT-2017- HS-08-17	City of Columbia Police Department	FFY 2017 Police Traffic Services/Speed Enforcement/Enhancement of Traffic Division (Year 3)	\$123,441	\$122,023	NHTSA 402
PT-2017- HS-10-17	Dorchester County Sheriff's Office	Dorchester County Traffic Division Enhancement	\$87,085	\$73,740	NHTSA 402
PT-2017- HS-09-17	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	\$73,587	\$66,018	NHTSA 402
PT-2017- HS-19-17	City of Bluffton Police Department	Bluffton Police Department Traffic Enforcement Unit	\$137,069	\$137,069	NHTSA 402
PT-2017- HS-31-17	Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	\$39,382	\$39,382	NHTSA 402
PT-2017- HS-07-17	SC Criminal Justice Academy	Traffic Safety Officer Program	\$412,370	\$323,939.30	NHTSA 402
PT-2017- HS-15-17	City of Beaufort	City of Beaufort Traffic Enforcement Team	\$80,701	\$77,142	NHTSA 402
PT-2017- HS-32-17	City of York	City of York Traffic Enforcement Unit	\$68,591	\$63,498	NHTSA 402
PT-2017- HS-33-17	Lancaster County Sheriff's Office	Traffic Enforcement Unit	\$172,389	\$167,172	NHTSA 402
PT-2017- HS-34-17	Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	\$135,266	\$135,266	NHTSA 402
PT-2017- HS-14-17	Simpsonville Police Department	Simpsonville Police Department Traffic Unit	\$67,960	\$51,844	NHTSA 402
PT-2017- HS-11-17	Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	\$80,570	\$67,777	NHTSA 402
PT-2017- HS-13-17	City of North Charleston	North Charleston Specialized Enforcement Team	\$153,290	\$140,487	NHTSA 402

PT-2017- HS-18-17	Spartanburg Public Safety Department	City of Spartanburg's Enforced Traffic Unit	\$63,833	\$40,434	NHTSA 402
PT-2017- HS-16-17	City of Charleston	City of Charleston Speed Enforcement Initiative	\$226,158	\$218,851	NHTSA 402
PT-2017- HS-36-17	Spartanburg County Sheriff's Office	Spartanburg County Traffic Unit Enhancement	\$224,437	\$135,612	NHTSA 402
PT-2017- HS-21-17	Florence County Sheriff's Office	Traffic Safety Unit	\$341,141	\$304,286	NHTSA 402
PT-2017- HS-35-17	Lexington Police Department	Town of Lexington Police Traffic Services Enhancement	\$283,749	\$236,932	NHTSA 402
402 Total			\$3,985,190	\$3,110,680.95	

Traffic Records Program Overview

Traffic Records and Data Program Area

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

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 traffic records system.

Traffic Records and Data Program - Program Management

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: TR-2017-HS-03-17
Project Title: Traffic Records Improvements

The Traffic Records Improvements grant project furthers the development, coordination, and implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS) project along with a number of traffic records projects outlined in the *South Carolina Traffic Records Strategic Plan (TRSP)*. The SCCATTS initiative began implementation of the e-Collision report in 2010. Currently, 86% of all collision reports submitted to the state are processed electronically through SCCATTS. In 2013 the e-Public Contact/Warning was deployed to the system, and the process for electronic submission of citations continues to be the forefront of the program. The South Carolina Department of Public Safety's Office of Highway Safety and Justice Programs' (OHSJP) Traffic Records staff oversees SCCATTS. The project funds one (1) SCCATTS Project Coordinator (100%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Manager (100%), one (1) Assistant Traffic Records Data Analyst (100%), one (1) SCCATTS Records Analyst/Trainer (100%), one (1) Database Administrator I (50%), one (1) Database Administrator II (25%) and one (1) Statistician (50%). The positions were approved by the Traffic Records Coordinating Committee (TRCC) and were listed as a priority in the state's TRSP.

Traffic Records and Data Program – Traffic Records Improvements Project Summary

Activities Funded/Implemented	Results
Citation Database Interface Project /Interface between SCCATTS and the SCDMV's South Carolina Uniform Traffic Ticket Information Exchange System	A TRCC-Working Group initiated this project. Members of the SC Department of Public Safety (SCDPS), SC Department of Transportation (SCDOT), SC Judicial Department (SCJD), and SC Department of Motor Vehicles (SCDMV) are leading this project.
To increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80%.	The total percentage of electronically-produced collision reports has increased to 86%.
To increase from 85% of vehicle identification numbers captured to 90% by September 30, 2017.	Currently, 89.4% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 3.9% from the beginning of FFY 2017.
To increase the reporting of all Commercial Driver's License (CDL) holders traffic violations to the licensing state. At the beginning of the Citation Database Interface Project SCDMV was reporting at a rate of less than 9%. The goal was to increase the reporting to 20% by September 30, 2017.	The TRCC coordinated the implementation of the SCCATTS-South Carolina Uniform Traffic Tickets Information Exchange System (SCUTTIES) e-Citation Database Interface Project between SCDPS, SCDMV and the SCJD for the transmission of citations issued and dispositions rendered for traffic violations committed in the state. The Pilot test began in June 2015 and moved into live submission July 2016. As of September 30, 2017, the submission rate of CDL holder's violations has risen to 29%. Training of Law Enforcement Officers using the SCCATTS e-Citation reporting system began January 2016 and continues at present for interested agencies. The South Carolina Highway Patrol, the largest user of the system, is scheduled to complete its training of all field enforcement officers by November 2017. With the mandated e-Citation reporting date set for January 1, 2018, the electronic submission of e-Citations and the collection of dispositions should increase substantially for 2017-2018.

Traffic Records Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
TR-2017-HS-03-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$37,170	\$21,122.30	NHTSA 402
M3DA-2017-HS-03-17	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$2,307,833	\$987,650.57	Section 405c Data Program Funds MAP-21
Total All Funds			\$2,345,003	\$1,008,772.87	
NHTSA 402			\$37,170	\$21,122.30	
Section 405c Data Program Funds MAP-21			\$2,307,833	\$987,650.57	

Community Traffic Safety Program Overview

Community Traffic Safety Program

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

Community Traffic Safety Program Goals:

To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2010-2014 baseline average of 112 to 111 by December 31, 2017.

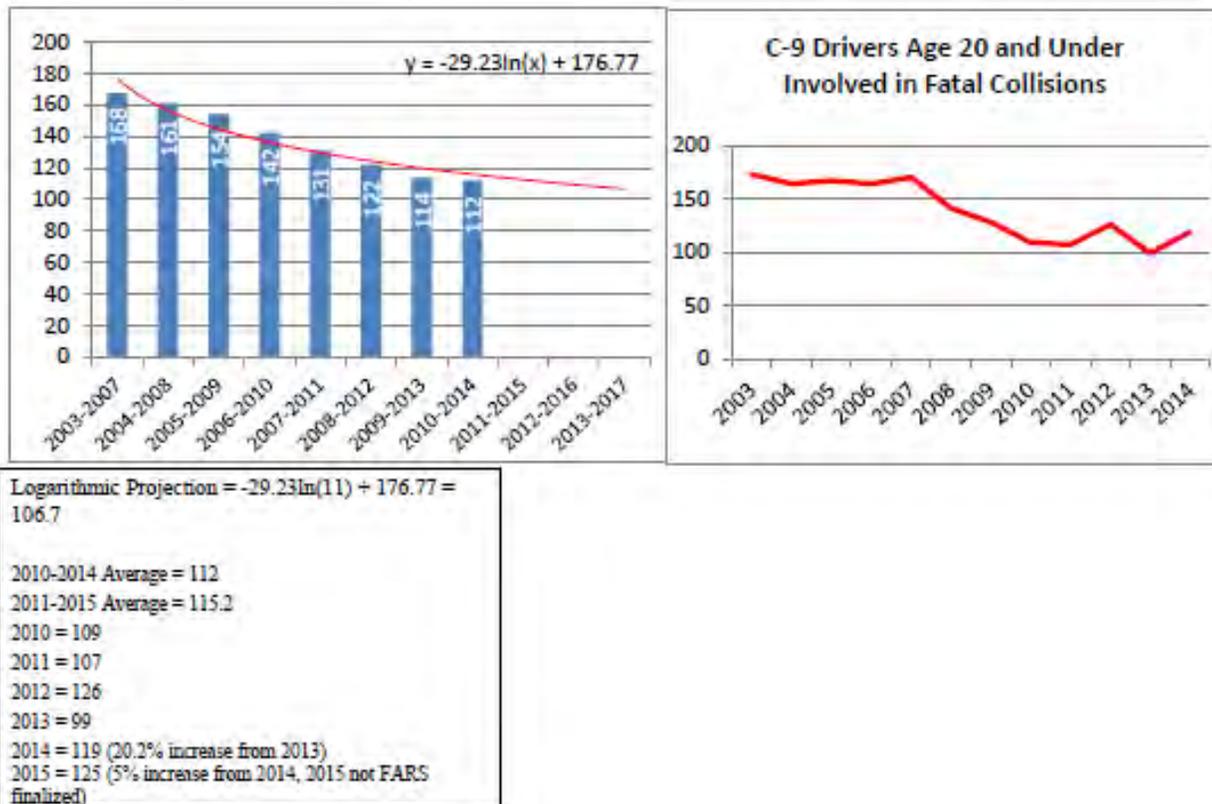


Figure13: C-9 Drivers Age 20 or Younger Involved in Fatal Crashes

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of drivers age 20 or younger involved in fatal crashes will be 113, which represents a 0.9% increase from the 2010-2014 average of 112 drivers.

Community Traffic Safety Program Overview

Community Traffic Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: SA-2017-HS-04-17
Project Title: Public Information, Outreach, and Training

The Public Information, Outreach, and Training (PIOT) grant is a Section 402-funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and other interested traffic safety stakeholders and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHSJP, were sent to highway safety-related training programs during the grant period (i.e., Lifesavers Conference, Southeastern Colonel's Conference, Law Enforcement Liaison regional meeting, Governors Highway Safety Association Annual Meeting, etc.).

OHSJP subgrantees received training through this grant project. The Program Coordinators, Grants Administration Accountant, and Grants Administration Manager met with the Project Directors and Financial Representatives during Pre-Work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the annual Funding Guidelines Workshop was held in November 2016 in Columbia to assist applicants in preparing applications for FFY 2018.



Paid Social Media Post example

During FFY 2017, the OHSJP worked with the agency contractor, Fisher Communications, and the South Carolina Highway Patrol to develop its first paid social media campaign based on a revised version of the “Highways or Dieways” campaign originally created in the 1980s. The paid social media campaign on Facebook was organized by Fisher Communications, through DuBose Web Group, and ran during the two weeks leading up to the Memorial Day holiday. The messaging focused on safety belt usage, as part of the annual *Buckle Up, South Carolina* enforcement and public education campaign. A second paid social media campaign for Facebook was developed for the 2017 Labor Day DUI enforcement period, and featured a new television spot, created by Fisher Communications, and graphics to complement the annual *Sober or Slammer!* campaign.

The OHSJP also completed a project started during FFY 2016 to provide high schools in South Carolina with safety signs for the school entrances with a safety belt usage message (“Buckle Up”) and an anti-distracted driving message (“Drive Now. Text Later.”). The signs, designed by the OHSJP, were distributed to eighty-six (86) high schools by the end of the 2016-2017 school year.

Community Traffic Safety Program Overview

The OHSJP staff worked with the agency contractor to ensure that placement of all paid media efforts included Spanish-language channels, as well as other networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for all major mobilizations and campaigns.

Young drivers, as well as their families, were reached through the use of a high school ticket campaign. The High School Ticket Campaign was estimated to deliver approximately five million imprints with highway safety messaging on tickets distributed at major events at the majority of the state's high schools, such as athletic contests, proms, plays, and other significant events. These messages targeted teen drivers, as well as



High School Safety Signs

their parents and friends, who attended these events. Expenditures from FFY 2017 for the 2016-2017 academic year were \$52,950.00

and expenditures for August/September of the 2017-2018 academic year were \$12,500.00.

Other major *Target Zero* campaigns (*Buckle Up, SC., Sober or Slammer!, etc.*) emphasized placement of television and radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.

The project also continued a statewide motorcycle safety campaign from May to September 2017. The campaign included two (2) Myrtle Beach bike rallies in May and emphasized the seventeen (17) priority counties with the highest number of motorcyclist fatalities in 2015. The campaign utilized the “Look,” “Ride Smart,” and “Share the Road” themes. The campaign's new 2017 billboard image is pictured at right. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to bikers at the Myrtle Beach rallies. In addition, the SCDPS partnered with the South Carolina Department of Transportation (SCDOT) to use SCDOT's variable message signs statewide to display the message, “Ride Smart. Look for Motorcycles.” and “Drive Smart. Look for Motorcycles.”



2017 Motorcycle Billboard

The OHSJP also continued participation in several public outreach projects during FFY 2017. The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives during various weeks throughout August 2017 in support of *School Zone Safety Week*. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information on the new school bus “stop-arm” camera legislation. The OHSJP supported social media education during this time period.

Community Traffic Safety Program Overview

The project also developed and implemented an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2016. The 30th Annual Victims' Memorial Service was held at Bible Way Church of Atlas Road in Columbia, SC, on April 22, 2017. The service included a special "Message of Hope" from the associate pastor of Bible Way Church and a video tribute to those who lost their lives on our roadways. The service drew about 400 people, including state and local law enforcement. Media coverage was received to promote and cover the event.

Below are some photos from the Memorial Service:



Community Traffic Safety Program Overview

Other outreach efforts included the coordination of a booth display at the SC State Fair, which was held from October 12-23, 2016. The booth was hosted by SChP and focused on recruitment, but educational materials relevant to vulnerable roadway user safety and other significant highway safety issues were distributed. Non-NHTSA funds were used to support the booth.

The project funds one (1) Public Affairs Manager (100%), one (1) Administrative Assistant (20%), one (1) Special Programs Manager (40%), one (1) Program Coordinator II (20%), and one (1) OHSJP Business Manager (2%).

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

Activities Funded/Implemented	Results
<p>To send individuals to specialized highway safety-related programs by September 30, 2017.</p>	<p>Overall this project has provided travel and/or registration fees for employees to attend highway safety training programs around the country. During this grant period, funds were provided for individuals within and outside the OHSJP to attend one or more of the following:</p> <p>During the quarter from October 2016 to December 2016:</p> <ul style="list-style-type: none"> • The senior accountant to attend the SC Government Financial Officers Conference in Myrtle Beach; • Travel expenses for the Impaired Driving Assessment Team members to perform the assessment in Columbia, SC. <p>During the quarter from January 2017 to March 2017:</p> <ul style="list-style-type: none"> • The Grants Administration Manager, Planning and Evaluation Coordinator, and Impaired Driving Countermeasures Program Coordinator to attend the Managing Highway Safety Programs Training in Savannah, GA. • Lifesavers Conference Registration fees for eight (8) Target Zero Team members, nine (9) SCHP Troopers, the Public Affairs Manager, and the Law Enforcement Liaison; • Seven (7) OHSJP employees to attend the FAST Act Training in Atlanta, GA; • 2017 Event Data Recorders Summit Registration for four (4) SCHP MAIT Team members. <p>During the quarter from April 2017 to June 2017:</p> <ul style="list-style-type: none"> • The Public Affairs Manager, Law Enforcement Liaison, eight (8) Target Zero Team Members, and nine (9) SCHP Troopers to attend the Lifesavers Conference in Charlotte, NC. • Registration fees for three (3) SCHP Troopers to attend the Uniformed Safety Education Officers Workshop in Chattanooga, TN; • Travel expenses for SCHP Community Relations Officers to attend the Bike Weeks in Myrtle Beach; <p>During the quarter from July 2017 to September 2017:</p> <ul style="list-style-type: none"> • The registration fees for a SCHP Trooper and the Public Affairs Manager to attend the Georgia Highway Safety Conference in Savannah, GA. • The OHSJP Director to attend the Governors Highway Safety Association Annual Meeting.

	<ul style="list-style-type: none"> • The Business Administration Accountant and Fiscal Technician to attend the Government Financial Officers Conference; • Registration for the Occupant Protection/Police Traffic Safety Services Coordinator to attend the Children's Trust Conference in Columbia, SC. • The Occupant Protection/Police Traffic Services Coordinator to attend Managing Highway Safety training in Maryland; • The Public Affairs Manager to attend the 2017 Strategic Communications Forum in Washington, DC; • And three SCHP Troopers to attend the Uniformed Safety Education Officers Workshop.
<p>To plan, schedule, and conduct a Project Management Course for all Highway Safety and Justice Programs Project Directors by the end of the first quarter of the grand period.</p>	<p>A Project Management workshop was held on October 26, 2016 at HQ in Blythewood.</p>
<p>To coordinate statewide public information and outreach efforts to promote compliance with occupant protection and impaired driving laws.</p>	<p>The OHSJP continued to promote educational efforts, campaigns, and initiatives under the umbrella theme <i>Target Zero</i>. Specific targeted campaign efforts aimed to increase seat belt compliance rates (<i>Buckle Up, SC. It's the law and it's enforced.</i>) and to combat impaired driving (<i>Sober or Slammer!</i>) were held throughout the grant period. An emphasis was also placed on reducing the number of fatalities within the "Vulnerable Roadway Users" group (motorcyclists, bicyclists, pedestrians, and moped occupants) through the continued use of the <i>Look</i> campaign</p>
<p>To improve observed safety belt usage rates in South Carolina through the <i>Buckle Up, SC. It's the law and it's enforced.</i> enforcement and education campaign.</p>	<p>OHSJP staff worked with local project personnel and law enforcement officials to implement the <i>Buckle Up, SC. It's the law and it's enforced.</i> program throughout South Carolina during the 2017 Memorial Day holiday period in an effort to improve safety belt usage rates within the state. The BUSC campaign kicked off with press events at baseball parks in each area of the state (Upstate, Midlands, and Lowcountry). The state's safety belt usage rate decreased by 1.6 percentage points from 2016, from 93.9 to 92.3 percent. However, the usage rate for 2017 represents the second-highest safety belt compliance rate in the state's history. The safety belt usage rate in the state has been at or above 90 percent for six consecutive years.</p> <p>On the following page is a picture from the Press Event held in the Lowcountry.</p>



To continue placing an emphasis on educating and informing the state's citizens and visitors about the state's primary enforcement safety belt law.

The OHSJP staff, along with inter-agency and outside stakeholders, continued to disseminate information on the state's primary enforcement safety belt law through community events and partnerships. A *Buckle Up. It's the law.* message appeared statewide on SCDOT's variable message boards on designated dates, coupled with corresponding enforcement activities. The OHSJP and SCDPS also participated in NHTSA's *Child Passenger Safety Week*, which was held September 17-23, 2017, attending seat check events in local communities and taking part in the *National Seat Check Saturday* (Saturday, September 23, 2017). Messages about safety belt usage were also pushed to the public through social media platforms and agency releases/press events.

The OHSJP created a safety card featuring a graphic and the new South Carolina Seat Belt Law prior to Child Passenger Safety Week in September. A copy of the card can be viewed on Page 41 of this document.

Below are pictures from an event held during CPS week.





To continue a sustained DUI enforcement initiative through various efforts, including *Sober or Slammer!*

The OHSJP staff implemented the 2017 Law Enforcement DUI Challenge, which continued similar elements from FFY 2016. The Challenge ran from December 2016 through September 2017, and while statewide enforcement was utilized, the Challenge focused on the priority counties which were identified by NHTSA FARS data and South Carolina state data as having significant problems with DUI-related crashes, injuries, and fatalities. Counties were chosen based on a combination of state and FARS data, examining fatal and severe injury alcohol-impaired data in the state of South Carolina for the time period 2010-2014. The state chose to focus the campaign in the counties which had the worst fatality and severe-injury alcohol-impaired statistical data. Those counties were Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Orangeburg, Pickens, Laurens, Sumter, Lancaster, Kershaw, Dorchester, Beaufort, and Darlington. Paid and earned media efforts were garnered during the two (2) annual *Sober or Slammer!* enforcement crackdowns, which occurred during the Christmas/New Year's 2016-2017 and Labor Day 2017 holiday periods. Heavy emphasis was placed on impaired driving reduction efforts through partnerships with approximately 200 SC law enforcement agencies, which included the use of multi-jurisdictional checkpoints, saturation patrols, and high-visibility enforcement.

To reach diverse populations throughout the state in all *Target Zero* major mobilization efforts.

The OHSJP staff worked with the agency contractor to ensure that placement of all paid media efforts included Spanish-language channels, as well as other various networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for all major mobilizations and campaigns. Young drivers, as well as their families, were reached through the use of a High School Ticket Campaign. The

	<p>High School Ticket Campaign was estimated to deliver approximately 5 million imprints with highway safety messaging on tickets distributed at major events at the majority of the state's high schools, such as athletic contests, proms, plays, and other significant events. Other major <i>Target Zero</i> campaigns (<i>Buckle Up, SC., Sober or Slammer!, etc.</i>) emphasized placement of television and radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.</p>
<p>To conduct a Traffic Victims Memorial Service for families of highway crash victims lost in the year 2016 by May 2017.</p>	<p>A Memorial Service was held April 22, 2017, at Bible Way Church of Atlas Road in Columbia. The service included a special message from STP Colonel Leroy Taylor and a video tribute. The service drew about 400 family members of persons killed in traffic collisions in 2016. State and local law enforcement agencies were well represented at the service as well. News outlets promoted and covered the event, including television and print earned media opportunities.</p>
<p>To coordinate activities during a <i>School Zone Safety Week</i> during the late summer of 2017.</p>	<p>The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information on the new school bus "stop-arm" camera legislation. Partner law enforcement agencies also participated in their local communities and sent in reports of their activities.</p>
<p>To conduct a statewide motorcycle safety campaign, focusing on the counties having the majority of motorcyclist fatalities in 2015, beginning in May 2017 and running through September 30, 2017.</p>	<p>The agency contractor was utilized to conduct a motorcycle safety campaign that included radio and billboard paid advertising during the month of May for the Myrtle Beach Bike Weeks. In addition, the OHSJP conducted a sustained media effort from May 2017 through September 2017 in fourteen (14) priority counties that experienced the highest number of motorcyclist fatalities in 2015. This portion of the campaign also included billboard and radio advertising. The advertising was also developed to include a <i>Share the Road</i> message.</p>
<p>To coordinate Highway Safety booths and exhibits at various statewide events, including the 2016 SC State Fair.</p>	<p>The OHSJP staff coordinated a booth display for the SC Highway Patrol at the SC State Fair, which was held October 12-23, 2016. Though the booth focused primarily on recruitment, vulnerable roadway user safety and other significant highway safety issues were distributed. In addition, the booth featured a Highway Patrol BMW motorcycle.</p>
<p>To conduct workshops to assist applicants in</p>	<p>The FFY 2018 Funding Guidelines Workshop was held</p>

<p>preparing applications for the FFY 2018 grant year.</p>	<p>November 30, 2016 at HQ in Blythewood.</p>
<p>To conduct a safety campaign in the approximately 200 high schools in the state utilizing highway safety messages printed on tickets for athletic and other special events, and public address announcements/printed advertising at sporting events during FFY 2017.</p>	<p>Through the PIOT grant, a high school ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2016-2017 academic year. The OHSJP, in conjunction with the agency contractor, printed four (4) different messages for use throughout the year focusing on speeding, DUI, safety belt use, and distracted driving.</p>
<p>To coordinate a campaign to address speed-related collisions in partnership with the SC Highway Patrol.</p>	<p>In summer 2017, the OHSJP participated in NHTSA's Operation Southern Shield speed enforcement campaign which included enforcement and social media portions. The campaign began with a press kickoff event at the South Carolina statehouse on July 17, 2017.</p> <p>Below is a picture of the kickoff event.</p> 

	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$809,119	\$360,387.06	NHTSA 402
PS-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	\$40,000	\$39,150	NHTSA 402
M9MA-2017-HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$79,930.51	Section 405f Motorcyclist Awareness MAP-21
Total All Funds			\$929,119	\$479,467.57	
NHTSA 402			\$849,119	\$399,537.06	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	\$79,930.51	

Motorcycle Safety Program Overview

Motorcycle Safety Program

Motorcyclist deaths statewide were equal in 2015 and 2016, with 185 fatalities. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a six-month-long (spring/summer) comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May: Myrtle Beach Bike Week (May 12-21, 2017), and Atlantic Beach Bike Fest (May 26-29, 2017). The sustained campaign began in April and ran through September, with a focus on 14 priority counties that experienced the highest number of motorcyclist fatalities in 2015; Greenville, Anderson, Aiken, Lexington, Horry, Spartanburg, Richland, Charleston, Florence, Berkeley, Darlington, Pickens, Sumter, and York. The campaign theme built upon the “*Look!*” and “*Ride Smart/Drive Smart*” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “*Share the Road*” message targeting both motorists and motorcyclists, as well as the agency-wide Target Zero messaging.

The campaign utilized radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation (SCDOT) variable message signs, and displays placed and distributed at motorcycle rallies and events. The campaign used a six-month-long comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2017. The campaign updated a previous billboard campaign launched in 2013 based simply on the word “*Look.*” The campaign as a whole focused on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). The “*Look*” billboards used vivid colors against a black background to create a compelling visual. The contractor also distributed radio spots with a “*Share the Road*” message which aired during the six-month safety campaign. The campaign budget for this project was \$80,000. In addition to the above campaign components, the OHSJP continued its partnership with the SCDOT to use its variable message signs around the state during designated time periods throughout the campaign effort. The alternating messages shown on the message signs were, “*Ride Smart. Motorcycles are Everywhere.*” and “*Drive Smart. Motorcycles are Everywhere.*” This messaging was made available to the campaign at no additional cost, and proved to be extremely valuable to the campaign effort, as literally hundreds of thousands of motorists were exposed to the messaging while in the act of driving and/or riding on South Carolina’s roadways.

Below is a Facebook graphic and photo taken during Myrtle Beach Bike Week:



Motorcycle Safety Program Overview

Additionally, the state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2017 grant period. The MSTF met three times during the FFY 2017 grant period (November 7, 2016; April 24, 2017; and August 1, 2017). During the meeting, the task force discussed information pertinent to motorcyclist legislation, relative statistical data, and approved the 2017 Motorcycle Safety Campaign. The MSTF was created in 2006 by SCDPS in response to, and to focus attention on, the increasing numbers of traffic fatalities involving motorcyclists in South Carolina and nationwide. The MSTF's purpose is to form partnerships with various state, federal, and local agencies, as well as community groups, to develop and implement strategies to reduce the number of motorcyclist crashes, fatalities, and injuries.

Motorcycle Safety Program Overview

Motorcycle Safety Program Goals:

- To decrease the motorcyclist* fatalities by 0.8% from the 2010-2014 baseline average of 129 to 128 by December 31, 2017.

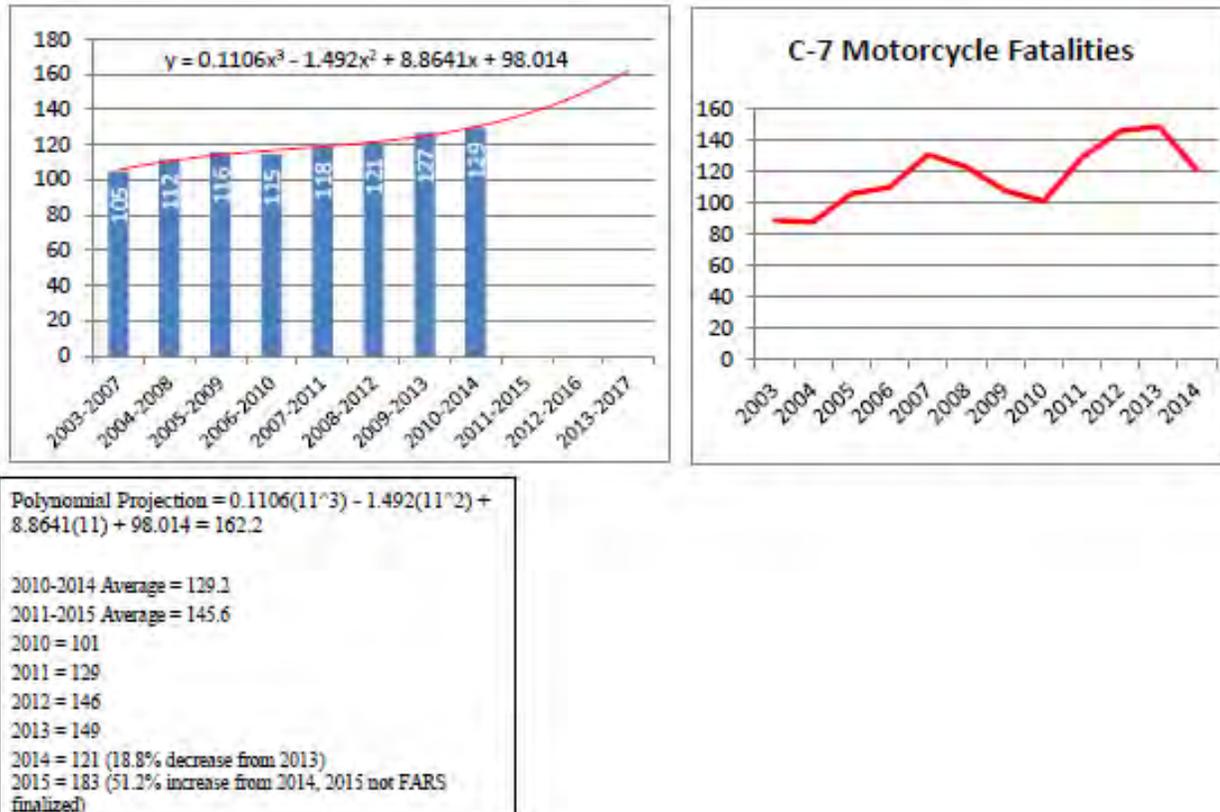


Figure 14: C-7. South Carolina Motorcyclist Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2017 number of motorcyclist fatalities will be 165 (includes moped fatalities), a 27.9% increase from the five-year (2010-2014) baseline average of 129 motorcyclist fatalities. The number of motorcyclist fatalities projected for 2017 represents a 10.8% decrease from the previous year, in which there were 185 motorcyclist fatalities.

Motorcycle Safety Program Overview

- To decrease the un-helmeted motorcyclist fatalities* by 1.0% from the 2010-2014 baseline average of 96 to 95 by December 31, 2017.

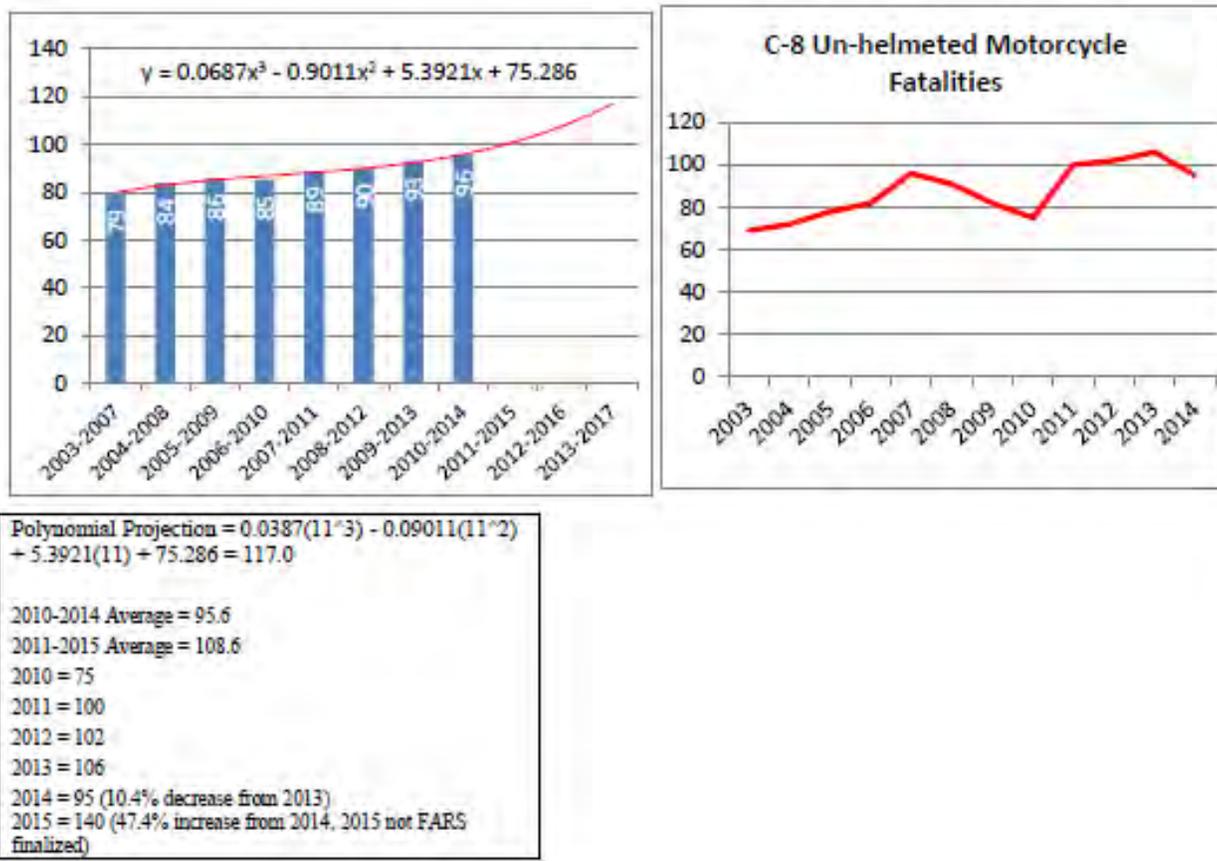


Figure 15: C-8. South Carolina Unhelmeted Motorcyclist Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of unhelmeted motorcyclist fatalities will be 117. The OHSJP Statistical Analysis and Research Section predicts 120 unhelmeted motorcyclist fatalities for CY 2017, which represents an increase of 25.0% from the baseline 2010-2014 average of 96.

Motorcycle Safety Program Overview

Motorcycle Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: M9MA-2017-HS-04-17 (Motorcyclist Awareness Campaign)
Project Title: Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign from April to September 2017. The campaign included two (2) Myrtle Beach bike rallies in May and focused on fourteen (14) “priority” counties with the highest number of motorcyclist fatalities in 2015. The campaign utilized the “*Look,*” and “*Ride Smart,*” themes, as well as the South Carolina Department of Public Safety’s “*Target Zero*” messaging. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to motorcyclists at the Myrtle Beach bike rallies and statewide from the months of April through September. In addition, the SCDPS partnered with the SCDOT to use SCDOT’s variable message boards statewide to display motorcycle safety messages.

Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues during the months of April through September 2017, focusing on the fourteen (14) priority counties in SC that had the highest number of motorcyclist fatalities.	The agency contractor was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Weeks that included radio and billboard paid advertising. In addition, the OHSJP conducted a sustained media effort from April 2017 through September 2017 in fourteen (14) priority counties that experienced the highest number of motorcyclist deaths in 2015. This campaign was in addition to the motorcycle safety elements present in the vulnerable roadway user, or <i>Look!</i> , statewide billboard campaign.
To continue the work of the Motorcycle Safety Task Force during FFY 2017 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.	The Motorcycle Safety Task Force (MSTF) met three (3) times during the FFY 2017 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meeting.

<p>To conduct a successful motorcycle safety public information and education campaign continued from CY 2007-CY 2016 in Horry County during the month of May 2017 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bike Fest). Some of the safety materials distributed at these rallies will encourage bikers to wear protective gear while riding a motorcycle.</p>	<p>Materials containing highway safety messages were sent with SC Highway Patrol Community Relations Officers to both bike rallies in May 2017. For 2017, the educational materials used were posters featuring a "Ride Smart" message, paid for by miscellaneous non-NHTSA funds. Earned media opportunities were also garnered through the attendance at the motorcycle rallies.</p>
<p>In partnership with the SCDOT, the OHSJP will again secure the use of variable message signs around the state in designated time periods during the motorcycle safety campaign effort. These message signs will be utilized in May, July, and September 2017. The message to be shown on the message sign is "LOOK! Motorcycles are Everywhere." This messaging has been made available to this campaign at no cost.</p>	<p>The SCDOT again partnered with the OHSJP to display the "LOOK! Motorcycles are Everywhere." message on selected dates from May 2017 through September 2017 on SCDOT variable message signs.</p>
<p>The state will continue a project funded in 2013 to provide motorcycle safety training statewide based on a curriculum developed by the American Association of Retired Persons (AARP).</p>	<p>The OHSJP originally provided 100 packets to be used in AARP Driver Safety Program instruction. These packets, developed by the Motorcycle Safety Foundation (MSF) and named "The Intersection," were implemented into the regular training programs given through AARP. In the spring of 2013, 90 of the packets were distributed to AARP district instructors for use in their communities. All of the packets are currently in use and will continue to be used in future AARP Driver Safety Program classes. This continued in 2017.</p>

Motorcycle Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M9MA-2017-HS-04-17	South Carolina Department of Public Safety: OHSJP	Motorcyclist Awareness Campaign	\$80,000	\$79,930.51	Section 405f Motorcyclist Awareness MAP-21
Total All Funds			\$80,000	\$79,930.51	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	\$79,930.51	

*\$50,000 of 402 funds were allocated for a motorcyclist safety campaign; but, a separate campaign was not feasible in FFY 2017.

Vulnerable Roadway Users Program Overview

Vulnerable Roadway Users Program

The Vulnerable Roadway Users Program is a comprehensive targeted campaign which focuses on several counties that experienced high rates of deaths and serious injury among vulnerable roadway groups (which includes moped operators, pedestrians, bicyclists, and motorcyclists) during the five-year period from 2011 to 2015: Greenville, Richland, Horry, Charleston, Spartanburg, Sumter, Laurens, Anderson, York, Lexington, Florence, Orangeburg, Beaufort, and Berkeley. The campaign supports public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this report, the designation “other vulnerable roadway users” will refer to moped riders, bicyclists, and pedestrians.

Vulnerable Roadway Users Program Goals:

1. To decrease pedestrian traffic fatalities by 0.9% from the 2010-2014 baseline average of 107 to 106 by December 31, 2017.

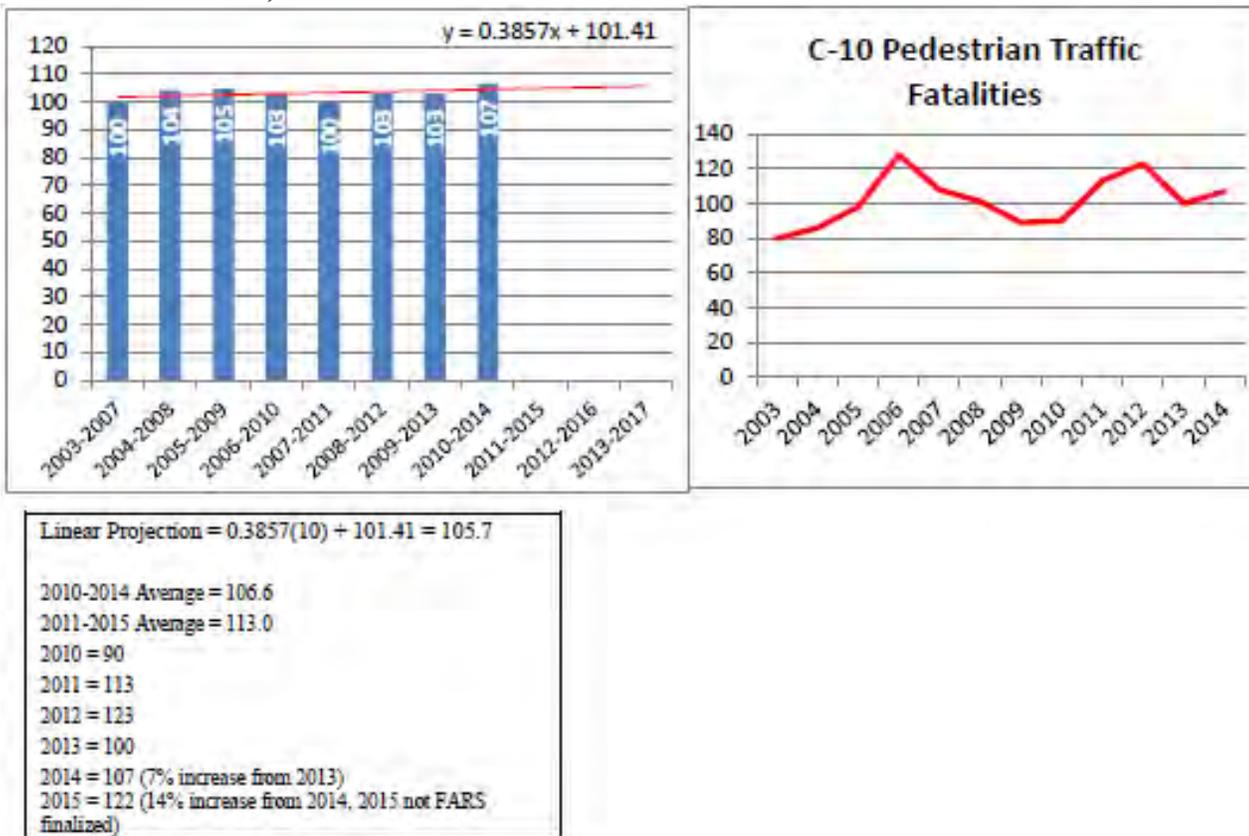


Figure 16: C-10. South Carolina Pedestrian Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of pedestrian fatalities will be 125. The OHSJP Statistical Analysis and Research Section predicts 150 pedestrian fatalities for CY 2017, which represents a 40.2% increase when compared to the 2010-2014 average of 107 pedestrian fatalities.

Vulnerable Roadway Users Program Overview

- 2. To decrease bicyclist traffic fatalities by 7.1% from the 2010-2014 baseline average of 14 to 13 by December 31, 2017.

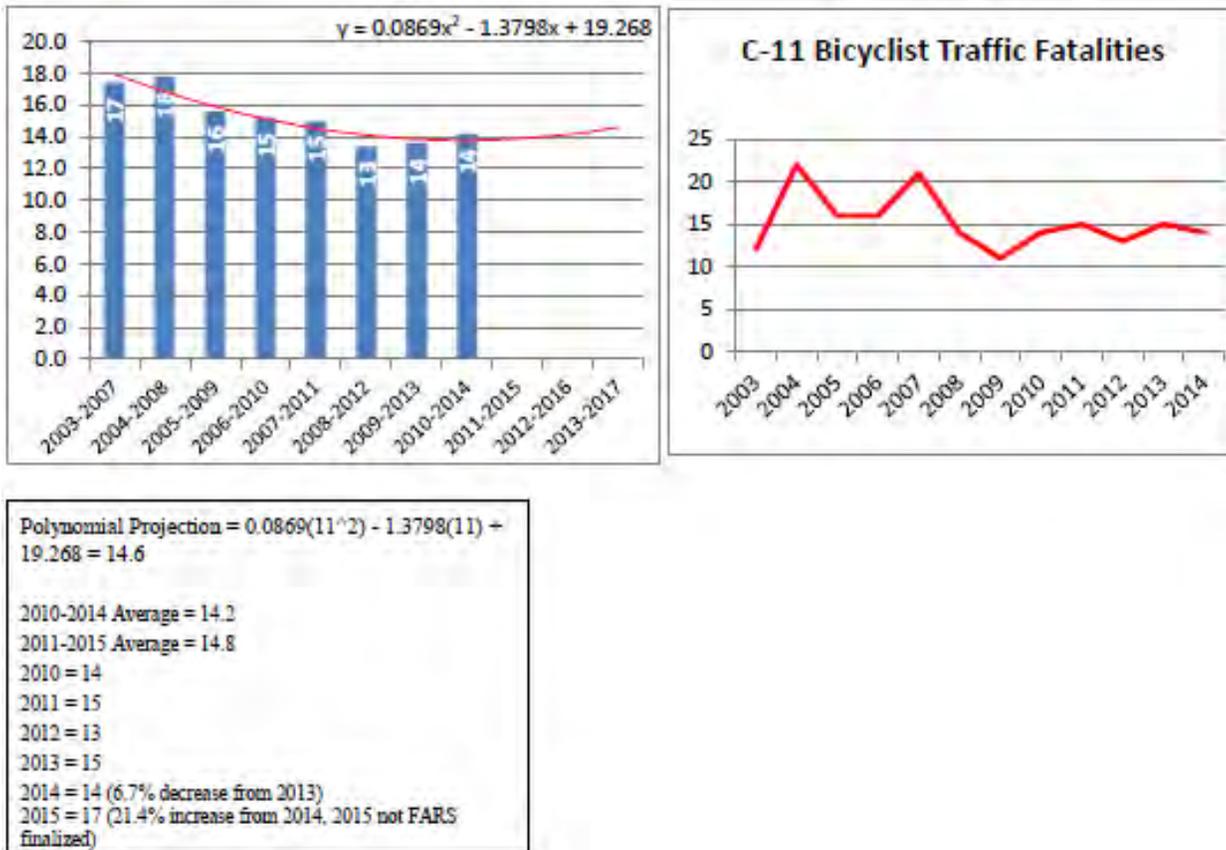


Figure 17: C-11. South Carolina Bicyclist Fatalities, 5- Year Moving Average with Trend Analysis, 2003-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of bicyclist fatalities will be 18. The OHSJP Statistical Analysis and Research Section predicts 20 bicyclist fatalities for CY 2017, which represents a 42.9% increase from the five-year 2010-2014 baseline average of 14.

Vulnerable Roadway Users Program Overview

- 3. To decrease moped traffic fatalities by 3.7% from the 2010-2014 baseline average of 27 to 26 by December 31, 2017.

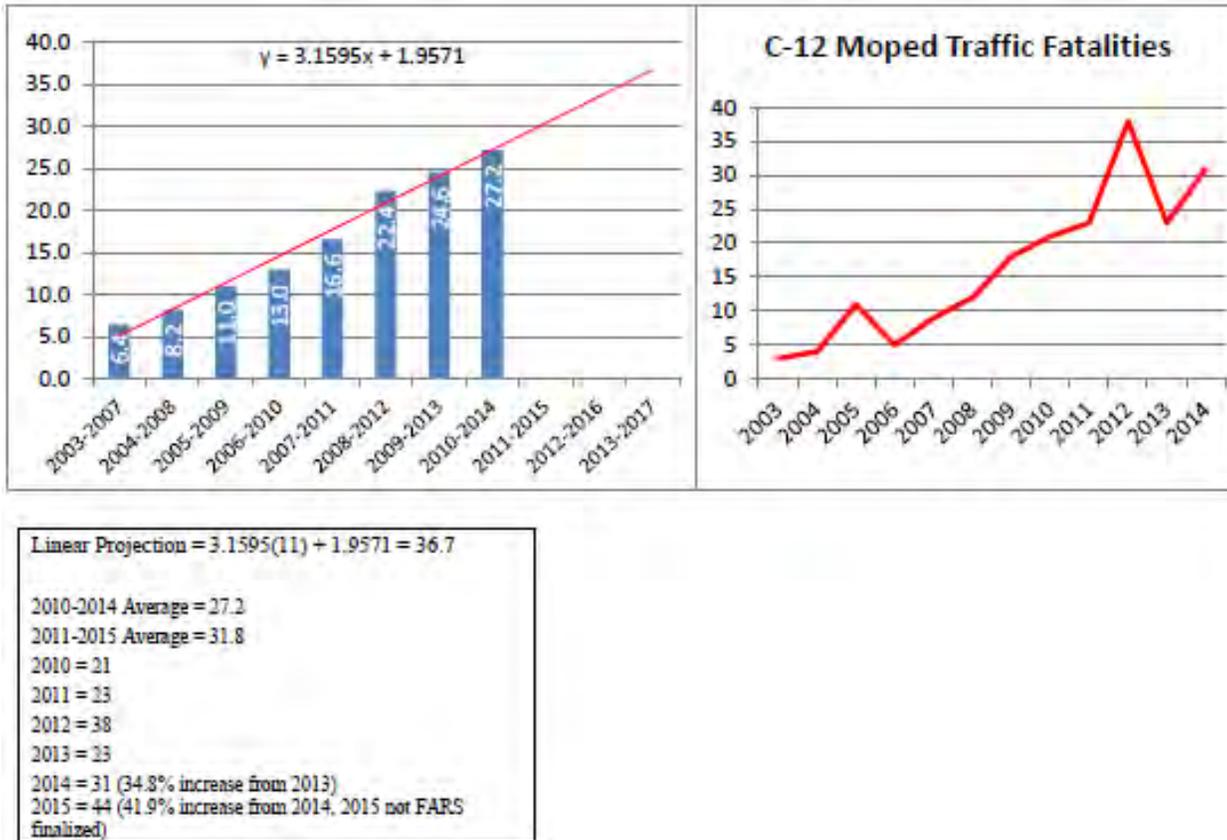


Figure 18: C-12. South Carolina Moped Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2013-2017 average number of moped fatalities will be 33. The OHSJP Statistical Analysis and Research Section predicts 28 moped fatalities for CY 2017, which represents an increase of 3.7% from the baseline 2010-2014 average of 27.

Vulnerable Roadway Users Program Overview

Vulnerable Roadway Users Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PS-2017-HS-04-17
Project Title: Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Annual Report. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the state of South Carolina experiences traffic crashes, injuries, and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians) or by the mechanism of two-wheeled vehicles (mopeds, bicycles, and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state. In FFY 2017, the Office of Highway Safety and Justice Programs partnered with the South Carolina Highway Patrol to specifically target vulnerable roadway user safety issues through the *Target Zero* umbrella campaign. The SC Highway Patrol utilizes multiple avenues in its effort to educate the public about highway safety issues related to pedestrians, bicyclists and mopeds. Community Relations Officers (CRO) give approximately 700 safety presentations a year, attend hundreds of safety fairs and give thousands of interviews on various topics, including the topic of vulnerable roadway users.

Vulnerable Roadway Users Program: Project Summary

Activities Funded/Implemented	Results
To continue the Stop Educate and Enforce (S.E.E) program, which focuses on pedestrian safety issues.	In 2007 the South Carolina Highway Patrol (SCHP) implemented its Stop Educate and Enforce (S.E.E) program. This program consists of Troopers stopping to speak with pedestrians walking along or in the roadway. During the pedestrian contact, troopers educate the person on pedestrian laws and best practices and, as stock allows, provide them with safety literature and a reflective wrist band so that they can be seen at night by motorists. If the pedestrian is intoxicated, the relative law is enforced and the person is arrested for public intoxication along the roadway. This enforcement action also deters the person from being along the roadway intoxicated in the future. So far in 2017, SCHP troopers have made 6,288 pedestrian contacts this year.

<p>To enhance the visibility of moped operators through a moped reflective-vest distribution program.</p>	<p>Many moped fatalities occur due to drivers not seeing the moped and its riders or misjudging the closing distance and timing when approaching them from behind. The SCHP continues to distribute retro-reflective vests acquired in 2015 to moped riders that troopers encountered during routine patrol. These vests were handed out in areas of the state that had experienced the highest number of moped fatalities: Troops 1, 3, 5 and 6.</p>
<p>To utilize social media to highlight vulnerable roadway user safety issues with the public.</p>	<p>CROs educated the public on vulnerable roadway user issues through social media such as Twitter, Facebook, YouTube, Periscope, and PSAs. CROs recorded short videos that remind motorists to LOOK for pedestrians and motorcyclists. Their social media posts encouraged open discussion with the public about these specific issues experienced in our state. Video PSAs are posted to YouTube and Facebook Live for the public to view, or as a safety tool for school administrators and business safety officers to use in order to keep their students/workers safe.</p>

Vulnerable Roadway Users Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PS-2017- HS-04-17	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)	\$40,000	\$39,150	NHTSA 402
Total			\$40,000	\$39,150	

Paid Media Overview

2016-2017 Christmas/New Year's *Sober or Slammer!* Campaign

Media Buy Summary for 2016-2017 Christmas/New Year's *SOS* campaign (Television)

Flight Dates: December 14-18, 2016, December 21-25, 2016, and December 28, 2016 – January 1, 2017

Driving under the influence of alcohol (.08 BAC and above) continues to be a primary contributing factor in many deaths on South Carolina's highways. As a result of this problem, the South Carolina Department of Public Safety's (SCDPS) Office of Highway Safety and Justice Programs (OHSJP) spearheaded a statewide effort to reduce the number of DUI-related traffic collisions, injuries, and fatalities. The mobilization was referred to as the *Sober or Slammer!* (*SOS*)/*Drive Sober or Get Pulled Over*. 2017 Law Enforcement DUI Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2017 Law Enforcement DUI Challenge effort, the Christmas/New Year's 2016-2017 portion of the Challenge ran from December 14, 2016 through January 1, 2017. High visibility enforcement of the state's DUI laws was a primary component of *SOS*, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

A DUI enforcement television ad featuring a continuation of the emoji messaging from Labor Day 2016 was distributed and broadcasted during the Christmas/New Year's 2016-2017 mobilization crackdown following the recommended NHTSA flight dates for airing. The spot included closed captioning and translation into Spanish. The state's DUI campaign slogan/logo, *Sober or Slammer!*, the national *Drive Sober or Get Pulled Over*. logo, and the Target Zero/SCDPS logo appeared on the spot. The commercial also prominently featured the "Report Drunk Drivers. Call *HP." message.



Screenshot from Christmas/New Year's Television Spot

Both parts of the Emoji ad can be viewed at the links below:

Part 1: <https://www.youtube.com/watch?v=pPFfD-FdvC0>

Part 2: <https://www.youtube.com/watch?v=EjHpCgqA0Cg>

Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning Monday, November 21, 2016, and concluded by Sunday, November 27, 2016. Post-campaign telephone surveys were conducted beginning Monday, January 2, 2017, and concluded by Sunday, January 8, 2017. The surveys concluded that 75% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis during the winter holiday 2016/2017.

The total costs for the Christmas/New Year's crackdown effort were \$299,920.

Campaign: SCDPS DUI Law Enforcement Challenge – Christmas/New Year's 2016/2017

Flight Dates: December 14-December 18, 2016; December 21-December 25, 2016; December 28, 2016- January 1, 2017

Media Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$139,685.00	1,233	1,322	2,555
CABLE	\$52,343.00	6,139	6,498	12,637
SPANISH-LANGUAGE	\$5,142.00	678	678	1,356
TOTALS	\$197,170.00	8,050	8,498	16,548

2017 Labor Day *Sober or Slammer!* Campaign

Media Buy Summary for 2017 DUI Media Buy

Radio Flight Dates: January 13-14, 2017; February 17-18, 2017; March 17-18, 2017; April 14-15, 2017; May 26-27, 2017; June 16-17, 2017; July 1-2, 2017; and August 18-19, 2017

Television Flight Dates: August 16-20, 2017; August 23-27, 2017; August 20-September 4, 2017

The South Carolina Department of Public Safety's (SCDPS) statistics for 2011-2015 show that there were at least 29,300 DUI-related collisions reported. The SCDPS's Office of Highway Safety and Justice Programs (OHSJP) continued a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer!* (*SOS*)/*Drive Sober or Get Pulled Over* 2017 Law Enforcement DUI Challenge. The mobilization entailed enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. The campaign included the Labor Day 2017 DUI crackdown and a monthly radio campaign in support of monthly DUI enforcement weekends from April through September 2017, headed up by the SC Highway Patrol and supported by other state law enforcement divisions and local law enforcement agencies around the state. The key efforts of the monthly DUI enforcement weekends were exerted on dates corresponding to prom, graduation, Summer Fun, The Fourth of July, and Labor Day. The SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state participated in the enforcement efforts of the campaign. Paid and earned media components were used to support the enforcement effort.

Television Spots: Enforcement television ads were broadcasted during the Labor Day 2017 mobilization crackdown. (Flight dates were Wednesday, August 16, 2017, through Sunday, August 20, 2017; Wednesday, August 23, 2017, through Sunday, August 27, 2017; and Wednesday, August 30, 2017, through Monday, September 4, 2017.) A new ad was produced based on the revised "Highways or Dieways" campaign, aimed at reaching a diverse social media audience through the use of vintage and "throwback" video clips, coupled with new, modern messaging focusing on the consequences of DUI. The contractor customized the spot to include closed captioning and translation into Spanish. The total cost of the new ad was \$102,150.00. The commercials prominently featured the "Report Drunk Drivers. Call *HP." message and the *Target Zero* reference. The spots were placed during times, programs, and stations which appealed predominantly to male drivers aged 18-34.



Screenshot from the 2017 Labor Day TV and social media spot.

Donated thirty-second spots and paid social media advertising were secured, also using the "Highways or Dieways" commercial. The commercial can be viewed at the following link:

<https://www.youtube.com/watch?v=MB5EMWByGq0>

Telephone Surveys: Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the Labor Day campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning no sooner than Monday, July 10, 2017 and concluded by Sunday, July 30, 2017. Post-campaign telephone surveys were conducted beginning Tuesday, September 5, 2017, and concluded by Monday, September 11, 2017. During the campaign, the surveys concluded that campaign awareness rose from 42.0% to 47.0%.

Radio Spots: A series of eight (8) radio spots (one spot per month) were produced with a strong anti-impaired driving enforcement message and distributed for the DUI Challenge months of January 2017-August 2017. These spots were produced in English and Spanish and appealed to five (5) distinct audiences (general, youth, African American, Hispanic, and rural male). The commercials also prominently featured the “Report Drunk Drivers. Call *HP.” message and the *Target Zero* reference. The spots targeted male drivers aged 18-34, and included purchased airtime and matched donated airtime.

Paid and donated airtime for the radio spots was secured so that air play was received predominantly in the following 20 focus counties as identified in the 2017 Highway Safety Plan: Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Orangeburg, Pickens, Laurens, Sumter, Lancaster, Kershaw, Dorchester, Beaufort, and Darlington. The spots ran Wednesday through Saturday during each of the eight (8) months from January through August coinciding with the designated weekends (January 13-14, 2017; February 17-18, 2017; March 17-18, 2017; April 14-15, 2017; May 26-27, 2017; June 16-17, 2017; July 1-2, 2017; and August 18-19, 2017).

Paid Social Media Advertising: Through a partnering web group, the agency contractor created a social media messaging campaign to support the sustained DUI enforcement effort and the ads aired for radio and television, to educate the motoring public regarding the consequences of impaired driving. The messaging again resonated with the five previously-identified audiences. The social media advertising included an innovative means of reaching the general public and prominently featured the “Highways or Dieways” message, as well as the Target Zero concept. The agency contractor and its partner secured approval from the OHSJP and the SCDPS Communications Office for any messages used in the social media effort prior to any online posting. During the social media campaign period (August 16-September 4, 2017), the sponsored graphic received 78,814 impressions (people reached) on Facebook and the video ad received 115,357 impressions. The official SCDPS Facebook page received 252 new likes during the campaign period.

Outdoor Advertising/Alternative Messaging Campaign: An outdoor advertising/alternative messaging campaign was created to support the sustained DUI enforcement effort and the ads aired for radio and television, and to educate the motoring public regarding the consequences of impaired driving. This messaging was intended to resonate with the five (5) previously-identified audiences. The outdoor advertising and alternative messaging included innovative means of reaching the general public and specific target audiences and prominently featured the “Report Drunk Drivers. Call *HP.” message, as well as the *Target Zero* concept. Throughout the state, billboards featured an “emoji equation” showcasing the consequences of impaired driving. Additionally, an impaired driving prevention message was displayed by SCDOT message signs on select dates free of charge to assist in campaign awareness.

The total costs for the 2017 Sober or Slammer campaign were \$1,092,250.00. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) reported a total circulation of over 3.6 million for the 150 total boards posted over the course of this campaign.

Outdoor Advertising/Alternative Media Cost: \$228,250
 Paid Social Media Cost: \$12,000

Campaign: SCDPS 2017 Labor Day DUI

Flight Dates: August 16-20, 2017; August 23-27, 2017; August 30-September 4, 2017

Campaign TV Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$204,147.12	1,687	1,503	3,190
CABLE	\$85,911.56	9,214	9,261	18,475
SPANISH-LANGUAGE	\$8,245.00	1,071	1,071	2,142
TOTALS	\$298,303.68	11,972	11,835	23,807

Campaign: SCDPS 2017 DUI Enforcement Radio

Flight Dates: January 13-14, 2017; February 17-18, 2017; March 17-18, 2017; April 14-15, 2017; May 26-27, 2017; June 16-17, 2017; July 1-2, 2017; and August 18-19, 2017

Radio Campaign Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
RADIO CAMPAIGN	\$214,753.77	7,767	7,773	15,540
SPANISH-LANGUAGE CAMPAIGN	\$14,875.00	720	720	1,440
TOTALS	\$229,628.77	8,487	8,493	16,980

2017 *Buckle Up, SC! It's the law and it's enforced.* Campaign

Media Buy Summary for 2017 BUSC Campaign Paid Social Media Flight Dates: May 15- June 4, 2017 Television Flight Dates: May 15-June 4, 2017

Buckle Up South Carolina. It's the law and it's enforced (BUSC) is a high visibility statewide occupant protection enforcement and public information and education campaign coordinated by the SC Department of Public Safety (SCDPS). This effort is conducted in conjunction with the *Click It or Ticket* national and regional enforcement mobilizations of the National Highway Traffic Safety Administration (NHTSA). The goals of the *BUSC* Memorial Day 2017 mobilization were an increase in safety belt usage in South Carolina of 2.0 percentage points and a decrease of at least 5% in traffic fatalities and serious injuries during the enforcement period. The stepped-up enforcement component of the *BUSC* Memorial Day 2017 blitz ran from May 22 – June 4, 2017, and contained public information and education



2017 *Buckle Up, SC.* Press event at Spirit Communications Park in Columbia, SC

components, including paid and earned media to position safety belt usage enforcement as a key element of the SCDPS *Target Zero* initiative.

The enforcement component emphasized nighttime safety belt enforcement strategies. The paid media portion of the campaign began May 15, 2017, and ran through June 4, 2017, and focused on educating the motoring public regarding nighttime safety belt enforcement.

Two (2) commercial spots were aired for the Memorial Day 2017 enforcement mobilization crackdown. Two previously produced spots were aired. One spot focuses on the consequences of driving without a safety belt. A spot focusing on nighttime seat belt usage was utilized as the second spot. Statistical information shows that seat belt usage rates decrease significantly after dark, and a large percentage of traffic fatalities occur between the hours of 6:00 PM and 6:00 AM. For this reason, more coverage was allotted to the nighttime seat belt enforcement spot. The television spots were closed captioned and were available in Spanish for airing on Hispanic television stations in South Carolina. The television ads ran statewide, but placement focused on stations and during time slots that attract African American, Hispanic, youth, and rural male audiences.

Both televisions spots can be viewed at the links provided below:

https://www.youtube.com/watch?v=-JicE_SYJis

<https://www.youtube.com/watch?v=Hg3ZE0MdfKA>

A radio ad which complemented the television spots ran May 15, 2017, through the Memorial Day holiday on June 4, 2017, with an emphasis on nighttime safety belt enforcement. The commercial ran statewide and focused on demographics which traditionally utilize safety belts at a lower rate than the general population (African Americans, Hispanics, youth, and rural males).



2017 *Buckle Up, SC.* billboard

The radio ad is available to hear at the following link:

<https://www.dropbox.com/sh/lj9y3abwemhe22l/AADw476NyajackrUTYjmVzYLa?dl=0>

Additionally, an occupant protection message was displayed on SCDOT message signs on select dates free of charge to assist in campaign awareness.

Billboards were also purchased and posted statewide using the previously mentioned revised “Highways or Dieways” messaging.

Paid social media was used for the first time by the agency during the 2017 Memorial Day enforcement mobilization. The agency contractor partnered with a local web agency, DuBose Web Group, to create a paid social media plan for Facebook featuring a vintage “Highways or Dieways” ad and the *Buckle Up, SC* billboard artwork. The total budgeted amount for paid social media was \$6,000. During the social media campaign period (May 22-June 4, 2017) the sponsored graphic received 262,846 impressions (people reached) and the video ad received 193,487 impressions.

Telephone surveys were conducted by the University of South Carolina before and after the campaign. The results of the surveys showed that the percentage of respondents who reported they heard promotional messages encouraging people to wear seat belts in the past three months increased significantly from 73.0% in the pre-campaign survey to 82.2% in the post-campaign survey.

The total costs for the *BUSC*/Memorial Day campaign were \$419,602.89.

Paid Social Media Costs:

Outdoor Advertising:

Campaign: SCDPS 2017 BUSC TV

Flight Dates: May 15-29, 2017

Campaign TV Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$181,866.00	1,444	1,417	2,861
CABLE	\$85,375.92	8,980	8,890	17,870
SPANISH-LANGUAGE	\$7,650.00	1,113	1,113	2,226
TOTALS	\$274,891.92	11,537	11,420	22,957

Campaign: SCDPS 2017 BUSC Radio

Flight Dates: May 15-29, 2017

By Language

Language	Total Cost	Paid Spots	Bonus Spots	Total Spots
ENGLISH	\$27,431.35	1,141	1,064	2,205
SPANISH	\$2,558.50	102	102	204
TOTALS	\$29,989.85	1,243	1,166	2,409

2017 Motorcycle Safety Campaign

Media Buy Summary for 2017 Statewide Motorcycle Safety Campaign

Radio Flight Dates (Beach Rallies): May 12-21, May 26-29, 2017

Radio Flight Dates Statewide: June 19-23; June 26-27, 2017

Campaign Overview

Motorcyclist deaths have risen in South Carolina over recent years. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a six-month-long (spring-summer) comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May:

Myrtle Beach Bike Week	May 12-21, 2017
Atlantic Beach Bike Fest	May 26-29, 2017

The sustained campaign kicked off in April and ran through September, with a focus on 14 counties that experienced the highest number of motorcyclist fatalities in the 2015 calendar year: Greenville, Anderson, Aiken, Lexington, Horry, Spartanburg, Richland, Charleston, Florence, Berkeley, Darlington, Pickens, Sumter, and York. The campaign theme built upon the “Look!” and “Ride Smart/Drive Smart” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists, as well as the agency-wide Target Zero messaging.

A. Focus Counties Outreach

- Billboards were produced with a motorcycle safety message for display in the 14 priority counties from April to September. The billboards featured the “Look!” slogan/logo and a “Share the Road” message to emphasize motorcycle awareness on the part of four-wheel operators (for example, “Look! Motorcycles are everywhere.”).
- A 60-second radio spot with a “Share the Road” message aired during the six-month safety campaign. This was a cross buy, tapping into all listening audiences in the 14 counties.
- A Trooper from the SC Highway Patrol (SCHP) was used in both print and broadcast media as the spokesman for the safety campaign to address concerns related to motorists and motorcyclists.

B. Motorcycle Rallies in May

- In addition to paper billboards cited in Section A, digital billboards in the Myrtle Beach area were secured for display during the May 2017 motorcycle rallies in Horry County to specifically reference the rallies. The billboards featured the “Look!” slogan and a “Share the Road” message.

In addition to radio spots cited in Section A, radio ads were aired on local radio stations in the Myrtle Beach market with “Share the Road” messages to the motoring public during the rallies. The ads concluded with an invitation to stop by the SCHP booth (indicating the location of the booth) during the Myrtle Beach Bike Week and the Atlantic Beach Bike Fest.

The radio ads (English and Spanish) are available hear at the link below:

https://www.dropbox.com/sh/q8fle0omkjuyu9z/AAB4JhN8-N1rujSb8HRhz8_xa?dl=0

The total costs for the 2017 Bike Week/Bike Fest Motorcycle Safety campaign were \$79,930.20. The Outdoor Advertising Association of South Carolina (OAASC) estimates total impressions for the 100-board statewide Motorcycle Safety Campaign at 2.4 million based on 60 day display.

Outdoor Advertising/Alternative Media Cost: \$27,000

Campaign: SCDPS 2017 Motorcycle Safety Radio

Flight Dates: June 19-23; June 26-27, 2017

Campaign Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
RADIO	\$29,292.70	1,154	1,095	2,249
SPANISH-LANGUAGE CAMPAIGN	\$2,439.50	98	84	182
CAMPAIGN TOTALS	\$31,732.20	1,252	1,179	2,431

Campaign: SCDPS 2017 Bike Rallies – Myrtle Beach

Flight Dates: May 12-13; May 15-20; May 26-27, 2017

Campaign Overview

Media	Total Cost	Paid Spots	Bonus Spots	Total Spots
RADIO	\$4,923.20	192	192	384

2016-2017 High School Ticket Campaign

Media Buy Summary for 2016-2017 High School Ticket Campaign Flight Dates: 2016-2017 Academic Year; 2017-2018 August-September Campaign Overview

Sports' marketing is an effective method to reach targeted audiences where they are most attentive and engaged. The Office of Highway Safety and Justice Programs (OHSJP) has utilized sports marketing on the college level and high school level, and it seeks to continue to do so when cost-effective. Tickets for most high school sporting events and other activities in South Carolina are produced by one company, Huddle Tickets of Georgia. The OHSJP had the opportunity to place a highway safety message on approximately 5,000,000 tickets expected to be printed and used by the majority of high schools statewide (approximately 200) for sporting and other events during the 2016-2017 academic year. Sponsor logos/messaging, along with the name of the school, appear on the front of the ticket, and each sponsor gets half the space on the front and back for a message and/or coupon. The tickets are printed in color on both sides. Thus, the OHSJP had the opportunity to print several messages



High School tickets used in 2016-2017 school year

throughout the year both on the front and back of the tickets. The message on the tickets reached students at events before and after

which they were most likely to engage in risky driving behavior, such as football, basketball, and baseball games, proms, concerts, plays, etc. In addition, the message on the tickets was put in front of parents and other adults who attended many of these events in support of their students.

Artwork was designed and printed by Huddle Tickets to deliver to teen drivers four (4) messages about highway safety, including impaired driving, safety belt usage, speeding, and distracted driving (cell phones, texting, etc.). The tickets were printed and instructions were given to ensure that the highway safety message remained intact and unmarred on the portion of the ticket retained by ticket buyers. Messages were also provided for schools to air over their public address systems during games, and artwork was provided for print advertising in game programs. The announcements and program ads were generalized to appeal to a variety of age groups, including parents.

Expenditures from FFY 2016 for the 2016-2017 academic year were \$52,950.00, and expenditures for August/September of the 2017-2018 academic year were \$12,500.00. The total expenditures for the two years were \$65,450.00

Approximately five million tickets were printed in the course of this campaign.

Attitudinal Survey Results

Impaired Driving

A Campaign Awareness and Impact Study was conducted on behalf of the South Carolina Department of Public Safety by the agency contractor to assess general perceptions and positions of drivers relative to DUI enforcement and, more specifically, to identify awareness, perceptions and impact of the Department’s Christmas/New Year’s 2016-2017 DUI Campaign.

Research consisted of “pre-” and “post-” surveys conducted before the campaign started and immediately following the completion of the campaign. Interviews were conducted by telephone among a mix of South Carolina’s licensed drivers. Sample size was approximately 400 for each period (pre- and post-).

Survey Overview

The pre- and post- surveys concluded the following:

General Attitudes Toward Positions on DUI

***What do you think the chances are of someone getting arrested if they drive after drinking?**

	PRE		POST	
	N	Percent	N	Percent
Always	75	18.7	78	19.5
Most of the time	133	33.1	138	34.5
Half of the time	120	29.9	117	29.2
Rarely	69	17.1	62	15.5
Never	3	0.8	1	0.2
Do not know	1	0.3	5	1.2

*University of South Carolina Driving Habits and Attitudes Survey, 2017

- Drinking and Driving continues to be a top highway safety concern among South Carolina Drivers.
 - The large majority of respondents—89.65% of respondents in the pre-campaign survey and 85.8% in the post-campaign survey – reported they had not operated a motor vehicle within two hours of drinking alcohol in the past 30 days.
 - In the campaign awareness and impact survey, 72% of respondents said *drinking and driving* should be law enforcement’s highest priority.
- Strict enforcement of DUI laws continues to be strongly supported in South Carolina.
 - Of those polled, 87% support strong enforcement of DUI laws in South Carolina, and 88% support the implementation of a DUI enforcement program/campaign in the state.
- Most drivers feel that South Carolina is cracking down on DUIs and that offenders will face serious consequences.
 - More than half of the respondents (56%) believe being found guilty of driving under the influence will end in going to jail.
 - The percentage of respondents that support law enforcement making a big effort to crack down on drinking and driving was 78%.

Campaign Awareness, Impact and Support

- Just over half of South Carolina's drivers are aware of DUI enforcement programs in general, but when asked about the SCDPS DUI Enforcement Campaign in particular, nearly three out of four identify familiarity.
 - In regards to advertising, 75% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis. Levels of aided awareness have been consistently over 70% since 2008.
- The Campaign is effectively communicating an anti-DUI message and positive impacts of the Campaign are evidenced through several study measures.
 - 47% of respondents indicated the campaign would effectively deter them from drinking.
- Television and billboards are key media platforms for the SCDPS DUI Campaign.
 - A large percentage (80%) of respondents said they saw the campaign on television in the post-survey and half (53%) said they saw billboards. Radio response was also strong (36%).
- Support of SCDPS's DUI Enforcement Campaign remains extremely high.
 - Regardless of awareness of the Campaign, 89% of respondents said they fully support the implementation of the DUI Enforcement Program and Campaign by South Carolina; 67% of respondents indicated they "strongly support" it.

Safety Belts and Speeding

The University of South Carolina (USC) Institute for Public Service and Policy Research provided an evaluation component for the South Carolina Department of Public Safety's *Buckle Up, South Carolina* Memorial Day 2017 mobilization during May 2017. The evaluation consisted of pre- and post-blitz telephone surveys conducted in accordance with NHTSA guidelines/regulations.

Data for campaign surveys were collected by the interviewing staff of the USC Survey Research Laboratory (SRL) in the Institute for Public Service and Policy Research. Interviewing was conducted on USC's Columbia campus through the SRL's computer-aided telephone interviewing system. During the pre-campaign survey, 400 interviews were completed. During the post-campaign survey, 400 interviews were completed.

Survey Overview

The pre- and post- surveys concluded the following:

Seat Belt Usage

How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick-up truck?

	PRE		POST	
	N	Percent	N	Percent
Always	365	91.2	374	93.6
Most of the time	23	5.6	12	2.9
Half of the time	6	1.4	4	1.1
Rarely	4	0.9	8	1.9
Never	4	0.9	2	0.5

- South Carolina drivers reported high levels of safety belt usage, with 96.8% in the pre-campaign survey and 96.5% in the post-campaign surveys indicating that they use seat belts *always* or *most of the time* when driving or riding in a car, van, sport utility vehicle, or pick-up. These levels were similar to those found in 2016.
- The percentage of South Carolina drivers who reported that they use their lap belt *all of the time* increased slightly from 90.2% in the pre-campaign survey to 95.0% in the post-campaign survey. The percentage of South Carolina drivers who indicated the last time they did not wear their seat belt while driving was more than a year ago was significantly lower in the pre-campaign survey (78.4%) than in the post-campaign survey (85.8%).
- South Carolina drivers reported high levels of seat belt usage in both surveys, with 91.2% in the pre-campaign survey and 93.6% in the post-campaign survey indicating that they *always* use their seat belts when driving or riding in a car. The percentage of drivers that indicated they *never* use seat belts when driving or riding in a car was less than 1% in both surveys (0.9% in the pre-campaign and 0.5% in the post-campaign).

In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

	PRE		POST	
	N	Percent	N	Percent
Yes	61	15.2	117	29.2
No	336	84.1	281	70.3
Don't know	3	0.7	2	0.5

- The percentage who indicated they had heard these messages in the past three months increased significantly from 73.0% in the pre-campaign survey to 82.2% in the post-campaign survey.
- In the pre-campaign survey, 18% reported having seen or heard something in the past 30 days about police in their community working at night to enforce the seat belt law. This percentage increased significantly to 29.2% in the post-campaign.

What is your chance of receiving a ticket if not wearing a seat belt?

	PRE		POST	
	N	Percent	N	Percent
Always	92	22.9	68	17.0
Most of the time	105	26.3	100	24.9
Half of the time	83	20.9	104	26.0
Rarely	105	26.2	115	28.8
Never	12	3.0	9	2.3
Do Not Know	3	0.7	4	1.0

- Public perceptions of the likelihood of being stopped by the police for not wearing a safety belt decreased slightly between the pre- and post-campaign surveys.
 - If respondents were to, hypothetically, not wear their seat belt at all over the next six months, a little over one-third in both pre-campaign (39.1%) and post-campaign (35.5%) surveys felt that it would be *very likely* that they would receive a ticket for not wearing their seat belt.
- South Carolina drivers generally perceive that police in their communities are writing more seat belt tickets.
 - Roughly 56.0% of respondents in the pre-campaign survey and 53.1 in the post-campaign survey agreed (either *strongly* or *somewhat*) with the statement “Police in my community are writing more seat belt tickets now than they were this time last year.”

Speeding

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	PRE		POST	
	N	Percent	N	Percent
Always	27	6.7	26	6.5
Most of the time	66	16.4	91	22.7
Half of the time	98	24.5	64	16.0
Rarely	154	38.5	167	41.7
Never	50	12.4	52	12.9
Do not know	3	0.7	0	0.0

- A number of South Carolina drivers report driving above the speed limit on a road with a posted speed limit of 30 MPH.
 - The percentages in the pre- and post-campaign surveys who said that they drove above 35 miles per hour on a local road with a speed limit of 30 miles per hour always or most of the time was 23.1% in the pre-campaign survey and 29.2% in the post-campaign survey. The percentage who said they rarely or never drove above 35 miles per hour on a local road with a speed limit of 30 miles per hour was 50.9% in the pre-campaign survey and 54.6% in the post-campaign survey.

On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

	PRE		POST	
	N	Percent	N	Percent
Always	10	2.5	22	5.6
Most of the time	52	12.9	76	19.1
Half of the time	84	21.1	65	16.1
Rarely	150	37.5	123	30.8
Never	101	25.2	113	28.2
Do not know	1	0.2	0	0.0
Refused	3	0.7	1	0.2

- A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour.
 - The percentages who said they “always” or “most of the time” drove above 70 miles per hour on such on a road (pre- and post-campaign) increased from 15.4% to 24.7%, respectively. The percentages of those who “rarely” or “never” drove faster than 70 miles per hour on a road with a speed limit of 65 decreased from 62.7% (pre-) to 59.0% (post-campaign).

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	PRE		POST	
	N	Percent	N	Percent
Yes	186	46.6	187	46.7
No	206	51.5	208	52.0
Don't know	8	1.9	5	1.2

- Less than 50% of those surveyed in both the pre- (46.6%) and post-campaign (46.7%) surveys reported that they had seen, heard, or read anything in the past 30 days about speed enforcement by police.

What do you think the chances are of getting a ticket if you drive over the speed limit?

	PRE		POST	
	N	Percent	N	Percent
Always	47	11.6	40	10.1
Most of the time	109	27.3	103	25.8
Half of the time	117	29.9	160	40.0
Rarely	112	27.9	87	21.7
Never	9	2.1	7	1.8
Do not know	4	1.0	1	0.3
Refused	1	0.2	2	0.4

- Fewer than half of South Carolina drivers reported thinking that they would get a ticket always or most of the time if they drive over the speed limit in the pre-campaign (38.9%) and post-campaign (35.9%) surveys.

Federal Funds Expended on Projects

GRANT NUMBER	GTS Project Code	PROJECTS AWARDED FOR FY17	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
PLANNING & ADMINISTRATION					
PA-2017-HS-01-17	HS-01-17	HWY. SAFETY PLANNING & ADM. HWY SAFETY P & A STATE MATCH	\$ 138,006.00 138,006.00	\$ 85,458.98 85,458.98	\$ 223,464.98 223,464.98
			\$ 138,006.00	\$ 85,458.98	\$ 223,464.98
OCCUPANT PROTECTION					
OP-2017-HS-02-17	HS-02-17	OCCUPANT PROTECTION PROGRAM MGMT	\$ 104,328.00	75,343.29	\$ 179,671.29
OP-2017-HS-17-17	HS-17-17	SCDHEC - Operation Safe Ride SC	154,143.00	60,344.60	214,487.60
			\$ 258,471.00	\$ 135,687.89	\$ 394,158.89
PEDESTRIAN/BICYCLE SAFETY					
PS-2017-HS-04-17	HS-04-17	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 40,000.00	-	\$ 40,000.00
			\$ 40,000.00	\$ -	\$ 40,000.00
POLICE TRAFFIC SERVICES					
PT-2017-HS-05-17	HS-05-17	P.T.S. PROGRAM MANAGEMENT	\$ 98,458.00	88,093.53	\$ 186,551.53
PT-2017-HS-06-17	HS-06-17	LAW ENFORCEMENT COORDINATION	778,512.00	426,619.48	1,205,131.48
PT-2017-HS-07-17	HS-07-17	CJA - Traffic Safety Officer Program	412,370.00	170,082.88	582,452.88
PT-2017-HS-08-17	HS-08-17	City of Columbia Police Department	123,441.00	91,921.00	215,362.00
PT-2017-HS-09-17	HS-09-17	Rock Hill Police Department	73,587.00	33,306.00	106,893.00
			\$ 1,486,368.00	\$ 810,022.89	\$ 2,296,390.89
MOTORCYCLE SAFETY					
MC-2017-HS-04-17	HS-04-17	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 50,000.00	-	\$ 50,000.00
			\$ 50,000.00	\$ -	\$ 50,000.00
TRAFFIC RECORDS					
TR-2017-HS-03-17	HS-03-17	TRAFFIC RECORDS IMPROVEMENTS	\$ 37,170.00	21,122.30	\$ 58,292.30
			\$ 37,170.00	\$ 21,122.30	\$ 58,292.30
SAFE COMMUNITIES					
SA-2017-HS-04-17	HS-04-17	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 759,119.00	251,493.64	\$ 1,010,612.64
			\$ 759,119.00	\$ 251,493.64	\$ 1,010,612.64
FAST ACT NHSTA 402					
PT-2017-HS-10-17	HS-10-17	Dorchester County Sheriff's Office	87,085.00	55,025.00	142,110.00
PT-2017-HS-11-17	HS-11-17	Mauldin Police Department	80,570.00	50,825.00	131,395.00
PT-2017-HS-12-17	HS-12-17	City of Anderson Police Department	114,225.00	90,262.00	204,487.00
PT-2017-HS-13-17	HS-13-17	City of North Charleston Police Department	153,290.00	102,473.00	255,763.00
PT-2017-HS-14-17	HS-14-17	Simpsonville Police Department	67,960.00	33,630.00	101,590.00
PT-2017-HS-15-17	HS-15-17	City of Beaufort	80,701.00	58,060.00	138,761.00
PT-2017-HS-16-17	HS-16-17	Charleston Police Department	226,158.00	122,782.00	\$ 348,940.00
PT-2017-HS-18-17	HS-18-17	Spartanburg Public Safety Department	63,833.00	27,579.00	91,412.00
PT-2017-HS-19-17	HS-19-17	Bluffton Police Department	137,069.00	90,261.00	227,330.00
PT-2017-HS-21-17	HS-21-17	Florence County Sheriff's	341,141.00	258,774.00	\$ 599,915.00
PT-2017-HS-22-17	HS-22-17	Goose Creek Police Department	-	-	\$ -
PT-2017-HS-31-17	HS-31-17	Laurens Police Department	39,382.00	23,128.00	62,510.00
PT-2017-HS-32-17	HS-32-17	City of York	68,591.00	48,766.00	117,357.00
PT-2017-HS-33-17	HS-33-17	Lancaster County Sheriff's Office	172,389.00	112,756.00	285,145.00
PT-2017-HS-34-17	HS-34-17	Colleton County Sheriff's Office	135,266.00	108,951.00	244,217.00
PT-2017-HS-35-17	HS-35-17	Lexington Police Department	283,749.00	137,804.00	421,553.00
PT-2017-HS-36-17	HS-36-17	Spartanburg County Sheriff's	224,437.00	-	224,437.00
			\$ 2,275,846.00	\$ 1,321,076.00	\$ 3,596,922.00
				\$	\$ -
		NHTSA 402 Total	\$ 5,044,980.00	\$ 2,624,861.70	\$ 7,669,841.70

Federal Funds Expended on Projects

405b OP HIGH HVE				
M1HVE-2017-HS-02-17	HS-02-17	OCCUPANT PROTECTION PROGRAM MGMT.	\$ 434,485.00	303,727.89 \$ 738,212.89
M1OP-2017-HS-02-17	HS-02-17	OCCUPANT PROTECTION Buckle Up Surveys	\$ 65,515.00	65,515.00 \$ 131,030.00
M1*AL-2017-HS-02-17	HS-25-17	Impaired Driving Countermeasures Campaign	230,000.00	- 230,000.00
			\$ 730,000.00	\$ 369,242.89 \$ 1,099,242.89
MAP 21 405b OP Low Total			\$ 730,000.00	\$ 369,242.89 \$ 1,099,242.89
405c DATA PROGRAM				
M3DA-2017-HS-03-17	HS-03-17	TRAFFIC RECORDS IMPROVEMENTS	\$ 1,850,333.58	848,988.74 \$ 2,699,322.32
			-	-
			\$ 1,850,333.58	\$ 848,988.74 \$ 2,699,322.32
MAP 21 405c Data Program Total			\$ 1,850,333.58	\$ 848,988.74 \$ 2,699,322.32
405d HIGH HVE				
M4HVE-2017-HS-25-17	HS-25-17	IMPAIRED DRIVING COUNTERMEASURES	\$ 168,532.00	131,139.25 \$ 299,671.25
M4HVE-2017-HS-24-17	HS-24-17	Richland County Sheriff's Department	\$ 133,857.00	64,934.00 \$ 198,791.00
M4HVE-2017-HS-28-17	HS-28-17	Berkeley County Sheriff's Office	\$ 61,259.00	45,503.00 \$ 106,762.00
M4HVE-2017-HS-29-17	HS-29-17	Charleston County Sheriff's Office	\$ 79,432.00	54,269.00 \$ 133,701.00
M4HVE-2017-HS-30-17	HS-30-17	Town of Mount Pleasant	\$ 177,327.00	123,306.00 \$ 300,633.00
M4HVE-2017-HS-37-17	HS-37-17	City of Darlington	\$ 61,002.00	40,572.00 \$ 101,574.00
			-	-
			\$ 681,409.00	\$ 459,723.25 \$ 1,141,132.25
405d HIGH Training				
M4TR-2017-HS-26-17	HS-26-17	CJA - Impaired Driving Training for Law Enforcement	\$ 188,591.00	120,324.64 \$ 308,915.64
			\$ 188,591.00	\$ 120,324.64 \$ 308,915.64
405d HIGH COURT SUPPORT				
M4CS-2017-HS-20-17	HS-20-17	SCHP-Berkeley County DUI Prosecutor Program	\$ 109,166.00	80,401.65 \$ 189,567.65
M4CS-2017-HS-27-17	HS-27-17	SC Commission on Prosecution Coordination	\$ 122,485.00	69,814.82 \$ 192,299.82
M4CS-2017-JC-39-17	JC-39-17	Fifth Circuit Solicitor's Office	\$ 84,940.00	34,141.00 \$ 119,081.00
M4CS-2017-JC-40-17	JC-40-17	Twelfth Circuit Solicitor's Office	\$ 134,446.00	58,064.00 \$ 192,510.00
			-	-
			\$ 451,037.00	\$ 242,421.47 \$ 693,458.47
405d Impaired Driving High				
M4X-2017-HS-23-17	HS-23-17	Mothers Against Drunk Driving	\$ 73,239.00	35,751.00 \$ 108,990.00
			\$ 73,239.00	\$ 35,751.00 \$ 108,990.00
405d HIGH PAID/EARNED MEDIA				
M4PEM-2017-HS-25-17	HS-25-17	IMPAIRED DRIVING COUNTERMEASURES	\$ 1,070,000.00	529,548.77 \$ 1,599,548.77
			-	-
			\$ 1,070,000.00	\$ 529,548.77 \$ 1,599,548.77
MAP 21 405d Impaired Driving High Total			\$ 2,464,276.00	\$ 1,387,769.13 \$ 3,852,045.13
405f MOTORCYCLE AWARENESS				
M9MA-2017-HS-04-17	HS-04-17	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 80,000.00	39,655.51 \$ 119,655.51
			-	-
			\$ 80,000.00	\$ 39,655.51 \$ 119,655.51
MAP 21 405f Data Program Total			\$ 80,000.00	\$ 39,655.51 \$ 119,655.51
TOTAL NHTSA & Incentive Funds			\$ 10,169,589.58	\$ 5,270,517.97 \$ 15,440,107.55