



SOUTH DAKOTA
HIGHWAY SAFETY

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

Federal Fiscal Year 2013

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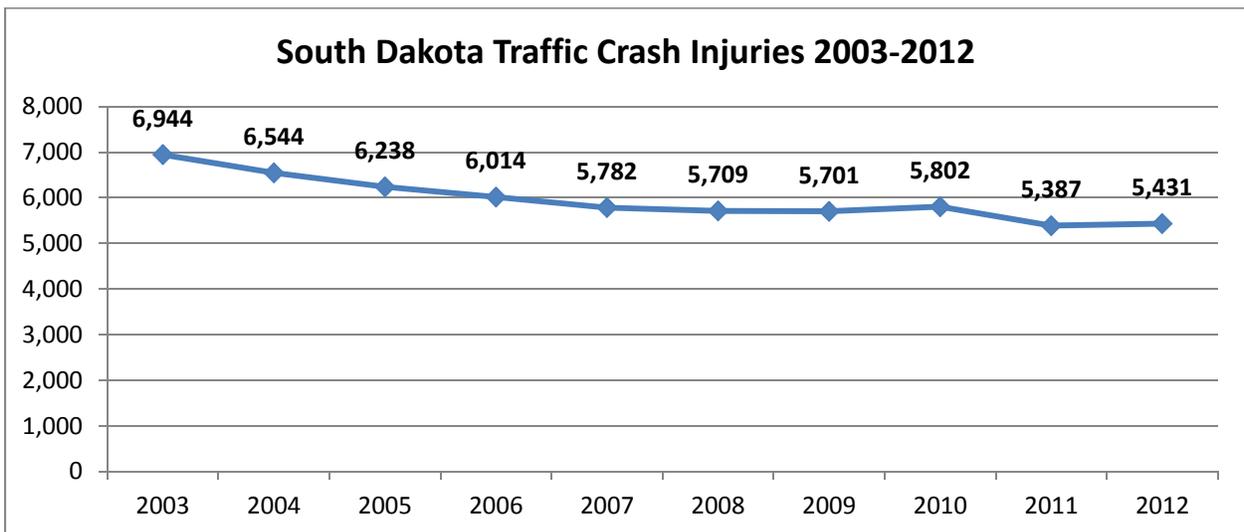
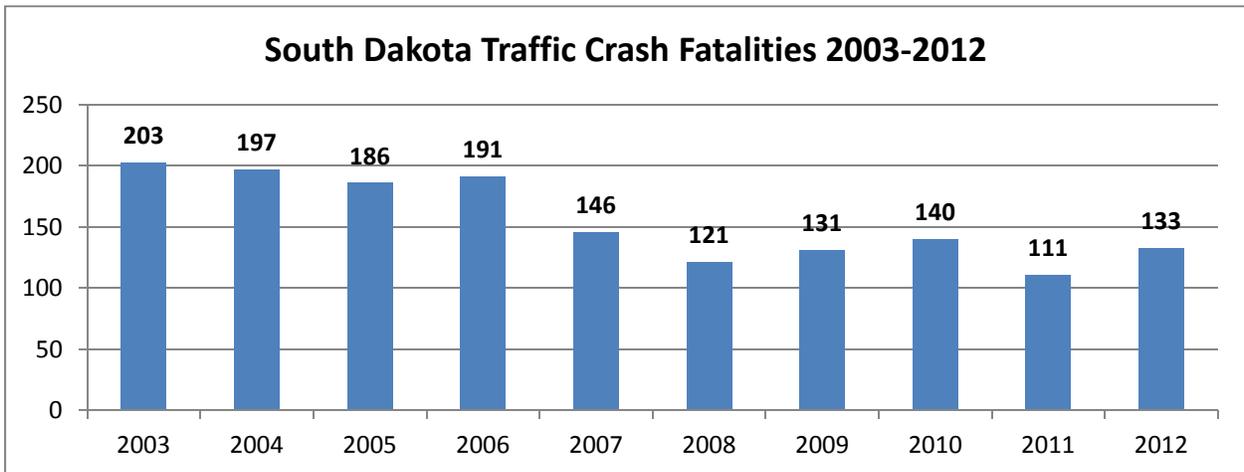
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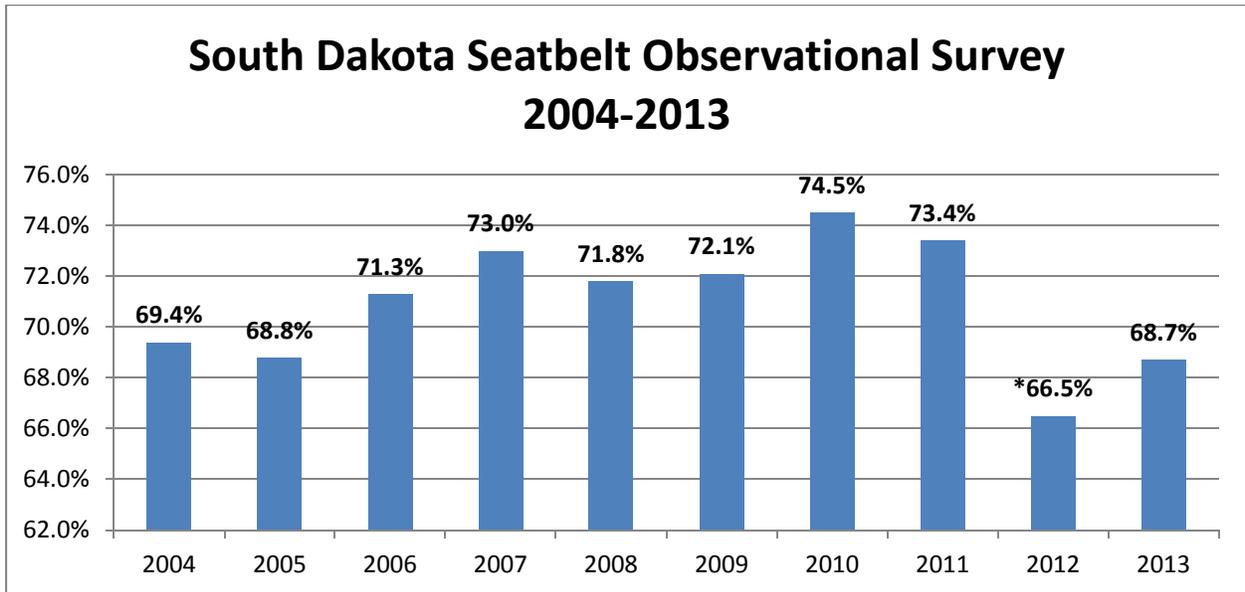
South Dakota Highway Safety Executive Summary

This report provides information about NHTSA funded highway safety activity for FFY13. Crash data from 2012 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2013 survey.

There is an average of 16,766 reportable traffic crashes in South Dakota each year. There were 133 fatalities and 5,431 injuries as a result of traffic crashes in 2012; this is a 16.5% increase in fatalities and a 0.8% increase in injuries from 2011.

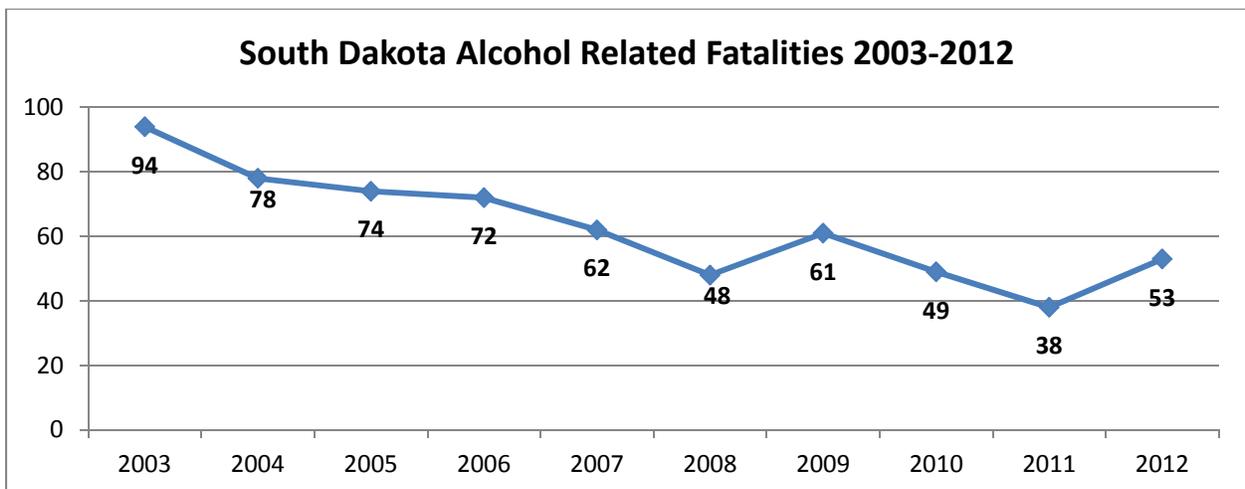


In 2012, 63.7% of the motor vehicle occupants killed in traffic crashes was not wearing seatbelts. Of the 102 fatalities, 65 were not wearing seatbelts. Of the 65 not wearing seatbelts, 48 were ejected from the vehicle. The most recent observational seatbelt survey shows an increase in the number of people wearing seatbelts, from 66.5% in 2012 to 68.7% in 2013, based on new survey methodology implemented by NHTSA.

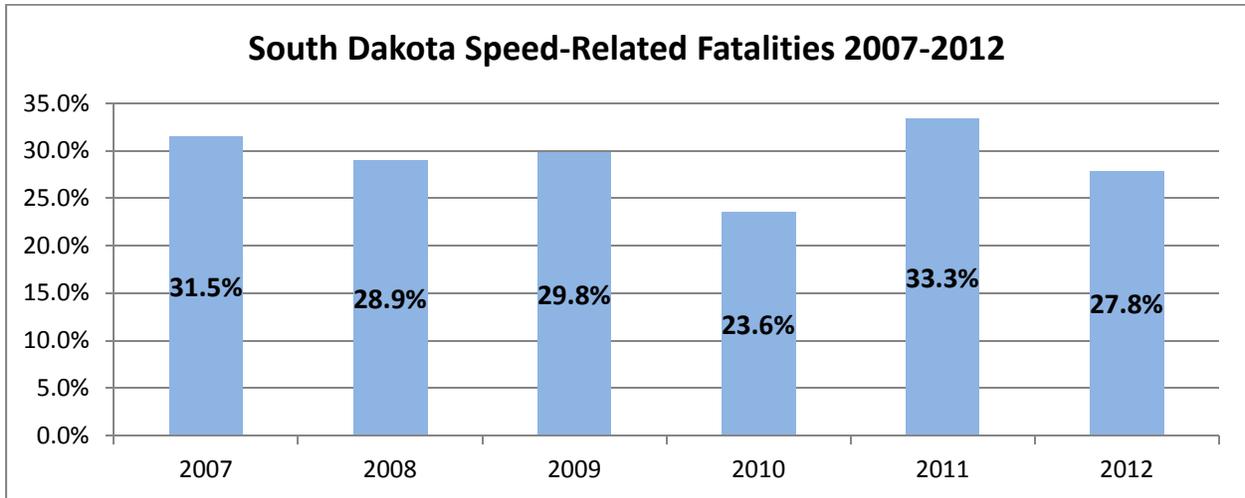


*New survey methodology implemented by NHTSA.

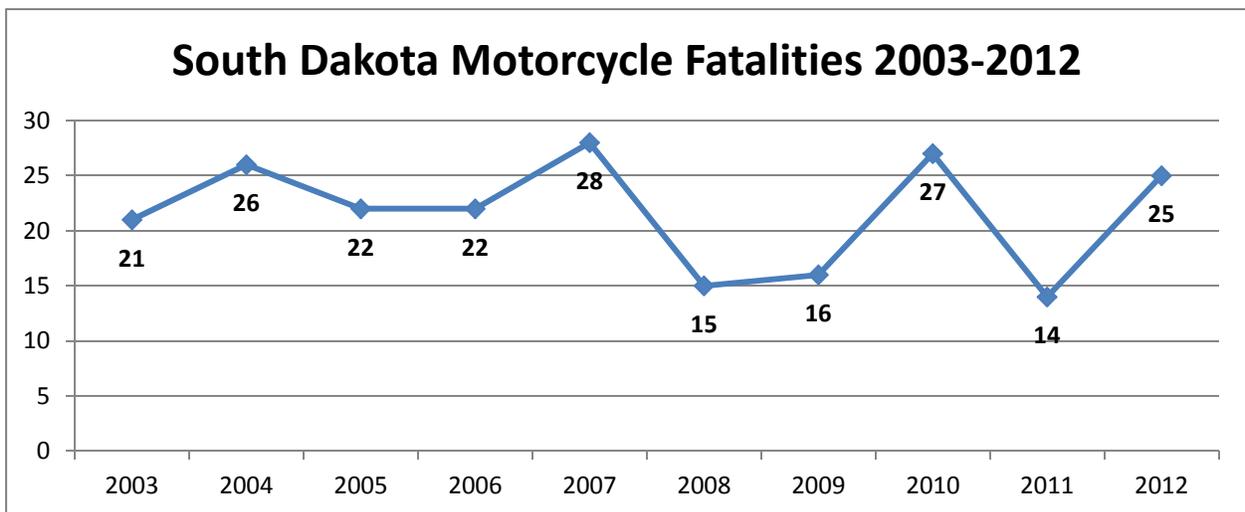
While alcohol-related fatalities continue to show a trending decline in the state, 2012 showed an incline in the state for this type of fatality increasing by approximately 28.3%, from 38 to 53 fatalities.



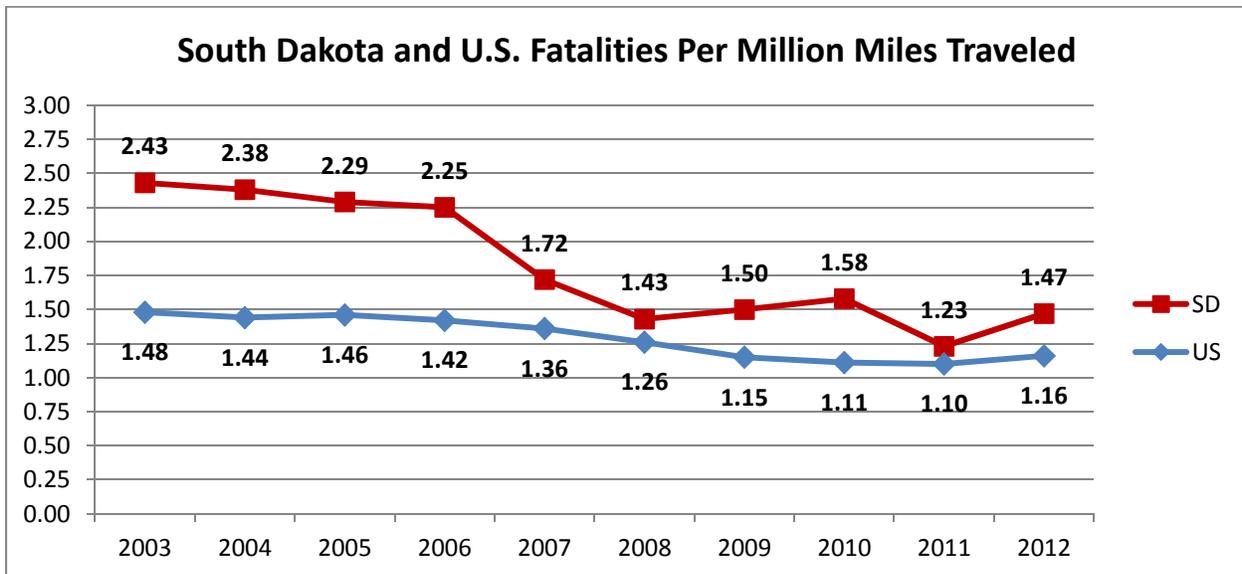
Speed was a contributing factor in about 30% of fatal crashes from 2007 – 2012 showing a marked decrease from the prior year.



In 2012, the number of motorcycle crash fatalities was above the ten-year average of 22 motorcycle fatalities per year. There were 25 motorcycle fatalities in 2012; 20 were drivers and 5 were passengers. 84% of the motorcyclists killed in motor vehicle traffic crashes did not wear a helmet.



Again, the South Dakota traffic crash fatality rate per million miles traveled is the third lowest measurement in the past ten years, but increased slightly from the previous year. It is still above the national average as shown below.



FFY2013 Highway Safety Goals

The Highway Safety Plan for federal fiscal year 2013 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2012.

Overall Goals

- **Decrease traffic fatalities 5.4 percent from 2011 calendar base year figure of 111 to 106 by December 31, 2012.**

At the end of CY2012, the traffic fatality count was 133.

- **Decrease serious traffic injuries 5 percent from the 2011 calendar base year figure of 760 to 722 by December 31, 2012.**

At the end of CY2012, the serious traffic injury count was 810.

- **Decrease fatalities per vehicle miles traveled from the 2011 calendar base year rate of 1.23 to 1.17 by December 31, 2012.**

At the end of CY2012, the traffic fatality rate as a function of VMT rose to 1.47 in South Dakota.

- **Decrease the unrestrained passenger vehicle occupant fatalities in all seating positions 1 percent from the 2011 calendar base year figure of 65 to 64 by December 31, 2012.**

At the end of CY2012, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 65 persons.

- **Decrease alcohol impaired driving fatalities 3.3 percent from the 2011 calendar base year figure of 30 to 29 by December 31, 2012.**

This goal has not been met. At the end of CY2012 the number of fatalities stood at 53 for those fatalities involving a driver or operator with a BAC of .08 or above.

- **Decrease speeding-related fatalities 11 percent from the 2011 calendar base year figure of 37 to 34 by December 31, 2012.**

At the end of CY2012 the number of fatalities remained unchanged from the previous year at 37 for speeding-related deaths.

- **Decrease motorcyclist fatalities 7 percent from the 2011 calendar base year figure of 14 to 13 by December 31, 2012.**

For CY2012 the fatality count ended at 25.

- **Decrease unhelmeted motorcyclist fatalities 10 percent from the 2011 calendar base year figure of 11 to 10 by December 31, 2012.**

For CY2012 the unhelmeted count ended at 21.

- **Decrease drivers age 20 or younger involved in fatal crashes 14 percent from the 2011 calendar base year figure of 22 to 19 by December 31, 2012.**

At the end of CY2012 the number was 20 fatal crashes in drivers age 20 or younger.

- **Reduce pedestrian fatalities 14 percent from the 2011 calendar base year figure of 7 to 6 by December 31, 2012.**

This objective was exceeded, as the number of pedestrian fatalities stood at only 2 at the end of CY2012.

- **Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.5 percentage points from the 2011 calendar year base year average usage rate of 66.5 percent to 65.5 percent by December 31, 2012.**

This goal has been met. Statewide usage for CY2013 is reported at 68.7%, based on new survey methodology implemented by NHTSA. Caution must be exercised in comparisons made to years prior to 2012 due to changes in sampling methodology combined with the addition of tribal counties, which OHS believes has skewed the data.

In addition to the goals outlined above, activity measures at the end of CY2012 had the following results:

- Impaired Driving Citations: 10,487
- Occupant Protection Citations: 6,578
- Speed Citations: 42,539

FFY13 Project Agreement Annual Report Summaries

Community Alcohol Prevention

Contact Information: Gib Sudbeck
Department of Social Services, Division of Alcohol & Drug Abuse
3800 East Highway 34
Pierre, SD 57501

The Office of Highway Safety provides public education to schools and communities on alcohol and impaired driving through a statewide communications system, the SD Prevention Network. The Network is made up of specialists in alcohol & drug prevention who are under contract with the Department of Social Services, Community Behavioral Health Prevention Program. Each specialist is linked to one of the 22 Alcohol and Drug Community Coalitions in the State, or one of the three Prevention Resource Centers, and together provide prevention and educational services on a statewide basis.

In FFY13, the Network distributed public education materials and provided presentations in communities across the state. Public education materials promoted by the Network are provided by multiple sources including local coalitions in Watertown, Sisseton, Huron, Redfield, Aberdeen, Deuel County, Pennington, Minnehaha through the Volunteers of America – Dakotas-Safe Communities Project, and the Hughes County coalition’s Parents Matter project. The Network promotes the NHTSA campaigns and other campaigns and material developed by the Office of Highway Safety media consultant.

The Network staff track the number of hours and people served during grant funded activities. In FFY13, 1,293.5 hours of service were provided by this project and 506,925 people were reached with alcohol/impaired driving messages.

This project was funded with Section 164 federal dollars.

Community Outreach and Program Management

Contact Information: Leah Svendsen
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

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

This project was funded with Section 402 federal dollars.

Department of Health- BAC Testing

Contact Information: Mike Smith
SD DOH Laboratory Services
615 East 4th Street
Pierre, SD 57501

This project funds a forensic chemist who provides additional analytical support to the Forensic Laboratory and therefore to the State as a whole. An additional ½ time person helps the turnaround time for lab results, which in effect help the law enforcement and prosecution of evidentiary traffic cases (DUI, vehicular homicide and vehicular battery) in court.

This project was funded with Section 410 federal dollars.

Department of Public Safety Communications

Contact Information: Lee Axdahl/Terry Woster
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

This project provided contractual services to increase and improve access to the Office of Highway Safety public information, forms, and reporting systems. A prorated share of the cost of services provided to the Office of Highway Safety was supported with this agreement.

This project was funded with Section 402 federal dollars.

DUI Court 5th & 6th Circuit

Contact Information: Noreen Plumage
500 E Capitol Ave
Pierre, SD 57501

The DUI Courts were developed in South Dakota's 5th & 6th District following the national DUI Court model. DUI Court is an option for judges in this circuit as an alternative to incarceration. The DUI Court model provides judicially supervised treatment for eligible offenders. To be eligible for DUI Court, an offender must have a current felony DUI conviction, no history of illegal drug distribution or violent crimes, have an alcohol/drug dependence or abuse diagnosis, are at least 18 years of age and live within 25 miles of the Stanley County Courthouse. Programming

requirements include participation in the 24/7 program, attendance at a community support group, weekly court and participation in alcohol/drug and mental health treatment.

In FFY13, the combined DUI Courts accepted 24 new clients, while continuing to serve 25 current clients in the program. As part of the DUI Court program, meetings were held weekly in court with the client, judge, state's attorney, defense counsel, court service officer, program manager, case manager, and treatment provider. Over the course of at least a year, the client progresses through four phases of approximately 3 months each in duration as well as relapse prevention and aftercare sessions. If the client does not continue to participate in their treatment plan, they are referred back to the court for traditional sentencing. A total of 39 clients were served and ten graduated in 2013.

This project was funded with Section 410 federal dollars.

DUI Prosecutor- Minnehaha County

Contact Information: Aaron McGowan
Minnehaha County States Attorney
415 N. Dakota Avenue
Sioux Falls, SD 57014

This project began in FFY2011 primarily to reduce the number of DUI offenses that are dismissed or in which the defendant is allowed to plead to a lesser offense, and to enhance prosecutions of vehicular homicide and vehicular battery cases. This grant uses a full time prosecutor to oversee all DUI cases in Minnehaha County.

The DUI/Vehicular crimes prosecutor provides training as needed to local law enforcement officers and prosecuting attorneys in Minnehaha County on investigating and prosecuting impaired driving cases.

This project is funded with Section 164 federal dollars.

DUI Prosecutor- Pennington County

Contact Information: Glenn A. Brenner
Pennington County States Attorney
300 Kansas City St., Suite 400
Rapid City, SD 57701

This project began in FFY 2011 when statistics, provided by the SD Unified Judicial System Criminal Caseload Data 2009, demonstrated the need for a dedicated DUI prosecutor in Pennington County. This project addresses and lowers the dismissal rate of DUI cases in Pennington County.

This grant uses a full time dedicated prosecutor to oversee all DUI cases in Pennington County. Statistics will be compiled and compared on a yearly basis. South Dakota Unified Judicial System data will be analyzed in order to compare the dismissal rate in Pennington County as compared to the average dismissal rate overall in the state of South Dakota.

This project is funded with Section 164 federal dollars.

Emergency Medical Services for Children

Contact Information: Amy Marsh
EMS for Children
1400 W 22nd Street
Sioux Falls, SD 57105

This project focuses on injury prevention including occupant protection and bike safety, responding to requests for information and coordinating special events.

EMSC provided injury prevention demonstrations at the regional Sioux Empire State Fair from August 3-11, 2013. Education topics included child seats, seatbelts, under the influence goggles, bike safety, impaired driving, water safety, electrical safety and first aid. Twenty six agencies participated in the Fair activities including the State Highway Patrol who provided roll-over simulator demonstrations and SAFE Kids Spot the Tot. One hundred and twenty-five volunteers provided 720 hours of time to this project; 1,910 youth and 1,700 adults for a total of 3,610 participants were provided injury prevention information.

This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY13, EMSC used a bike rodeo kit to provide assistance to communities who hosted a bike rodeo. The program brochure and bike rodeo kit are available online.

In addition, EMSC provides traffic safety promotion information to the 200 EMS services in our state. They provided services year round, with special emphasis in May of 2013 which includes EMS Week and the May Mobilization.

This project is funded with Section 402 federal dollars and local match.

Emergency Medical Services Program

Contact Information: Marilyn Rutz
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

In South Dakota, 80% of the ambulance services are staffed by volunteers so offering training at no cost is essential to maintain sufficient volunteers to serve. Approximately 20% of the state's ambulance services have a shortage of trained personnel at any one time. There are 134 ground and 6 air ambulance services in the state plus 19 from out-of-state that take care of emergency calls within SD state lines.

EMS trains four levels of emergency responders: EMT-Basic, EMT-Intermediate/85, EMT-Intermediate/99, and EMT-Paramedic. In FFY13, training was provided to 562 newly trained EMTs, 172 Emergency Medical Responders and over 353 EMT-Paramedics, provided emergency vehicle defensive driving courses, held Life Support classes, and provided refresher/recertification training for all levels of Emergency Medical Technicians.

The Office of Highway Safety funded a proportionate share of EMS program expenses; over 4,000 ambulance calls a year are in response to a traffic crash (motor vehicle crashes, motorcycle, pedestrian, all-terrain vehicles, or bicycles). In FFY13, a proportionate share of EMS Program training expenses were 13.92% of overall expenses, reflecting the percent of EMS responses needed for traffic crashes.

This project was funded with Section 402 federal dollars and local match.

From the H.E.A.R.T.

Contact Information: Nancy Scharenbroich
6700 East Split Rock Circle
Sioux Falls, SD 57110

This project focuses on alcohol impaired driving prevention through the use of awareness materials. From the H.E.A.R.T. stands for Help Eliminate Alcohol Related Tragedies. The message, "Get a Ride Don't Drink and Drive" DVD of various safety videos, PSA messages and video clips broadcasting are being played at all Drivers Licensing Program Offices in the state of SD. The video is available to be checked out at most high and middle schools, school libraries, counselor's offices and Drivers Education classes across the state.

This project is funded with Section 402 federal dollars and local match.

Highway Patrol

Contact Information: Colonel Craig Price, Superintendent/Sgt. Jon Stahl
Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

In FFY13, the Highway Patrol provided 4,968 hours of overtime for increased alcohol enforcement in the state resulting in 744 people arrested for impaired driving, 111 citations for underage possession / consumption, and 169 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 2,256.4 hours of overtime to increase speed enforcement; 2,504 people were given speed citations and 4,305 people were given speed warnings by the Patrol in FFY13.

The Highway Patrol performed 144 sobriety checkpoints and 253 saturation patrols; 305 impaired driving arrests were elicited during these high visibility events. Each high visibility event was preceded by a news release developed by the Public Information Officer.

The Highway Patrol is using TraCS to send crash reports to the Office of Accident Records. These electronic reports account for one-third of the state's traffic crash reports, are extremely accurate due to immediate edit checks in the program, and speed up filing of reports from up to two weeks to an average of 1-3 days.

The Highway Patrol dedicated 1,307.9 hours to safety and education programs across the state. Troopers conducted presentations at schools, civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

In conjunction with May Seatbelt Mobilization activities, the Highway Patrol continued to utilize the Roll-Over Simulator. Troopers provided public education while using the two rollover simulators to demonstrate what happens to a person when they don't use a seatbelt. In FFY13, the simulator was used at 39 events. The simulators were used at events that ranged from schools, fairs, safety events, and National Night Out. The Public Information Officer used these events to generate earned media.

The Highway Patrol was provided with federal support for increased traffic enforcement and public education overtime; equipment including radars, cameras, and TraCS related accessories; and public education materials. Three speed awareness trailers continue to be deployed to provide for more awareness and collect speed data and traffic counts to focus future enforcement efforts.

This project was funded with Section 402 and 410 federal dollars as well as local match.

Law Enforcement Equipment

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

Law enforcement agencies that identified highway safety problems through analysis of crash reports and/or citation history were invited to apply for support to purchase specific equipment to address those problems.

Funding was used to support equipment purchased for the Highway Patrol, sheriff's offices, and police departments including radar units for speed enforcement (Section 402 dollars) and in-car video cameras (Section 410 dollars) to enhance prosecution of impaired driving cases.

Law Enforcement Liaisons

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

Four individuals with law enforcement experience provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY13, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education.

Each LEL has an assigned region encompassing the county and city law enforcement agencies in their region. This system is efficient in a widespread state by reducing the LELs travel time and expenses. The LELs monitor grant funded activities; provide resource materials to all agencies; and monitor traffic enforcement data submitted by law enforcement agencies.

In FFY13, the LELs were available to provide assistance to 66 county sheriff offices, 77 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received

NHTSA funding in FFY13: 29 sheriff offices, 35 police departments, and 1 tribal law enforcement agency.

This project is funded with Section 402 federal dollars.

Law Enforcement Overtime

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

Funds were allocated for overtime to support sobriety checkpoints and saturation patrols during national mobilizations. Overtime was also used to do sustained traffic enforcement during high risk time frames identified in the project applications from law enforcement agencies. To qualify for overtime, agencies were required to identify a highway safety problem that could be addressed by enhancing traffic patrols.

Problem identification may include an analysis of crash reports and/or citation history for the jurisdiction covered. An increase in patrols makes enforcement more visible. High-visibility enforcement deters speeding and impaired driving by convincing the public that highways are monitored and offenders will be punished thereby reducing crashes.

Overtime was funded with Section 402 and 410 federal dollars as appropriate to the activity performed.

Lawrence and Schiller, Media Contractor

Contact Information: Micah Aberson
Lawrence & Schiller
3932 South Willow Avenue
Sioux Falls, SD 57105

The Office of Highway Safety released a Request for Proposals for marketing services to begin in FFY09. Lawrence & Schiller was offered a contract; the RFP (FFY2009) included provision for 2 subsequent year contract. In FY12, Lawrence and Schiller assisted with the development of the new SouthDakotaRides.com motorcycle safety website. In addition, an interactive website featuring "Miss Information" was initiated promoting ATV safety by increasing ATV law and safe practice awareness. In keeping with the continually expanding use of social media resources, and in conjunction with the NHTSA "Someone Needs You" mobilization campaign, Lawrence and Schiller helped us develop an Instagram based campaign titled, "Why I Buckle." These programs continued into FY13. In addition, we launched the "DriveSafeSD" website this year which houses these campaigns: Occupant Protection (Someone Needs You), Impaired Driving (Designate a Driver), Motorcycle Safety (South Dakota Rides), and finally, our ATV Safety Campaign (Miss Information).

This contract was funded through Section 402, 410 and 2010 federal dollars and through donated bonus ad placement.

Miss Click It

Contact Information: Sharmell Dahl-Murphy
Miss Click It 605-520-1575
3128 N. Serenity Drive
Watertown, SD 57201

Miss Click It is a professional safety clown specializing in occupant protection; she provides presentations to children and adults to increase the use of seat belts, booster seats, and car seats around the state. In 2011, Miss Click It introduced two junior buddies, Stardust and Snickerz and in 2012 Little One joined the two buddies (her granddaughters), who, in their clown outfits, help educate everyone in attendance.

Miss Click It presents safety shows/special events and provides occupant protection education to children as well as adults. She also performs for special needs children, non-English speaking students and even non-verbal students.

During FFY2013, Miss Click It spent over 100 hours in her costume and traveled all over the state to provide occupant safety messages. Some Highway Patrol troopers, police officers, and sheriff's deputies assisted with presentations.

This project was funded with Section 402 federal dollars.

Mountain Plains Evaluation

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

In FFY13, a contract with Mountain Plains Evaluation again provided evaluation of the 1st Offender Curriculum and the 24/7 Sobriety Project; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

To address the problem of DUI offenders, a standardized 1st Offender curriculum can be part of the judgment for people arrested for their 1st DUI offense. A post 1st Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants.

In FFY13, 1,048 people participated in 1st Offender courses and 940 participants consented to be contacted in one-year for evaluation purposes. After one year, 78.9% of participants stated the course helped them change their driving behavior. From 2004-2012, the percentage of course participants that had a 2nd DUI offense was 19.2% compared to 24.9% for controls. This represents a 22.9% decline in the recidivism rate for course participants compared to controls.

Participation in the South Dakota 24/7 program can be part of a DUI judgment for people with more than one DUI. The 24/7 program requires people to be monitored continuously for blood alcohol for a set period of time through twice a day breath testing or a Scram ankle bracelet. Data show that 3 years after participation, people who took part in twice daily breath tests have a recidivism rate lower than non-participants. For example, recidivism analysis of DUI 2 offenders participating in twice daily breath testing for at least 3 consecutive days have a three

year recidivism rate of 4.4% compared to 12.7% for controls. Similar results are noted for DUI 3 offenders participating in twice daily breath testing for at least 30 consecutive days.

This project is funded with Section 164 federal dollars.

National EMS Information System (NEMSIS)

Contact Information: Marilyn Rutz
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

By the end of FFY13, the EMS Program had assisted 117 ambulance services using Med Media. Average of 91% services had runs each month.

The EMS program is also working to get all ambulance services compliant with the state electronic Patient Care Reporting System which affects statistics that flow into a national database.

This project was funded with Section 408 federal dollars.

Parents Matter Prairie View Prevention

Contact Information: Darcy Jensen
Prairie View Prevention
822 E 41st St
Sioux Falls, SD 57105

Parents Matter is a public education program that encourages parents to talk to their kids about drinking and driving before the most problematic time, prom and graduation. In FFY13, 173 schools participated in the campaign including 5 universities and colleges.

Parents Matter involves city and county government, law enforcement, school administrators, prevention specialists, parents, and youth in a public education campaign. The statewide coalition, coordinated by Prairie View Prevention developed strong, consistent, and positive messaging for parents, distributed through paid and earned media (TV and radio), developed a DVD and a website, and provided written materials. Past messages include effective, emotional testimonials from families who have lost a child in an alcohol related crash. This message has included a perspective on alcohol related injuries and parents who provide alcohol to kids. This program has continued to grow as it reaches more schools, parents, students and community members. This year the program focused on "Have the Talk". Many parents are unsure or uncomfortable with talking to their child about underage drinking and driving. The program message for FFY13 comes from South Dakota parents who have had the talk with their own children; the message provides encouragement and affords parents with talking points for their own family discussion.

Parents Matter started in 2006 when 13 youth were killed in alcohol related crashes in the southeastern area of the state. The number of youth lost has decreased each year; the overall goal for fewer fatalities was achieved in FFY13 with zero alcohol relate deaths reported for this

age group as of 10.01.2013 and 61 injuries reported, which is 20 less than in FFY12. The campaign and education is proving to be effective on the target audience.

This project was funded with Section 164 federal dollars.

Planning and Administration

Contact Information: Lee Axdahl
Office of Highway Safety
118 W Capitol Avenue
Pierre, SD 57501

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

Pine Ridge Oglala Sioux Police Department

Contact Information: Lt. Richard Greenwald
Pine Ridge Oglala Sioux Police Department
PO Box 300
Pine Ridge, SD 57770

This project, Sacred Cargo, provided support for traffic enforcement and public education on the Pine Ridge Indian Reservation. Enforcement activities included participating in national enforcement mobilizations including checkpoints and saturation patrol activities, increasing citations for impaired driving, speeding, and no seatbelt use. Public education about traffic safety was provided through the local radio station, newspaper, and public presentations.

This project was funded with Section 402 and 410 federal funding.

Public Information Officer

Contact Information: Terry Woster
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Terry Woster joined the SD Department of Public Safety in September 2009 as the Public Information Officer (PIO). The PIO works closely with the Office of Highway Safety on media and public education activities. The PIO serves as liaison between the program and the media contractor and provides technical assistance to Office of Highway Safety projects that involve media or public education.

During FFY13, the PIO focused on messaging involving impaired driving, speeding and seatbelt use. The South Dakota Office of Highway Safety, South Dakota Highway Patrol, and many local law enforcement agencies worked together in high-visibility saturation patrols and checkpoints focused on Memorial Day weekend, July 4th Holiday period and Labor Day weekend.

Beyond that, the PIO helped coordinate the three major highway safety campaigns including the May Seatbelt Mobilization, Labor Day Impaired Driving Mobilization, and Holiday Impaired Driving campaign and coordinated public information activities for other highway safety campaigns. The PIO directed the media contractor to develop and release appropriate public

information in a timely fashion and assured it was focused on the target audience and was coordinated with the NHTSA Communication Calendar.

Helping bring public awareness to the motorcycle safety messaging and educational opportunities on the website "DriveSafeSD.com", was another PIO directive.

This project is funded with Section 402 and 410 federal dollars.

Rapid City Pedestrian Program

Contact Information: Lt. James Johns
Rapid City Police Department
300 Kansas City Street
Rapid City, SD 57701

The goal of this program is to reduce the crash rate of pedestrian/bicycle crashes by 20%. Objective was met. Rapid City data shows a decrease from 54 crashes in FFY12 down to 36 in FFY13.

Program was funded with Section 402 funds.

Roadway Safety Committee

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

The Roadway Safety Committee provides recommendations and feedback to the SD Office of Highway Safety regarding setting highway safety priority areas, public education campaigns, safety engineering, law enforcement, emergency medical services, driver education, occupant protection, impaired driving, motorcycle safety and training, and community involvement in highway safety activities. The Committee provides an opportunity for collaboration among a broad variety of agencies involved in highway safety; this maximizes the benefits of projects by avoiding duplication of efforts and coordinate overlapping activities.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Administration and Analysis

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

In FFY13, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual seatbelt survey. The survey was administered in partnership with the EMT Association, described below.

The seatbelt portion of the survey was administered with established guidance from NHTSA including site selection, the manual and training for observers, coding forms, and schedule for observations.

NDSU received the data from the SD EMT Association described below, performed the analysis, and produced the final report on the results of the survey. In 2013, the certified seatbelt usage rate in South Dakota was 68.7%, based on new survey methodology implemented by NHTSA. Additional tribal counties were added to the survey database in FFY12 which OHS believes skewed the data.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Observational

Contact Information: Katherine Q Benton
SD EMT Association
300 S Courtland St #106
Chamberlain SD 57325

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

This project was funded with Section 402 federal dollars.

Sioux Empire Driving Simulators

Contact Information: Dave Renli
Sioux Empire Safety Village
PO Box #90612
Sioux Falls, SD 57109

Since South Dakota lacks a cohesive Driver's Education program, Sioux Empire Safety Village has added Driving Simulators to teach young drivers the dangers of impaired driving and offers an opportunity to learn general rules of the road. Now numbering six units, we have since inception, visited 54 communities all across the State. In addition, we have recorded information of participants from 30 other communities outside of South Dakota.

Over 5800 students have been directly impacted by the project. The secondary audience of those who watched but did not actually sit in the seat is two or three times that number. In addition we are now seeing business and industry interest in bringing machines into the work place.

Due to the project's success, Sioux Empire Safety Village has requested funds for a continuation of the program. Staff will continue to train requesting organizations to facilitate the impaired driving messages to the two primary audiences, the 13-17 new driver and the 18-22 year old driver. We requested we will also work with business and industry groups to bring the impaired driving safety messages to the work-force in South Dakota.

This project is funded with Section 410 federal dollars.

South Dakota Broadcasters

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

This is a nationally unique project that utilizes “paid public service announcements” placed on every broadcast station in South Dakota through the State Broadcasters Association. The contract with SDBA generates a minimum of 4 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 4+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

Because of this “extra” match activity, the Office of Highway Safety is able to maintain its S410 match for law enforcement agencies at 50%, rather than the 75% match required by NHTSA. This factor increases law enforcement participation in other areas of the S410 grant program.

This project is funded with Section 410 federal dollars.

South Dakota School of Mines and Technology Safe Rides

Contact Information: Mary Jo Farrington
School of Mines and Technology
501 E St Joseph St
Rapid City, SD 57701

To prevent college students from drinking and driving, this Safe Rides program provides prevention education and alternative transportation to college students. This program primarily serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The coalition did open the project to include other SD students in Rapid City attending SDSU, School of Nursing and Black Hills State University.

The project used a local taxi service to provide safe rides home for an average of 600-800 students in per year. In addition to providing safe rides, the program supported alcohol prevention public education. Reaches over 4,000 students online and provides them with information on where to find alcohol free activities on and off campus and services related to alcohol and wellness.

Since 2005, the Campuses Community Coalition has given the CORE alcohol survey to approximately 870 Rapid City college students. The number of students who have reported not drinking and driving in FY13 was 79.1% from SDSM&T, 83.9% from WDT, and 79.0% from He Sapa Center/OLC.

This project is funded with Section 164 federal dollars.

South Dakota State University Safe Rides

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

The SDSU Safe Rides program focused on impaired driving education for SDSU students and provided alternative transportation for students to prevent impaired driving.

Program education was provided through presentations in Residential halls and in classrooms; posters, promotional messaging in the Collegian newspaper and feedback from a self-assessment tool/survey administered to freshmen.

The Safe Rides program is a partnership between SDSU, Brookings Area Transit Authority (BATA) and the City of Brookings. The program operates two routes on Thursday, Friday and Saturday nights from 9 pm-2:30 am. Established routes contain scheduled "Stop's" and each route is completed approximately every 25 minutes. Partnerships with local bars and businesses have been made and donations have been solicited from businesses and civic organizations. In 2012-13, 12 students were trained as Safe Rides bus monitors. Training included information on alcohol poisoning, CPR, blood borne pathogens, and BATA/Safe Ride responsibilities and expectations.

The program started in 2006 with a 3 week pilot project and 1,300 students used the service. In FY13, 15,034 riders were safely taken home. DUI convictions decreased by 2% in 2012-13 according to Brookings County Data.

This project was funded with Section 164 federal funds.

Traffic and Criminal Software (TraCS)

Contact Information: Chuck Fergen
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Traffic and Criminal Software (TraCS) enables electronic crash report submission and electronic ticketing for law enforcement. TraCS greatly reduces the time for a crash report to be entered into the state crash database and eliminates many errors in crash reporting. This results in better information in the state accident database.

The state Highway Patrol has been using TraCS for crash reporting since FY2007. The Office of Highway Safety is expanding TraCS to county, city and tribal law enforcement agencies. Affinity Global Solutions is a contractor that provides TraCS training, installation and weekly maintenance for more than 59 local governmental law enforcement agencies. In FY13, the web-based version of TraCS deployed across South Dakota and currently serves 41 law enforcement agencies. There are 18 other agencies using TraCs that have not yet switched to the web-based version.

This project was funded with Section 408 federal dollars.

Traffic Enforcement Training

Contact Information: Monte Farnsworth
Law Enforcement Training Academy
1302 E Hwy 14, Suite 5
Pierre, SD 57501

This project supported the following training to state and local law enforcement in FFY12:

- The specialized training in Traffic Supervision course was held November 5-9, 2012. A total of nine attendees comprised of eight from the Highway Patrol and one from a city agency.
- The Applied Physics for the Traffic Crash Investigators Course was held December 3-7, 2012. Agencies completing the course were: 14 state, 1 sheriff's offices, and 4 city police departments for a total of nineteen.
- The DUI Instructor Training Course was held March 25-29, 2013. A total of 20 officers attended: 5 state, 12 from city police agencies, 2 county deputies and 1 tribal officer. Of those attending, 2 were from out of state.

This project was funded with Section 402 and 410 federal dollars.

Traffic Records Coordinating Committee (TRCC)

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

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

This project was funded by Section 402 federal dollars and local match.

Traffic Safety Engineer

Contact Information: Traffic Safety Engineer
Department of Transportation
700 Broadway Ave
Pierre, SD 57501

In FFY13, the traffic safety engineer assessed the traffic safety engineering needs of local jurisdictions, provided technical assistance and guidance for the jurisdictions related to traffic safety and administered signing projects for local jurisdictions.

This project was transitioned to the Department of Transportation's Section 164 allocation beginning in FFY09.

Traffic Safety Resource Prosecutor

Contact Information: Paul Bachand
Attorney General's Office
1302 E Hwy 14, Suite 1
Pierre, SD 57501

The Traffic Safety Resource Prosecutor (TSRP) provides training, technical assistance, interagency liaison services, and expertise to prosecutors statewide, with emphasis on impaired driving cases. This assistance improves enforcement of impaired driving cases which reduces alcohol related fatalities.

Impaired driving cases can be complex; having assistance available to new prosecutors is essential. Some of the legal issues that may be involved in impaired driving cases include probable cause, Standardized Field Sobriety Testing, implied consent, breath/blood testing, vehicular homicide, and adjudication including treatment and blood or electronic monitoring. The TSRP responded to numerous requests from county and city governments to provide research and assistance regarding prosecution of DUI cases in their jurisdictions.

TSRP representatives attend the annual NHTSA meeting for discussions on the 24/7 sobriety program. 24/7 is a program of the state Attorney General's office to reduce recidivism among DUI offenders. The TSRP officer serves as the liaison between the state and NHTSA.

This project was funded with Section 164 federal funds.

University of South Dakota Government Research Bureau

Contact Information: Dr. William Anderson
USD Government Research Bureau
PO Box 530
Vermillion, SD 57069

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY14 Highway Safety Plan. To develop the Plan, GRB analyzed data from the state crash database, the seatbelt/helmet survey, and the data from the Department of Transportation. The Plan projects estimates of future fatalities and injuries from traffic crashes, seatbelt use, and sets goals to track citation information. The Plan provides project descriptions that can favorably impact the performance goals as well as providing an annual budget. This project also analyzed how the performance measures were met by the Office of Highway Safety in FFY12.

This project was funded with Section 402 federal dollars.

University of South Dakota Safe Rides

Contact Information: Lauren Schuur, LMFT, CCDC III
USD Student Counseling Center
Cook House 414 East Clark Street
Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides Program the following in FFY13:

- Contractual bus service, advertising for the service, bus monitors, training for the coordinator, and insurance.
- USD Safe Rides Program provided 11,605rides during FFY13.
- The Safe Rides project has the full support and cooperation of the local police department which credits the service to a significant reduction in DUI arrests. Throughout FY13, there were only 7 student DUIs during the Safe Rides hours of operation.
- A random sample of 972 riders were polled, 260 (26.7%) were diverted from driving.
- The USD Safe Rides Program collaborated with the alcohol prevention program at USD and provided education about alcohol use through peer programs and campus organizations.

This project was funded with Section 164 federal funds.

Volunteers of America, Dakotas

Contact Information: Eric Majeres
Volunteers of America, Dakotas
1309 W 51st St
Sioux Falls, SD 57105

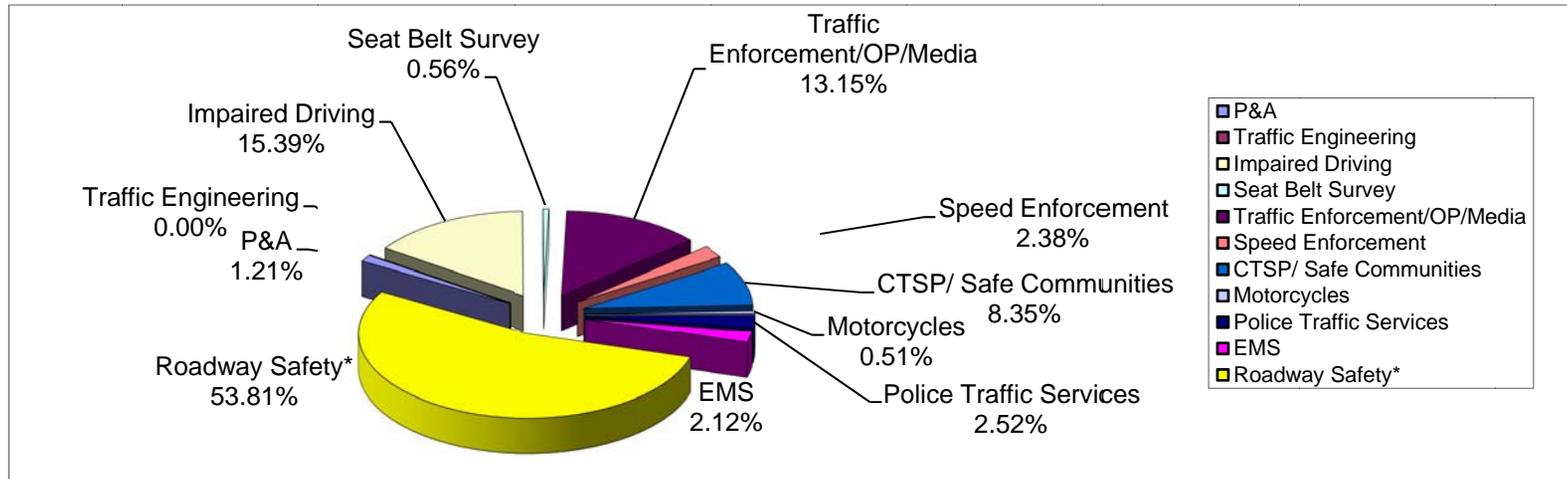
This project provides community outreach to local highway safety efforts. The project coordinator provides technical assistance and public education materials to community and school-based highway safety projects. The program partners with community prevention advocates and law enforcement to provide outreach to communities.

Public education campaigns developed by the project coordinator follow the NTHSA Communications Calendar. This program utilizes materials developed by the SD Office of Highway Safety, NHTSA, purchases commercially available material, or develops unique materials as needed. The coordinator generates interest and involvement in highway safety activities from local partners.

This project was funded with Section 402/410 federal dollars.

Financial Summary

	402	408	410	411	154	157	157	163	164	2010	Total	% of Total
P&A	\$117,370										\$117,370	1.2%
Traffic Engineering									0		\$0	0.0%
Impaired Driving	\$0		352,779						1,138,664		\$1,491,443	15.4%
Seat Belt Survey	\$54,480										\$54,480	0.6%
Traffic Enforcement/OP/Media	\$563,272		310,881						400,705		\$1,274,858	13.2%
Speed Enforcement	\$230,433										\$230,433	2.4%
CTSP/ Safe Communities	\$181,000	412,986							215,055		\$809,042	8.3%
Motorcycles	\$0									49,265	\$49,265	0.5%
Police Traffic Services	\$127,796		116,702								\$244,498	2.5%
EMS	\$205,372										\$205,372	2.1%
Roadway Safety*	\$908								5,214,564		\$5,215,472	53.8%
TOTAL											\$9,692,232	



* Includes \$5,215,472 of SDDOT Section 164HE funding under SAFETEA-LU

	402	408	410	164	2010	Total
P&A	117369.7	0	0	0	0	117370
24-03 - USD Business Research	13673					13673
31-01 - P&A	103696.66					103696.66
Traffic Engineering	0					0
						0
Impaired Driving	0	0	352779	1138664	0	1491443
20-01 - Parents Matter				109811		109811
20-02 - Parents Matter-Media				48689		48689
20-04 - TSRP				104793.48		104793.48
20-05 - SDSU				60675.65		60675.65
20-06 - USD				23791.6		23791.6
20-07 - SDSMT				38888.37		38888.37
20-08 - DOH BAC Testing			50000			50000
20-09 - Minnehaha Co DWI Pros				68644.94		68644.94
20-10 - PenningtonCo DUI Pros				74733.41		74733.41
20-09 - Stop DUI-5th Circuit			137661.08			137661.08
20-10 - Stop DUI-6th Circuit			97931.35			97931.35
21-08 - SDHP DRE Training			67186.73			67186.73
26-01 - Mountain Plains				148484.77		148484.77
21-09 - Sioux Falls PD				414126.71		414126.71
29-01 - Youth Simulator Project				46025.19		46025.19
Seat Belt Survey	54480	0	0	0	0	54480
26-02 - Seat Belt Survey	54480					54480
Traffic Enforce/OP/Media	563272.3	0	310881	400705	0	1274858
21-01 - SDHP	152998.18					152998.18
21-02 - SDHP			159791.34			159791.34
21-03 - SDHP			20195.53			20195.53
27-05 - Overtime-402	163470.28					163470.28
27-06 - Overtime-410			123893.59			123893.59
27-08 - LE Enforce-Other	14941.98					14941.98
27-09 - LE Enforce-Other			7000.67			7000.67
28-01 - Media	176286.92					176286.92
28-02 - Paid Media	46571.5					46571.5
28-03 - Paid Media				200704.95		200704.95
28-04 - PIO	9003.47					9003.47
28-05 - SD Broadcasters				200000		200000
Speed Enforcement	230432.7	0	0	0	0	230433
27-01 - Radar	230432.68					230432.68

	402	408	410	164	2010	Total
CTSP/Safe Communities	181000.4	412986	0	215055	0	809042
21-08 - Rapid City Ped Campaign	40000					40000
24-01 - VOA	51265.79			54323.51		105589.3
24-02 - DSS Prevention				114706.51		114706.51
24-04 - SDEMISC	31151.8					31151.8
24-05 - Community Outreach	58582.77					58582.77
26-03 - Tracs		321039.41				321039.41
26-04 - NEMISC		16931.25				16931.25
26-05 - Driver Licensing		46911.31				46911.31
26-06 - CAD/RMS		26775.73				26775.73
26-07 - FARS Program		1328.63				1328.63
29-01 - Youth Simulator Project				46025.19		46025.19
Motorcycles	0	0	0	0	49265	49265
25-01 - Motorcycle Safety					49265	49265
Police Traffic Services	127796	0	116702	0	0	244498
21-04 - LE Train	26860.64		13089.28			39949.92
21-06 - LEL's	57027.93					57027.93
21-09 - Sioux Falls PD	21455.11					21455.11
21-10 - Oglala Sioux Tribe	22452.33		9836.14			32288.47
27-02 - Cameras			81681.27			81681.27
27-03 - FSTs			12095.08			12095.08
EMS	205371.8	0	0	0	0	205372
23-01 - EMS Train	205371.79					205371.79
Roadway Safety	907.66	0	0	5214564	0	5215472
30-01 - Roadway Safety	907.66					907.66
32-01 - DOT Haz Elim				5214564		5214564
	1480630	412986	780362	6968988	49265	9692232
						9692232

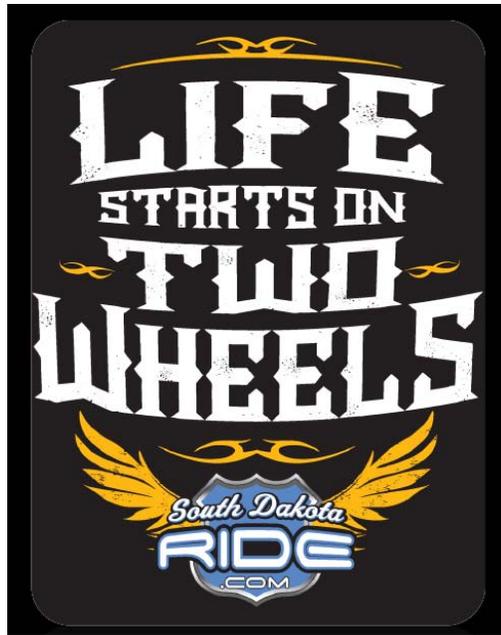
Public Education Campaigns for FFY2012

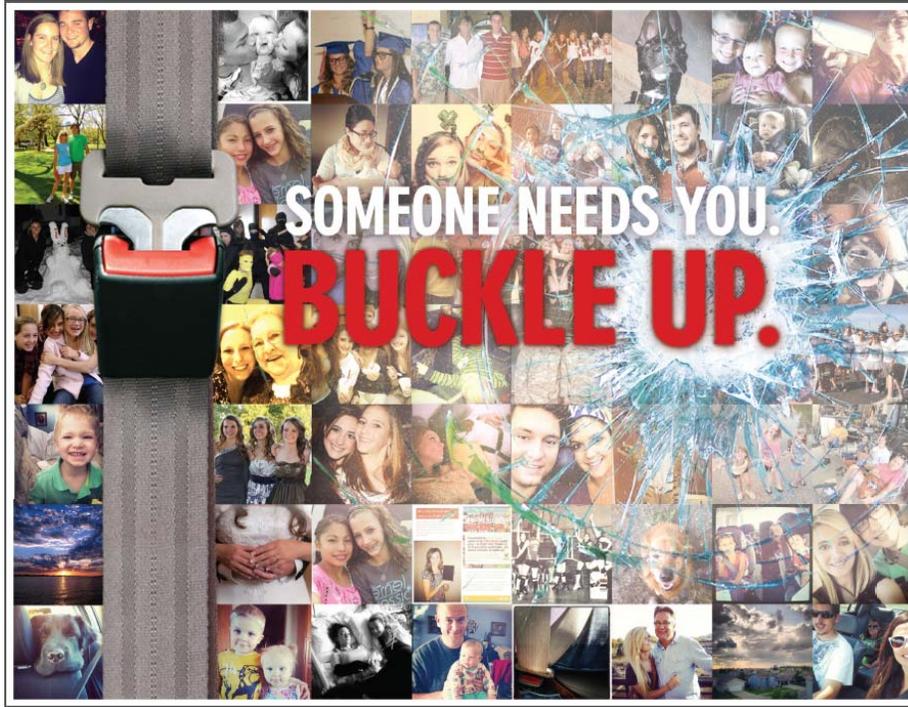


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