



**South Carolina
Department of Public Safety**

Office of Highway Safety and Justice Programs

Protecting. Educating. Serving.

2019 Annual Report

Prepared by:

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

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Executive Summary

Organizational Placement & 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 (SARS) for the agency which 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;

- Participates with appropriate state and federal partners in the development and implementation of the SC Strategic Highway Safety Plan.

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

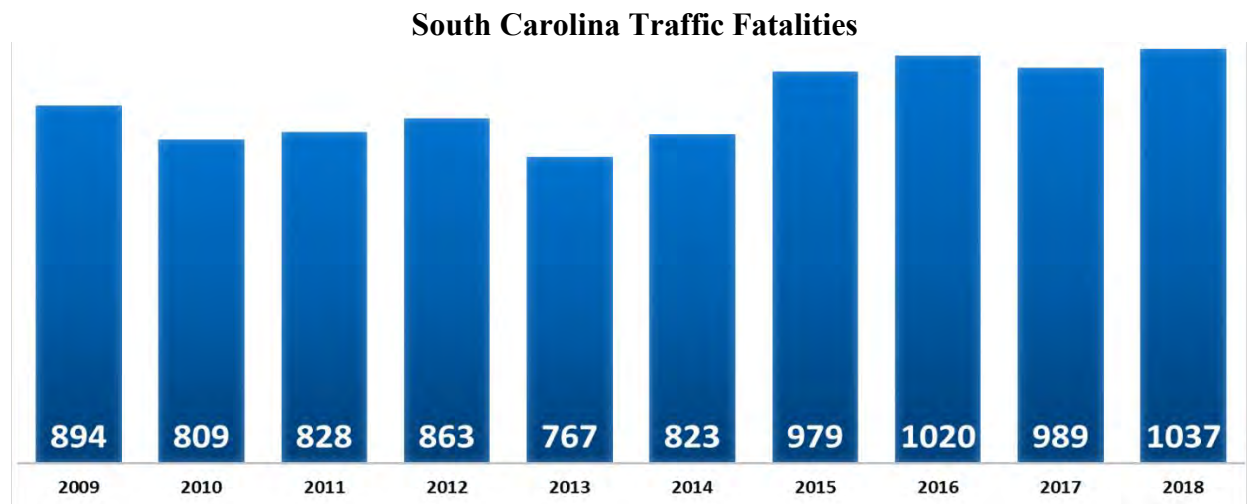
- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week

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: **Business Management; Criminal Justice Grant Programs; Highway Safety Grants Administration; Juvenile Justice Grant Programs; Law Enforcement Support Services; Public Affairs; Statistical Analysis and Research; and the SC Law Enforcement Officers Hall of Fame.**

Introduction

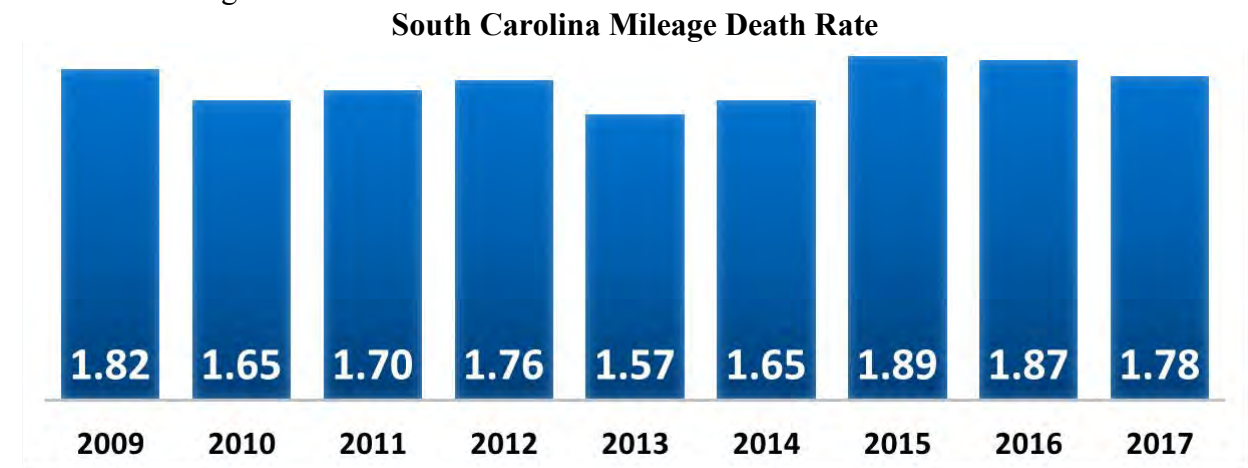
Statistical Summary

South Carolina has experienced an increase in traffic fatalities from 2015 to 2018 compared to the past ten years. According to the Statistical Analysis and Research Section (SARS) of the OHSJP, this four year period had two spikes in traffic fatalities. The first occurred in 2016 with a total of 1,020 traffic fatalities, an increase of 41 traffic fatalities from 2015. The second occurred in 2018 with a total of 1,037 traffic fatalities, an increase of 48 traffic fatalities from 2017. Despite the decrease in 2017, traffic fatalities for 2017 still represented an increase of ten fatalities from 2015. If this trend continues, there will be an increase in traffic fatalities for 2019 from the 989 in 2017 but a decrease from the 2018 spike of 1,037.



Note: The number of total fatalities is provided by FARS 2009-2017 Final File and 2018 ARF.

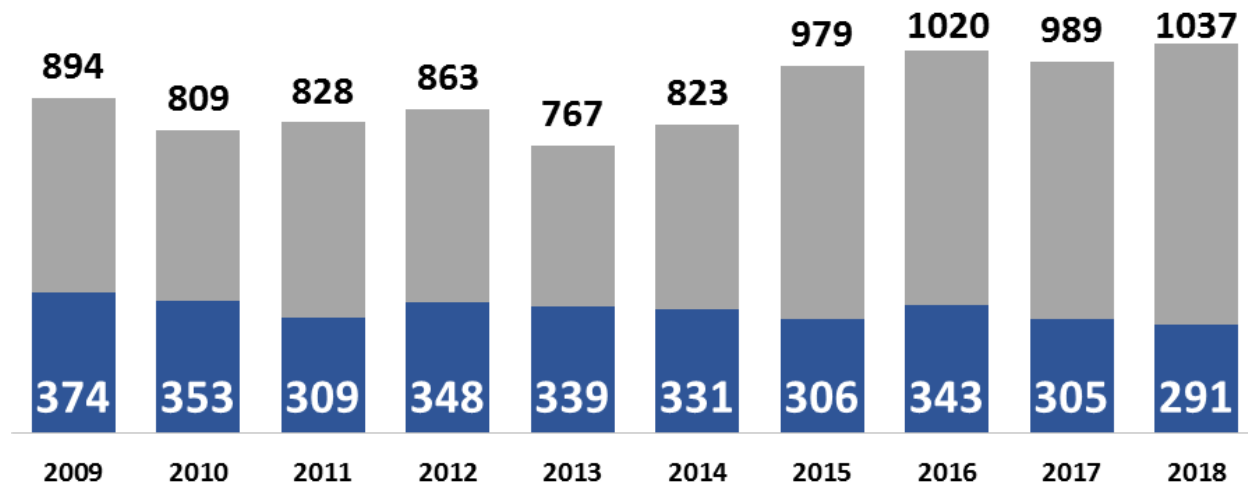
With the increase in traffic fatalities, South Carolina’s mileage death rate (MDR) rose from 1.65 in 2014 to 1.89 in 2015. Despite the spike in the 2016 number of traffic fatalities, there was a one percent decrease in the MDR from 2015 that continued to decrease into 2017. The lowest MDR in the history of South Carolina occurred in 2013 with an MDR of 1.57; South Carolina’s 2015 MDR was the highest in the nation.



Note: The MDR is provided by FARS 2009-2017 Final File. The 2018 MDR currently is not available.

According to NHTSA, the number of alcohol-impaired driving fatalities (a driver with a BAC of .08 or more involved in the collision) was 339 in 2013, accounting for 44.2% of the total number of traffic fatalities. This was the highest percentage of alcohol-impaired driving fatalities in South Carolina during the ten year span (2009-2018). Despite the high percentage of total traffic fatalities in 2013, this year marked the beginning of a three year downward trend in the number of alcohol-impaired driving traffic fatalities. The downward trend ended in 2016 with a spike of 343. NHTSA’s Fatality Analysis Reporting System (FARS) Annual Report File (ARF) indicated 305 fatalities involving an alcohol-impaired driver in 2017, which is a decrease of 11.1% from 2016. This downward trend continues into 2018, with the lowest percentage of alcohol-impaired driving fatalities at 28.1% of total traffic fatalities in the past ten years.

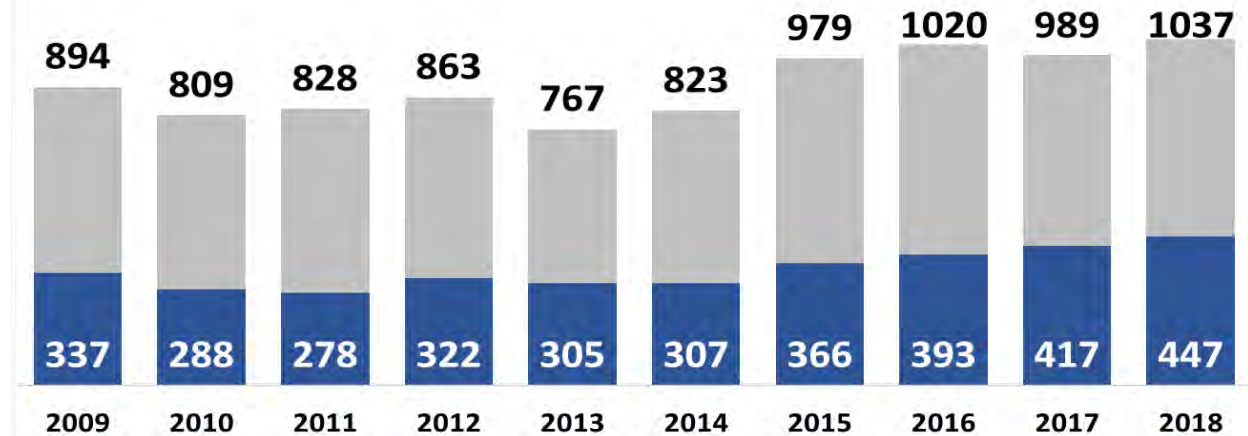
South Carolina Alcohol-Impaired Driving Fatalities



Note: The number of alcohol-impaired driving traffic fatalities and of total fatalities is provided by FARS: 2009-2017 Final File and 2018 ARF.

South Carolina experienced the lowest percentage of speeding-related fatalities in 2011. Since the 2011 low of 33.6% (278 out of the 828 traffic fatalities), speeding-related fatalities gradually increased over the next six years and experienced a spike in 2013 to 39.8% (305 out of 767 traffic fatalities). By 2018, South Carolina’s upward trend in speeding-related fatalities peaked at 43.1% of the total traffic fatalities, and the state saw the highest number of speeding-related fatalities in ten years (2008-2017).

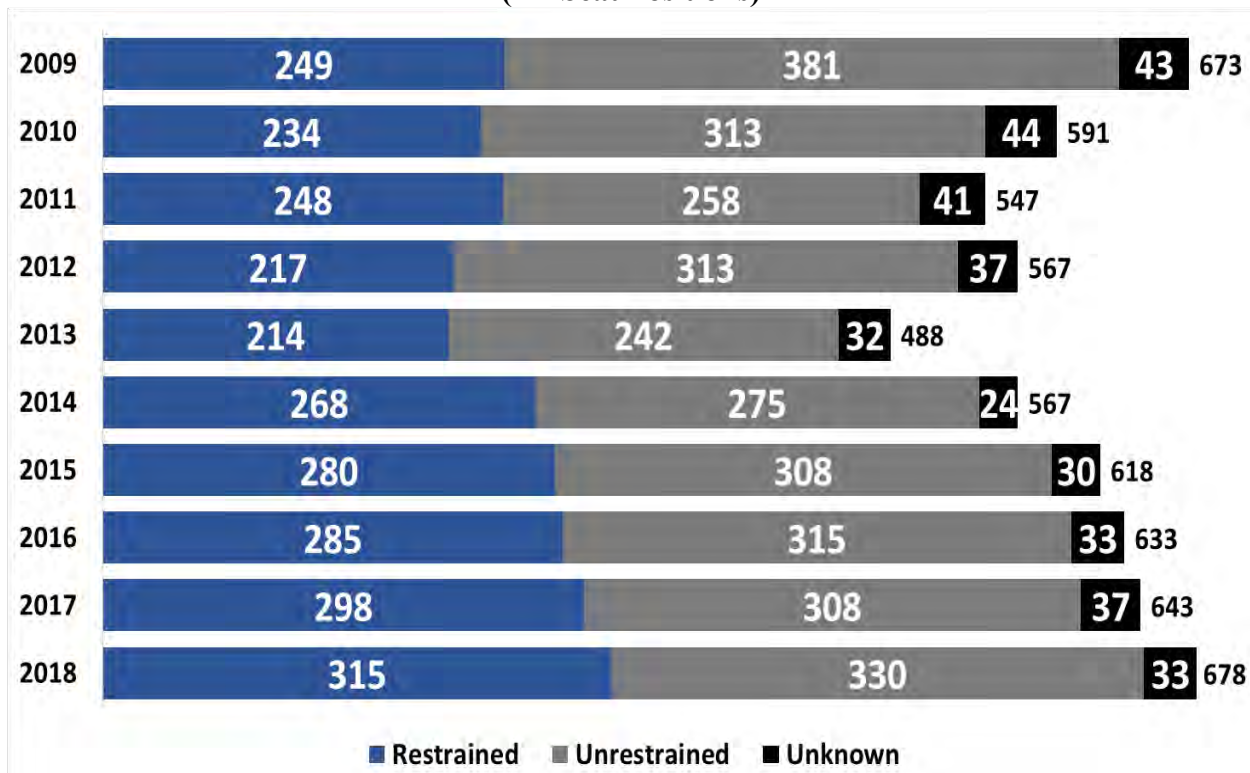
South Carolina Speeding-Related Fatalities



Note: The number of speeding-related traffic fatalities and total fatalities is provided by FARS: 2009-2017 Final File and 2018 ARF.

In South Carolina, passenger vehicle occupant fatalities make up the largest portion of traffic fatalities in the state. NHTSA defines passenger vehicle occupants as drivers, passengers, and “unknown occupant type” of passenger cars, sports utility vehicles (SUVs), pickup trucks, vans, and other light trucks. The upward rise in the number of traffic fatalities from 767 in 2013 is mirrored in the number of passenger vehicle occupant fatalities, with the number increasing steadily from 2013 onward.

South Carolina Passenger Vehicle Occupant Fatalities (All Seat Positions)

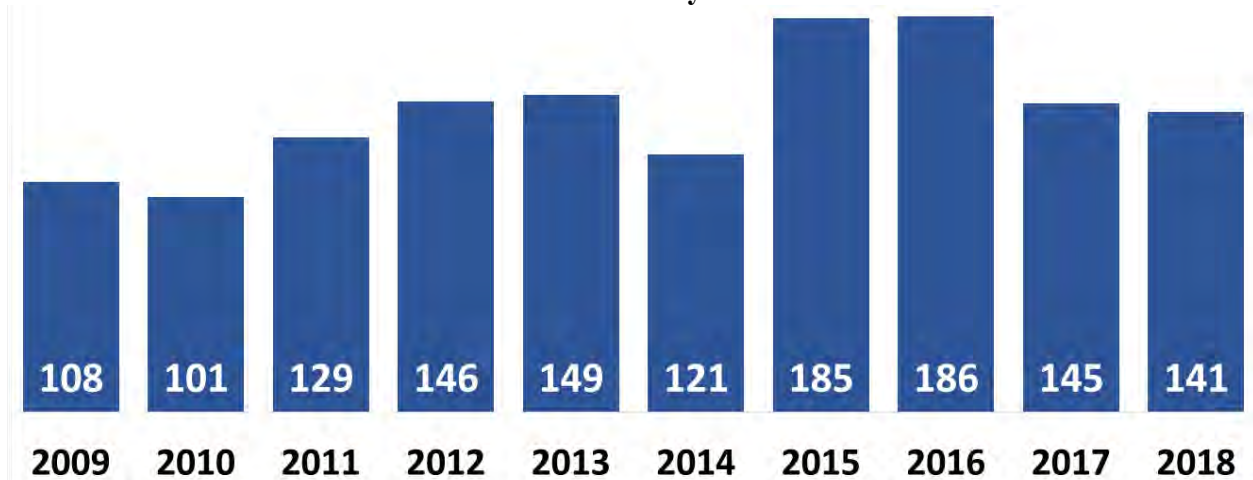


Note: The number of passenger vehicle occupant traffic fatalities (all seat positions) with restraint usage totals is provided by FARS: 2009-2017 Final File and 2018 ARF.

A major factor contributing to the passenger vehicle occupant fatalities is restraint usage. More than half of all known restraint usage passenger vehicle occupant fatalities were unrestrained from 2009 to 2018. The highest percentage of known restraint usage for unrestrained passenger vehicle occupant fatalities occurred in 2008 at 66.5% (417 out of 627). The lowest out of the ten year span occurred in 2013 at 53.1% (242 out of 456).

Motorcyclist fatalities decreased to 145 in 2017 (preliminary) from 186 in 2016. This is a 22% decrease in motorcyclist fatalities. The motorcyclist figures include moped rider data to be consistent with FARS reporting.

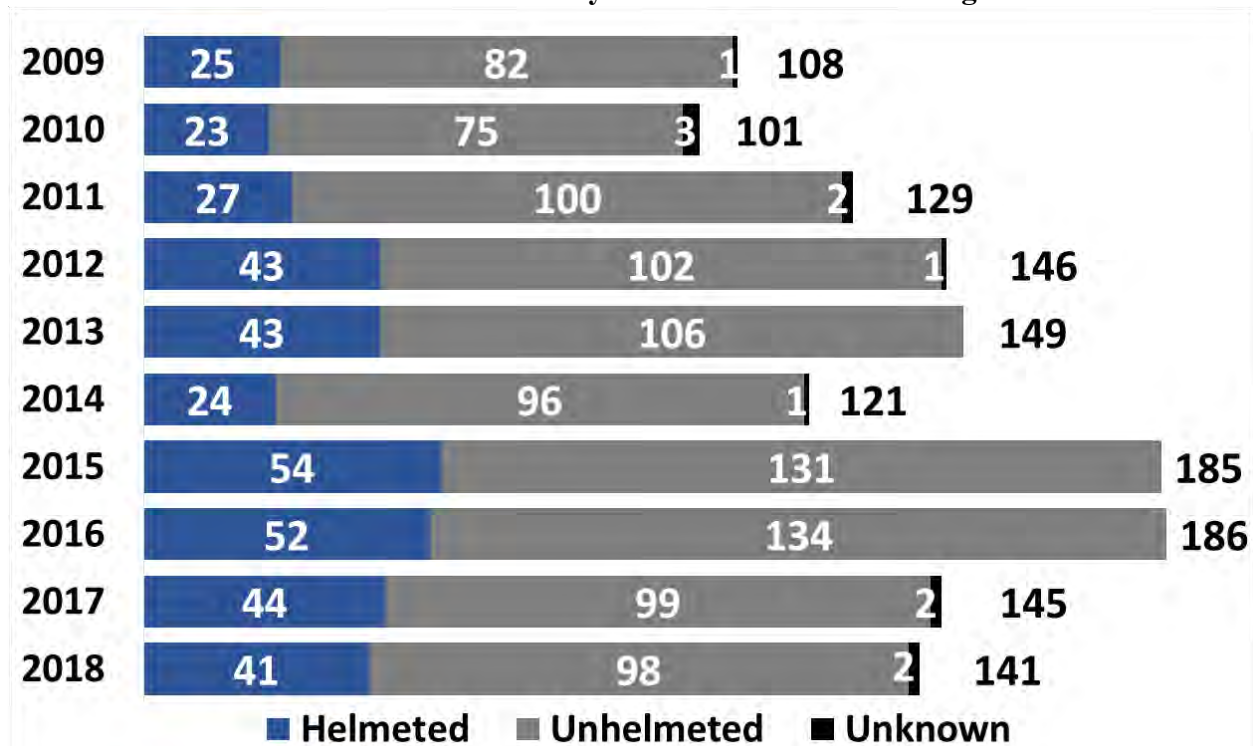
South Carolina Motorcyclist Fatalities



Note: The number of motorcyclist fatalities is provided by FARS: 2009-2017 Final File and 2018 ARF. FARS motorcyclist fatalities include moped riders.

A major factor contributing to motorcyclist fatalities is helmet use. More than half of all motorcyclist fatalities were unhelmeted from 2009 to 2018. The highest percentage of unhelmeted motorcyclist fatalities occurred in 2014 at 79.3% (96 out of 121). The lowest out of the ten year span occurred in 2017 at 68.3% (99 out of 145). South Carolina’s helmet law only requires motorcyclists (operators and passengers) to wear a helmet if they are under the age of 21.

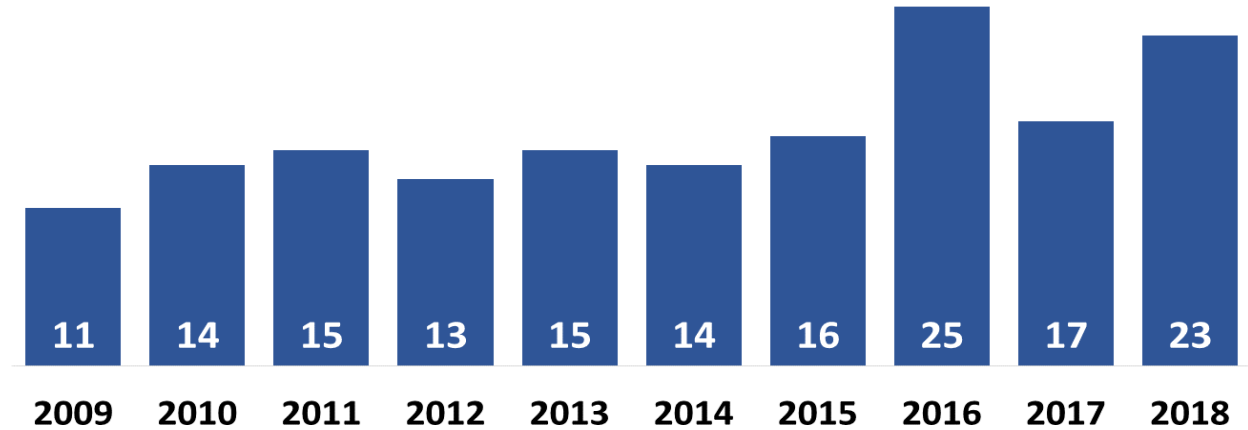
South Carolina Motorcyclist Fatalities Helmet Usage



Note: The number of motorcyclist fatalities (helmeted, unhelmeted, and unknown) is provided by FARS: 2009-2017 Final File and 2018 ARF. South Carolina’s current helmet law states operators and passengers under the age of 21 are required to wear a helmet (Section 56-5-3660). FARS motorcyclist fatalities include moped riders.

South Carolina had two spikes in the past ten years in the bicyclist fatalities category. The first occurred in 2016, with 25 bicyclist fatalities. This was an increase of 8 bicyclist fatalities from 2015. The second occurred in 2018, with 23 bicyclist fatalities. This was an increase of 6 bicyclist fatalities from 2017.

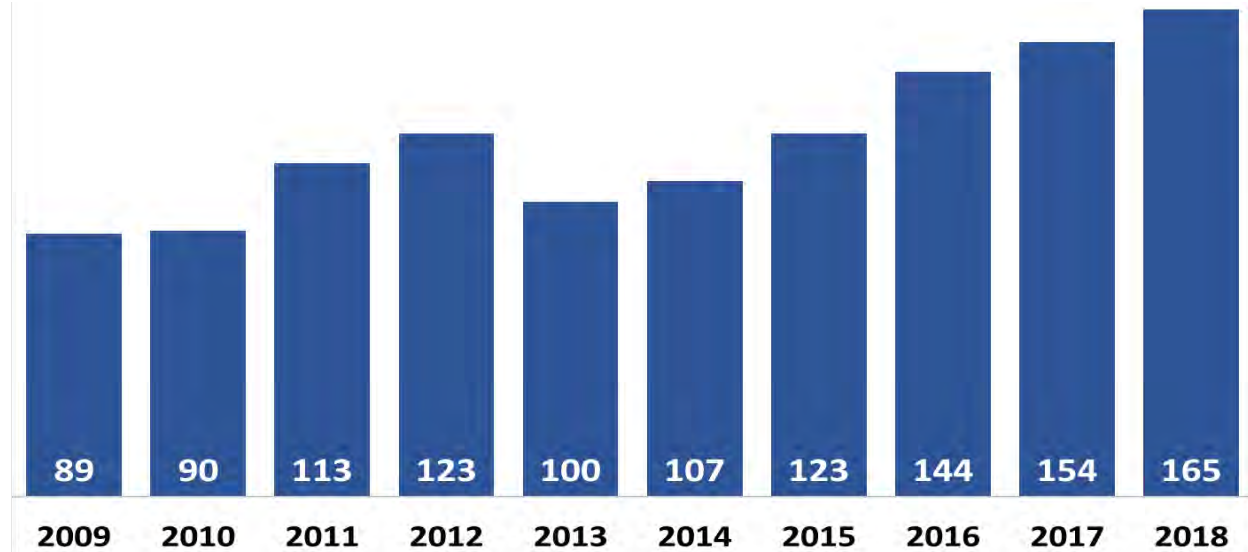
South Carolina Bicyclist Fatalities



Note: The number of bicyclist fatalities is provided by FARS: 2009-2017 Final File and 2018 ARF.

In 2009, South Carolina experienced 89 pedestrian fatalities, the lowest it has been in the past ten years. From 2013 to 2018, South Carolina has experienced a steady increase in pedestrian traffic fatalities. In 2018, South Carolina experienced an increase of 6.9% from 2017. The increase in 2018 resulted in an overall increase of 54% from 2013 to 2018.

South Carolina Pedestrian Fatalities



Note: The number of pedestrian fatalities is provided by FARS: 2009-2017 Final File and 2018 ARF.

Statewide Performance Targets and Results

Listed in the table below are South Carolina’s Highway Safety Performance Measures which were established in the 2019 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 upward trend of traffic fatalities from 1,020 (State Preliminary) in 2016 to 960 by December 31, 2019 with a five year average of 988 from 2015-2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 average fatality goal of 988.
To decrease serious traffic injuries by 6.66%, from the 2012-2016 baseline average of 3,199 to 2,986 for 2015-2019 by December 31, 2019.	Goal Met: Based on current projections, the state is expected to meet its 2015-2019 average serious injures goal of 2,986.
To decrease traffic fatalities/VMT by 10.2%, from the 2016 baseline of 1.87 to 1.68 by December 31, 2019 with a five year average of 1.79 from 2015-2019.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease traffic fatalities/VMT (Rural) by 14.1% from the 2012-2016 baseline average of 2.63 to 2.26 by December 31, 2019.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease traffic fatalities/VMT (Urban) by 8.1% from the 2016 baseline of 1.36 to 1.25 by December 31, 2019.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease unrestrained motor vehicle occupant fatalities by 2.9% from the 2016 baseline of 315 to 306 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2019 unrestrained motor vehicle occupant fatalities goal of 306. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.
To decrease the alcohol-impaired driving fatalities by 7.6% from the 2012-2016 baseline average of 331 to 306 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 alcohol-impaired driving fatalities goal of 306. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Per-

	formance Targets.
To decrease speeding-related fatalities by 2.9% from the 2016 baseline of 381 to 370 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2019 speeding-related fatalities goal of 370. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease the motorcyclist fatalities by 0.76% from the 2012-2016 baseline average of 157 to 156 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 average motorcyclist fatalities goal of 156
To decrease the unhelmeted motorcyclist fatalities by 1.4% from the 2012-2016 baseline average of 114 to 112 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 average un-helmeted motorcyclist fatalities goal of 112.
To decrease the number of drivers age 20 and under involved in fatal crashes by 6.47% from the 2012-2016 baseline average of 114 to 107 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 average drivers age 20 and under involved in fatal crashes goal of 107.
To decrease pedestrian traffic fatalities by 0.7% from the 2016 baseline of 144 to 143 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2019 pedestrian traffic fatalities goal of 143. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease bicyclist traffic fatalities by 9.6% from the 2012-2016 baseline average of 17 to 15 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 average bicyclist traffic fatalities goal of 15. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease moped traffic fatalities by 4.5% from the 2012-2016 baseline average of 36 to 34 by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2015-2019 average moped traffic fatalities goal of 34. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To increase the observed seatbelt usage rate by 0.1 percentage points from the 2016 calendar base year 93.9% to 94% by December 31, 2019.	Goal Not Met: Based on current projections, the state is not expected to meet its 2019 observed seatbelt usage rate goal of 94%.

Annual Activity Performance Measures Tracker

Seatbelt Citations	2014: 198,071 2015: 167,761 2016: 142,422 2017: 128,800 2018: 117,972
Impaired Driving Arrests	2014: 23,064 2015: 21,512 2016: 20,144 2017: 18,884 2018: 18,007
Number of Speeding Citations	2014: 395,792 2015: 388,631 2016: 366,793 2017: 354,482 2018: 339,306

Federal Grant Projects by Program Area

Planning and Administration Program Area

Primary activities of Program Administration include:

Administration: Includes preparation of the Highway Safety 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 Plan.

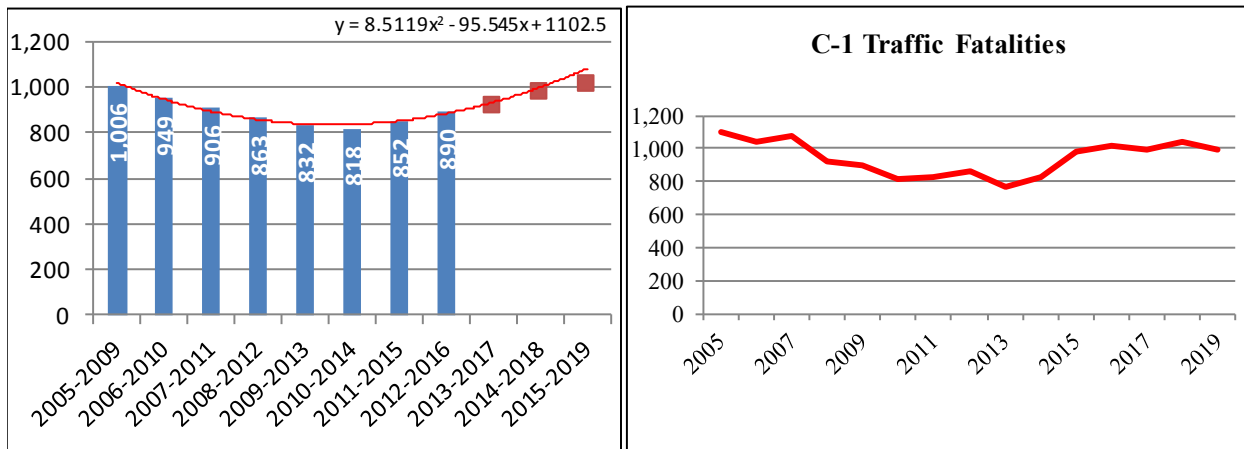
Public Information and Education: Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

Planning and Administration Program Overview

Planning and Administration Program Goals:

1. To decrease the upward trend of traffic fatalities from 1,020 (State Preliminary) in 2016 to 960 by December 31, 2019 with a five year average of 988 from 2015-2019.

Figure C-1. South Carolina Total Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.

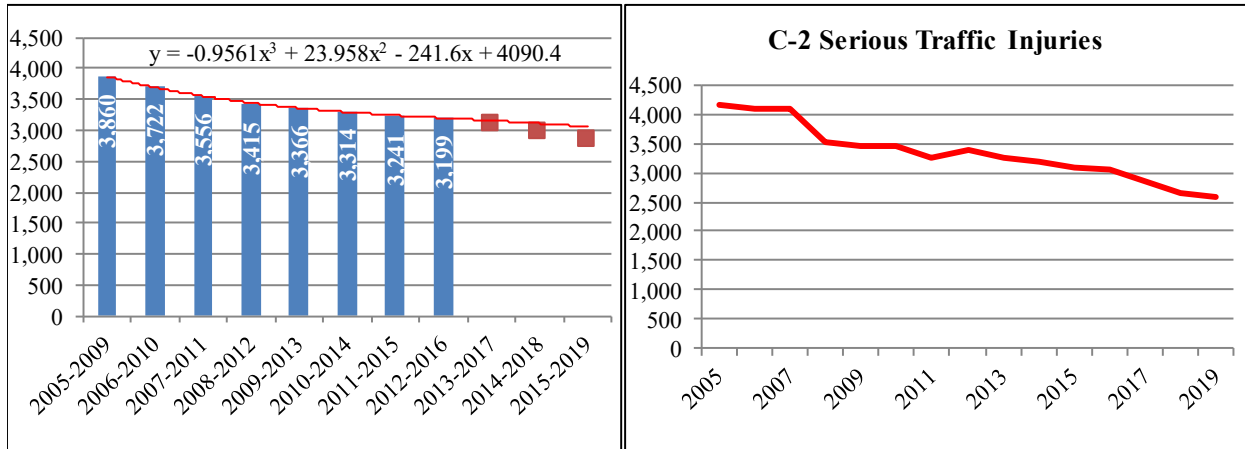


Polynomial Projection = $8.5119(11^2) - 95.545(11) + 1102.5 = 1,081$	2012 = 863
2011-2015 Average = 852	2013 = 767
2012-2016 Average = 890	2014 = 823
2013-2017 Average = 916	2015 = 979
2014-2018 Est. Average = 970	2016 = 1020
2015-2019 Average Projection = 1004	2017 = 989
	2018 = 1037 (FARS ARF)
	2019 = 994 (SARS Projection)

The Office of Highway Safety and Justice Programs projects that the 2015-2019 average number of traffic fatalities will be 1,004. A total of 994 traffic fatalities are predicted for 2019. Based on these projections, the state is not expected to meet its 2019 target of 960 fatalities nor its 2015-2019 average of 988 fatalities. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.

- To decrease serious traffic injuries by 6.66%, from the 2012-2016 baseline average of 3,199 to 2,986 for 2015-2019 by December 31, 2019.

Figure C-2. South Carolina Serious Traffic Injuries, 5 Year Moving Average with Trend Analysis, 2005-2016.

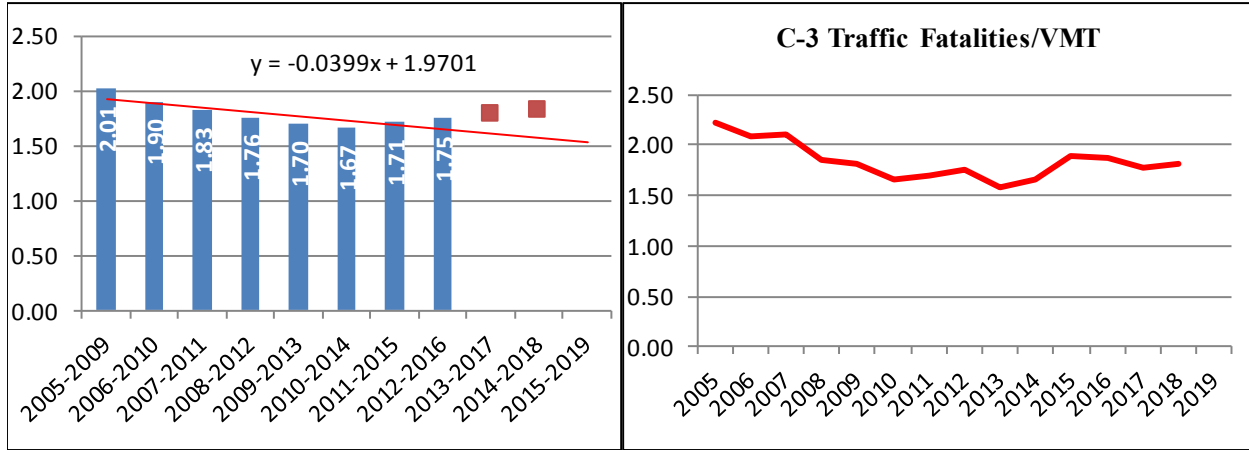


Polynomial Projection = $-0.9561(x^3)+23.95(11^2)-241.6(11)+4090.4 = 3,059$	2012 = 3399
2011-2015 Average = 3,241	2013 = 3266
2012-2016 Average = 3,199	2014 = 3189
2013-2017 Average = 3,089	2015 = 3092
2014-2018 Est. Average = 2,965	2016 = 3049
2015-2019 Average Projection = 2,846	2017 = 2851
	2018 = 2642 (Preliminary State Data)
	2019 = 2598 (SARS Projection)

The Office of Highway Safety and Justice Programs projects that the 2015-2019 average number of serious traffic injuries will be 2,846. A total of 2,598 serious traffic injuries fatalities are predicted for 2019. Based on current projections, the state is expected to meet its 2015-2019 average serious traffic injuries goal of 2,986.

- To decrease traffic fatalities/VMT by 10.2%, from the 2016 baseline of 1.87 to 1.68 by December 31, 2019 with a five year average of 1.79 from 2015-2019.

Figure C-3. South Carolina Traffic Fatalities/VMT, 5 Year Moving Average with Trend Analysis, 2002-2016.

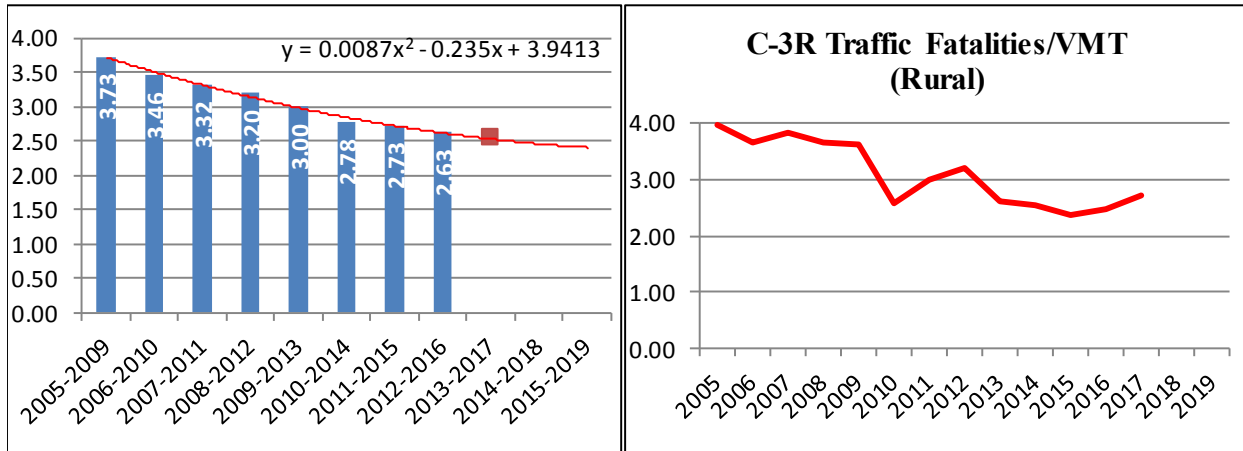


SCDOT VMT Estimated Growth: 1% annually for 2018-2019 Estimated Fatality Reduction: 2% annually for 2017-2019 2011-2015 Average = 1.71 2012-2016 Average = 1.75 2013-2017 Average = 1.75 2014-2018 Est. Average = 1.80 2015-2019 Average = Unknown	2012 = 1.76 2013 = 1.57 2014 = 1.65 2015 = 1.89 2016 = 1.87 2017 = 1.78 2018 = 1.82 (SARS Calculation) 2019 = Unknown
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The state does not currently have the FARS data available at this time to calculate a projection for this goal, so its status is unknown at this time.

4. To decrease traffic fatalities/VMT (Rural) 14.1% from the 2012-2016 baseline average of 2.63 to 2.26 by December 31, 2019.

Figure C-3R. South Carolina Traffic Fatalities/VMT(Rural), 5 Year Moving Average with Trend Analysis, 2005-2016.

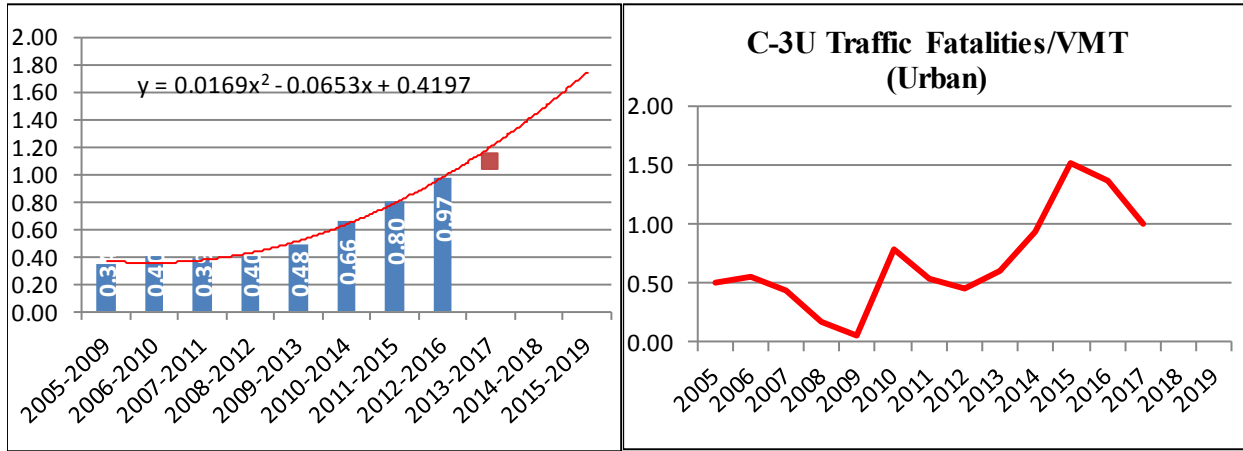


Polynomial Projection = $0.0087(11^2) - 0.235(11) + 3.9413 = 2.41$	2012 = 3.19
2011-2015 Average = 2.73	2013 = 2.62
2012-2016 Average = 2.63	2014 = 2.52
2013-2017 Average = 2.54	2015 = 2.35
2014-2018 Average = Unknown	2016 = 2.47
2015-2019 Average = Unknown	2017 = 2.72
	2018 = Unknown
	2019 = Unknown

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

- To decrease traffic fatalities/VMT (Urban) 8.1% from the 2016 baseline of 1.36 to 1.25 by December 31, 2019.

Figure C-3U. South Carolina Traffic Fatalities/VMT(Urban), 5 Year Moving Average with Trend Analysis, 2005-2016.



Polynomial Projection = $0.0169(11^2) - 0.0653(11) + 0.4197 = 1.75$	2012 = 0.45
2011-2015 Average = 0.80	2013 = 0.60
2012-2016 Average = 0.97	2014 = 0.93
2013-2017 Average = 1.08	2015 = 1.51
2014-2018 Average = Unknown	2016 = 1.37
2015-2019 Average = Unknown	2017 = 1.00
	2018 = Unknown
	2019 = Unknown

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

Planning and Administration Project:

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs

Project Number: PA-2019-HS-01-19

Project Title: Highway Safety Planning and Administration

The 402 State and Community Highway Safety Program in South Carolina is administered by the 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) Grant Programs Manager (45%), and one (1) Grants Administration Manager (90%).

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 Federal Fiscal Year 2019, OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Grant Programs Manager (45%), and one (1) Grants Administration Manager (90%). The Highway Safety Program Administrator position was restructured and titled Grant Programs Manager. This position was filled in January of 2019. During the interim, the Grants Administration Manager covered the requirements of the position to ensure all necessary projects were completed.
To plan and conduct a Project Management course for all new Highway Safety Project Directors.	The Project Management Workshop was held on October 19, 2018 to ensure all Highway Safety Project Directors and financial representatives were properly trained.
To plan and conduct workshops on the FFY 2020 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 December 6, 2018. Approximately 50 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 2020 Highway Safety Funding Guidelines.
To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council.	The OHSJP received and reviewed 64 applications for funding. A three-part review process was conducted prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC) on May 20, 2019. 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 Grant Programs Manager, the Business Manager, the former OHSJP

	<p>Director, and the current 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.</p> <p>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.</p> <p>Fifty-two projects were recommended for funding in FFY 2020 (30 General Enforcement and 22 Impaired Driving Countermeasures Projects).</p>
To develop an Annual FFY 2020 Highway Safety Plan for submittal to NHTSA by July 1, 2019.	SC's FFY 2020 Highway Safety Plan and relevant incentive grant applications were submitted to NHTSA on June 27, 2019.
To award all FFY 2019 approved grants by October 1, 2018, or upon receipt of the FFY 2018 Obligation Limitation from NHTSA.	The 52 approved FFY 2020 grants were awarded September 17 and September 18, 2019 prior to the October 1, 2019 deadline. Award notifications were provided in person at special meetings convened to discuss new NHTSA guidance affecting Enforcement and Prosecutorial grants.
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 a Grants Administration Accountant, were responsible for organizing the programmatic and financial on-site monitoring visits for all Highway Safety Grants. All subgrantees had at least one programmatic and financial on-site monitoring visit conducted by September 30, 2019.</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 were 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,	Staff members of the OHSJP attended multiple trainings during FFY 2019. Trainings attended, included but are not limited to the GHSA Annual Meeting, GHSA Executive Leadership Training, Transportation

<p>Traffic Records Forum, and others as they become available.</p>	<p>Safety Institute’s (TSI) Impaired Driving Coordinator Training, Life-savers Conference, GFOASC Spring Conference, and the Drugged Driving Summit.</p>
<p>To prepare and submit an evaluation report on all FFY 2018 Highway Safety projects funded by 12-31-18.</p>	<p>The Annual Report for FFY 2018 was submitted to NHTSA on December 28, 2018.</p>
<p>To utilize a "Beeline" Contractor to maintain the Highway Safety portion of the Grants Management Information System or create and maintain a new online grant system by 9/30/18.</p>	<p>The OHSJP ceased use of the Grants Management Information System (GMIS) at the beginning of FFY 2019. GMIS was replaced with the state’s new online grant system, SCDPS Grants, which was available for use prior to the deadline for submission of FFY 2020 applications.</p>

Planning and Administration Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PA-2019-HS-01-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$173,862	\$128,453.94	FAST ACT NHTSA 402
PA-2019-HS-01-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$173,862	\$128,453.94	State
Total All Funds			\$347,724	\$256,907.88	
State Funds				\$128,453.94	State
FAST ACT NHTSA 402 Total				\$128,453.94	FAST ACT NHTSA 402

Alcohol Countermeasures Program Overview

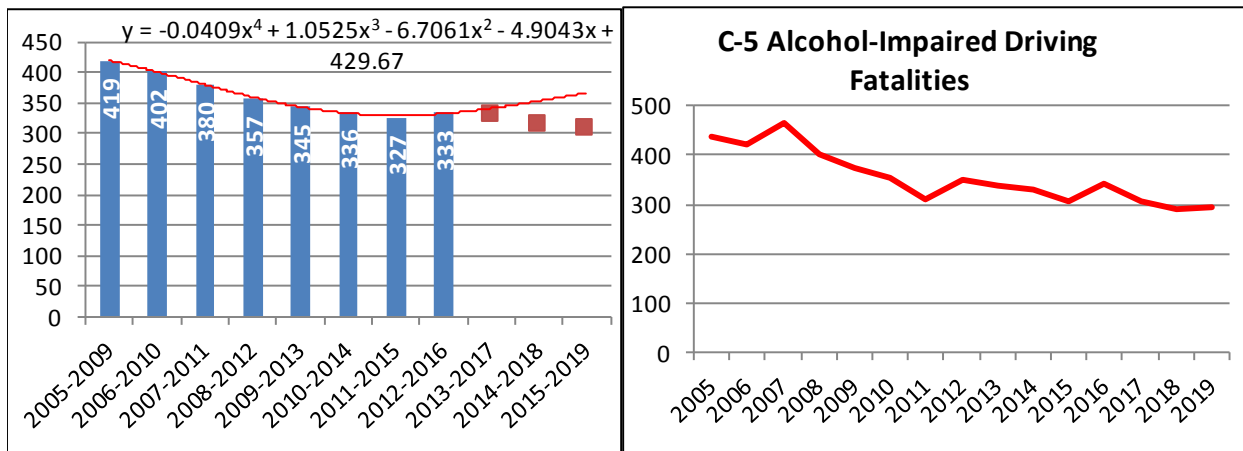
Alcohol Countermeasures Program Area

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 2019, 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 7.6% from the 2012-2016 baseline average of 331 to 306 by December 31, 2019.

Figure C-5. South Carolina Alcohol-Impaired Driving Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.



New Polynomial Projection = $-0.0409(11^4) + 1.0525(11^3) - 6.7061(11^2) - 4.9043(11) + 429.67 = 366$ Update from FARS changed polynomial projection. 2011-2015 Average = 327 2012-2016 Average = 333 2013-2017 Average = 325 2014-2018 Average = 315 2015-2019 Est. Average = 308	2012 = 348 2013 = 339 2014 = 331 2015 = 306 2016 = 343 2017 = 305 2018 = 291 2019 = 294 (SARS Projection)
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The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of alcohol-impaired traffic fatalities will be 308. According to projections by SARS, it is estimated that 294 alcohol-impaired driving fatalities will occur in the state in 2019. Based on current projections, the state is not expected to meet its 2015-2019 average alcohol-

impaired driving fatalities goal of 306. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

Activity Measure A-2 shows the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending downward 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 2019 Highway Safety Plan. Thus, Figure A-2 below is presented as demonstration of an overall downward 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.

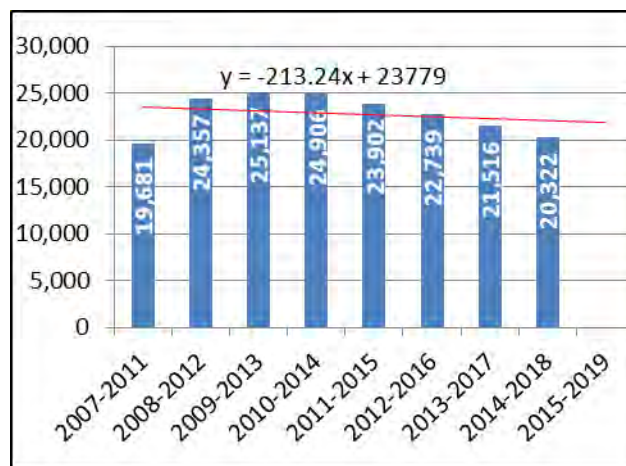


Figure A-2: South Carolina Number of Impaired Driving Arrests Made, 5-Year Moving Average, 2007-2018

Since 2014, the state has experienced a decline in the number of reported impaired driving arrests made. 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. The FFY 2018 number of DUI arrests, 18,007, represents a 4.6% decrease when compared to the number of DUI arrests in 2017 (18,884). 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 Management Project

Subgrantee: SCDPS, Office of Highway Safety and Justice Programs
Project Number: M4HVE-2019-HS-25-19
Project Title: Impaired Driving Countermeasures Program Management

The Impaired Driving Countermeasures grant project provides funding for the employment of an Impaired Driving Countermeasures Program Coordinator (IDCPC) (100%), an Administrative Coordinator (7.25%), three (3) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Manager (2.37%), two (2) Statisticians (2.5% and 3.4%), and one (1) Administrative Assistant (20%) to administer impaired driving highway safety grants during the course of the 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 Impaired Driving Countermeasures Program Coordinator and other staff members of the Office of Highway Safety and Justice Programs (OHSJP) continued the review of recommendations resulting from the 2016 Statewide Impaired Driving Assessment. 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 2018-2019 Christmas/New Year's and 2019 Labor Day holiday time periods.

Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p>To work with the SCDPS Contractor for the development and implementation of a statewide PI&E campaign with an emphasis on impaired driving behaviors and issues during the grant year.</p>	<p>Throughout the FFY 2019 grant year, the Office of Highway Safety and Justice Programs (OHSJP) worked with the agency contractor for the development and implementation of a statewide PI&E campaign that emphasized impaired driving-related behaviors and issues. The agency contractor, BFG Communications, distributed PSAs to enhance the public’s awareness of impaired driving-related behaviors and issues. The PSAs were released to correspond with DUI enforcement weekends spearheaded by the SC Highway Patrol and to support the 2019 Law Enforcement DUI Challenge.</p>
<p>To work with state and local law enforcement agencies to develop and implement the enforcement aspect of the 2018-2019 Christmas/New Year's and 2019 Labor Day SOS campaigns.</p>	<p>The 2019 Law Enforcement DUI Challenge ran from December 1, 2018, through September 2, 2019. Approximately 47% 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.</p> <p>During the 2019 Challenge, participating state and local law enforcement agencies collectively reported 13,789 DUI arrests and issued 98,555 citations for seatbelt violations and 256,244 citations for speed violations.</p> <p>Of the 13,789 DUI arrests made during the Challenge period, 1,089 were made during the Christmas/New Year’s 2018/2019 <i>Sober or Slammer! (SOS)</i> enforcement mobilization period and 944 were made during the 2019 Labor Day <i>SOS</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement for 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 2018 through August 2019, supported by radio advertising.</p>

<p>To organize at least two meetings of the SC Impaired Driving Prevention Council during the grant period.</p>	<p>Throughout the FFY 2019 grant period, several meetings of the SC Impaired Driving Prevention Council (SCIDPC) were organized. The first SCIDPC meeting of FFY 2019 was held during the first quarter of the grant period, on October 29, 2018. The SCIDPC also met during the second quarter on March 15, 2019. An additional SCIDPC meeting occurred on June 12, 2019.</p> <p>After the first meeting in October, the IDC Program Coordinator mailed appointment letters to the agencies and organizations outlined in the Council's by-laws; the purpose of these letters were to renew interest in the Council. The meeting in March had record participation, and sign-in sheets were presented to the members for the four subcommittees: Education/Prevention, Enforcement/Prosecution/Adjudication, Legislative, and Treatment/Rehabilitation/Diversion.</p> <p>The Executive Council of the SCIDPC also held three meetings during the grant period: January 22, 2019; February 15, 2019; and April 5, 2019. The purpose of the Executive Council meetings was to discuss subcommittee membership, pending legislation, and to review and implement the priority recommendations of the 2016 Impaired Driving Program Assessment. The Impaired Driving Countermeasures Program Coordinator of the OHSJP provided on-going assistance in the coordination of each meeting.</p>
<p>To work with the SCDPS Contractor in developing Diversity Outreach components for the 2018-2019 Christmas/New Year's and 2019 Labor Day SOS campaigns.</p>	<p>During the FFY 2019 grant period, Scopes of Work issued to the agency contractor required the development of a diversity outreach component for the 2018-2019 Christmas/New Year's and 2019 Labor Day SOS campaigns. The agency contractor demonstrated compliance with this requirement and produced a diversity outreach component for the SOS! campaign initiatives during the Christmas/New Year's and Labor Day Holiday periods. PSAs developed for the highway safety DUI campaigns were produced in English and Spanish, and advertising was secured to reach minority populations across the State. Additionally, the PSA's utilized the State's anti-DUI slogan and national slogan: <i>Drive Sober or Get Pulled Over</i>.</p>
<p>To maintain the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period.</p>	<p>The duties of the IDCPC position were temporarily assigned to the OHSJP Planning and Evaluation Coordinator until October 17, 2018</p>

	<p>when the current Impaired Driving Countermeasures Program Coordinator was hired. The OHSJP has maintained the employment of an Impaired Driving Countermeasures Program Coordinator since October 17, 2018.</p>
<p>To continue to develop new impaired driving countermeasure project applications in problem areas and review all grant applications submitted by assigned deadlines.</p>	<p>During the FFY 2019 grant period, the OHSJP received new impaired driving countermeasures project applications. The OHSJP held a Problem Identification meeting to identify locations that are problematic for impaired driving-related collisions, injuries, and fatalities. The identified problem areas were targeted for the development of impaired driving countermeasures highway safety grant projects. All grant applications submitted for a highway safety grant project were reviewed and considered by the OHSJP staff.</p>
<p>To provide technical assistance to Impaired Driving Countermeasures programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested during the grant period.</p>	<p>Throughout the FFY 2019 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures Program subgrantees. Technical assistance included the following: responding to correspondences and revision requests, making monthly contacts, and desk monitoring of projects. Other technical assistance was provided at the request of the subgrantee.</p>
<p>To prepare the Impaired Driving Countermeasures sections of the annual Summaries and Recommendations, Highway Safety and Performance Plan, and the Annual Evaluation Report by assigned deadlines.</p>	<p>During the FFY 2019 grant period, the Impaired Driving Countermeasures Program sections of the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report were completed and submitted by the established deadline.</p>

Pictures below were taken during the DUI Award Ceremony on March 27, 2019



Alcohol Countermeasures – DUI Enforcement Projects

There were thirteen (13) DUI enforcement projects funded during FFY 2019. The projects funded statewide include the following:

Project Number	Agency	Grant-funded DUI Officers
M4HVE-2019-HS-24-19	North Charleston Police Department	3
M4HVE-2019-HS-37-19	City of Darlington PD	1
M4HVE-2019-HS-43-19	Town of Irmo PD	1
M4HVE-2019-HS-44-19	City of Cayce Department of Public Safety	1
M4HVE-2019-HS-45-19	City of Spartanburg PD	1
M4HVE-2019-HS-46-19	City of Goose Creek PD	1
M4HVE-2019-HS-47-19	Berkeley County Sheriff's Office	1
M4HVE-2019-HS-48-19	Florence County Sheriff's Office	1
M4HVE-2019-HS-49-19	Lancaster County Sheriff's Office	1
M4HVE-2019-HS-50-19	Town of Summerville PD	1
M4HVE-2019-HS-51-19	City of Beaufort PD	1
M4HVE-2019-HS-52-19	Town of Bluffton PD	1
M4HVE-2019-HS-54-19	City of Hartsville PD	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 fifteen (15) 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 885 DUI arrests, which removed 885 impaired drivers from South Carolina's roadways, as well as the 110 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 156 public safety checkpoints by September 30, 2019.	During the FFY 2019 grant period, the grant-funded DUI enforcement officers collectively conducted 194 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 885 DUI arrests throughout the FFY 2019 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 10th of each month for the previous month.	During the FFY 2019 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 throughout the duration of the FFY 2019 grant period.
To participate actively in the local Law Enforcement Networks.	The thirteen (13) DUI enforcement projects funded during FFY 2019 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 2019 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 2019 grant period.
To conduct a minimum of 78 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 110 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 – Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy
Project Number: M4TR-2019-HS-26-19
Project Title: Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the employment of a Training & Development Director/Impaired Driving Countermeasures Training Coordinator (IDCTC) to continue the growth and expansion of the Drug Recognition Expert (DRE) Program and to provide advanced training in the field of Advanced Roadside Impaired Driving Enforcement (A-RIDE) and Standardized Field Sobriety Testing (SFST) for the detection of impaired drivers. The IDCTC 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 IDCTC taught 47 classes to 1,372 students over the course of the grant year. This resulted in 17 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 330 DRE evaluations from October 1, 2018 through September 30, 2019. 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
<p>To increase the number of law enforcement officers that are Drug Recognition Expert (DRE) certified in South Carolina by 15% from 183 officers in FFY 2017 to 210 by the end of the FFY 2019 grant period.</p>	<p>During the grant period, the IDCTC conducted 2 DRE classes and certified 17 new officers in the DRE Program. As of the end of the FFY 2019 grant period, the State had a total of 114 active DREs. This number fluctuates due to various reasons: certified officers leaving South Carolina, leaving law enforcement, and failure to recerify. The program goal was not met due to scheduling issues for officers to attend classes, as well as the statewide lack of manpower, resulting in the lower attendance of officers in these classes.</p>
<p>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 1,020 in FFY 2017 to 1,224, by the end of the FFY 2019 grant period.</p>	<p>During the grant period, the IDCTC conducted a total of 10 A-RIDE courses and trained 156 officers in A-RIDE. This resulted in an increase of 15.29% 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.</p>
<p>To increase the number of Standardized Field Sobriety Testing (SFST) Instructors in the State by 20%, from 363 in FFY 2018 to 435, by the end of the FFY 2019 grant period.</p>	<p>During the grant period, the IDCTC conducted eight (8) SFST Instructor classes. As a result of these eight (8) courses, 86 new SFST Instructors were trained. This is an increase of 23.7%.</p>
<p>Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related crashes in the State by 3%, from the preliminary number of 5,817 in FFY 2017 to 5,642, by the end of the grant period.</p>	<p>There were 5,353 (preliminary) DUI-related collisions reported in the state during the grant period. This represents a 7.9% decrease from the 5,817 (preliminary) DUI-related collisions reported during the FFY 2017 grant period (October 1, 2016 - September 30, 2017).</p>
<p>Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related fatalities (state data) in the State by 4%, from 316 in FFY 2017 to 303, by the end of the FFY 2019 grant period.</p>	<p>There were 281 (preliminary) DUI-related fatalities reported in the state during the grant period. This represents an approximate 11.1% decrease from the 316 fatal DUI-related collisions reported during the FFY 2017 grant period (October 1, 2016 – September 30, 2017).</p>

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: M4CS-2019-HS-27-19
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: 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 seven (7) DUI training programs during the grant period, with three (3) of those entitled “Prosecuting the Impaired Driver—Preparing for the Trial of a DUI Case,” and one (1) entitled “Prosecuting the (Drugged) 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 297 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 May 24, 2019, to approximately 55 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table on the following pages.

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), Mothers Against Drunk Driving (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, and the TSRP promotes NAPC/NHTSA-funded training webinars conducted by the TSRP group to law enforcement and prosecutors throughout the state.
To attend and present impaired driving and traffic safety prosecution training at state prosecutor, law enforcement and judicial conferences and seminars as requested. Assist in the summary court judge orientation trainings scheduled for March and July 2019 and the summary court mandatory training scheduled for August 2019.	The TSRP attended the 2018 Solicitors’ Conference where the TSRP arranged for a training module on Prosecuting the Impaired Driver to be made available for CLE credit to prosecutors who were in attendance. At the request of SC Court Administration, the TSRP made presentations on DUI enforcement, prosecution, and adjudication in two trainings for Summary Court Judges. The first was on March 27, 2019, at the Summary Judge Orientation, and the second was on September 16, 2019, at the Magistrates Advisory Council Intensive Training. Through these trainings and the presentations conducted at numerous LEN meetings, the TSRP was able to reach nearly 900 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 2019 grant period. However, the TSRP worked towards this objective

	by attending the 2019 NHTSA Region IV Law Enforcement Liaison (LEL) Conference in Savannah, GA from January 28-29, 2019 where continued planning for a multi-state training to be held within the NHTSA region in the future occurred. Planning will continue to occur at upcoming NAPC and NHTSA meetings.
To prepare a registration form for the training courses and distribute to prosecutors, law enforcement, and summary court judges.	The TSRP prepared a registration form and sent it to the SC Law Enforcement Networks, prosecutors' offices, and the SC Court Administration for distribution to summary court judges.
To prepare and distribute course announcements and select and notify attendees prior to each of the trainings. Select and coordinate training facilities in a timely manner prior to each training. Make all necessary administrative and logistical coordination to conduct these courses.	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 traffic safety professionals. Attendees were approved, registered, and notified within a proper time.
To recruit, select, train, notify, and coordinate course instructors and presenters at least 30 days prior to the scheduled course; and to prepare and distribute all needed training materials.	The TSRP secured qualified course instructors (e.g., experienced current or former assistant solicitors, DREs, SLED Toxicologists, SLED Agents from the Implied Consent Program) with appropriate expertise on topics related to DUI detection, apprehension, and prosecution for each of the trainings. These speakers provided PowerPoint presentations and/or course materials to be included in the course notebook and any special equipment that was needed by the speakers was provided at the venue. Copies of professional biographies were obtained from each speaker and have been retained by the TSRP.
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.	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.
To prepare a course evaluation for each training and maintain on file copies of completed course evaluations.	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. Copies of completed course evaluations are maintained on file in the TSRP office.
To provide technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies	The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement

<p>in the areas of detection, apprehension, and prosecution of impaired drivers.</p>	<p>agencies in the areas of detection, apprehension, and prosecution of impaired drivers. The TSRP assisted assistant solicitors with DUI, Felony DUI, and other traffic- related cases, as requested. 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 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 worked with the Executive Director of the SC Commission on Prosecution Coordination and with the SC Department of Administration, Division of Technology Office to develop and maintain an updated website for the agency, to include a TSRP section. Most recently, the TSRP attended meetings with vendors regarding the agency website. The updated Website, to include an updated TSRP section, continues to be on the agenda for the Commission on Prosecution Coordination.</p>
<p>To provide specialized training in DUI and Felony DUI enforcement, prosecution, and adjudication for approximately 200 law enforcement officers, prosecutors and summary court judges by providing at least four TSRP-sponsored trainings, including one for summary court judges only.</p>	<p>The TSRP provided specialized training in DUI and Felony DUI enforcement, prosecution and adjudication for approximately 297 law enforcement officers, prosecutors, and summary court judges by providing one training at the Summary Judges’ orientation (attendance 20); one TSRP-sponsored summary court judges-only training in Columbia, SC (attendance 55); Prosecuting the Drugged Driver Training at the Solicitors’ Conference in Myrtle Beach, SC (attendance 32); Prosecuting the Impaired Driver for Highway Patrolmen, law enforcement officers and prosecutors in the 8th and 9th circuits (attendance 20); Prosecuting the Impaired Driver – Preparing for the Trial of a DUI Case in Florence, SC (attendance 14); and Prosecuting the Impaired Driver – Preparing for the Trial of a DUI Case in Columbia, SC (attendance 71); and at the SC Court Administration’s Magistrates Advisory Council Intensive Training (attendance 85). Each of these courses was approved for accreditation by the appropriate accrediting body or bodies. Through these trainings and the presentations made to approximately 589 officers present at the various LEN meetings, to include the LEN Coordinators meeting, the TSRP was able to make contact with nearly 900 law enforcement officers, prosecutors, judges, and traffic-safety professionals.</p>

Alcohol Countermeasures- Adjudication/Prosecution Projects

Subgrantees: Special DUI Prosecutors in Berkeley County and the Sixth Circuit Solicitor's Office (composed of Chester, Lancaster, and Fairfield Counties)

Project Numbers: M4CS-2019-HS-39-19: Sixth Circuit Solicitor's Office
M4CS-2019-HS-53-19: Berkeley County Sheriff's Office

Project Title: DUI Prosecutors

The Special DUI Prosecutor Projects provided funding for two (2) Special DUI Prosecutors during FFY 2019: one for the Berkeley County Sheriff's Office, and one for the Sixth Judicial Circuit (serving Lancaster, Fairfield, and Chester Counties). Based on FARS and State data, each agency is located in counties that were identified as a focus county for DUI Countermeasures strategy efforts for FFY 2019. The Special DUI Prosecutor projects are designed to increase the conviction rate of DUI offenders in priority counties, where there is a backlog of DUI cases as well as a problem of effectively prosecuting DUI jury trials.

During the grant period, the Sixth Circuit Solicitor's Office and the Berkeley County Sheriff's Office each maintained a Special DUI Prosecutor who tended to the day-to-day direction of case preparation, interviewing of potential witnesses and victims, corresponding with counsel for the defense, researching legal issues and coordinating the logistics of the actual trial.

These projects allowed Law Enforcement Officers in the counties served by these prosecutors to spend more time in enforcement activity as opposed to preparing cases for court. The prosecutors funded under each grant worked to reduce the backlog of DUI cases made by Sheriff's Deputies in Berkeley County and the backlog of cases made by arresting officers in the other counties served.

Alcohol Countermeasures – Special DUI Prosecutor Projects Summary

Activities Funded/Implemented	Results
<p>To maintain Special DUI prosecutors to actively work to prosecute DUI-related cases in Berkeley County, SC and SC’s Sixth Judicial Circuit (composed of Chester, Fairfield, and Lancaster counties).</p>	<p>Special DUI prosecutors were maintained by the Sixth Circuit Solicitor’s Office and the Berkeley County Sheriff’s Office to actively work towards the prosecution of DUI-related cases in Berkeley, Chester, Fairfield, and Lancaster Counties.</p>
<p>To adequately and efficiently review and prepare for court pending drug and alcohol-related driving offense arrests made by charging Law Enforcement Officers in Berkeley, Chester, Fairfield, and Lancaster.</p>	<p>All grant-funded Special DUI Prosecutors carefully reviewed all pending drug and alcohol-related driving offense arrests made by charging Law Enforcement Officers in Berkeley, Chester, Fairfield, and Lancaster before preparing those cases for court. The Special DUI Prosecutors worked to identify the oldest cases and prepare them to be resolved first in an effort to reduce the backlog within their respective regions, and they continually worked to add new cases to their respective dockets to reduce the length of time it takes to move drug and alcohol-related cases through the judicial system. Collectively, grant-funded Special DUI Prosecutors have disposed of over 405 DUI-related cases.</p>
<p>To meet with charging Law Enforcement Officers to conduct pre-trial conferences of scheduled trials for drug and alcohol-related driving offenses.</p>	<p>The grant-funded Prosecutors met with charging Law Enforcement Officers monthly about DUI-related cases as those cases appeared on the dockets. The Prosecutors also met with larger groups of Law Enforcement Officers throughout the grant period to discuss various legal issues and to provide guidance and input on why previous cases have been dropped so as to prevent the same issues from re-occurring in the future.</p>
<p>To maintain a tracking system for the cases handled by the prosecutor. This system will be utilized throughout the grant period.</p>	<p>All grant-funded DUI prosecutors developed and maintained systems to track all cases handled. The systems were utilized throughout the grant period. Documentation for these tracking systems was submitted to the OHSJP.</p>
<p>To submit quarterly progress reports and a Final Narrative Report to the OHSJP by established deadlines.</p>	<p>All grant-funded DUI prosecutor projects submitted quarterly progress and Final Narrative reports to the OHSJP by established deadlines.</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 Department of Corrections, the State Senate, the State House of Representatives, and 20 additional Federal, State, local, and private entities. The SCIDPC held three meetings during the FFY 2019 grant period, on October 29, 2018; March 15, 2019; and June 12, 2019. Major topics of discussion during the grant period included the following: South Carolina’s alcohol exclusion law, the Ignition Interlock Bill, Alli’s Law: Responsible Alcoholic Beverage Server Training Act, South Carolina’s amended moped law, and recommendations identified during 2016 NHTSA Impaired Driving Program Assessment. Using the 2016 Impaired Driving Program Assessment as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M4HVE-2019-HS-25-19	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$169,675	\$165,503.63	405d
M4PEM-2019-HS-25-19	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$843,010	\$842,010	405d
M1*AL-2019-HS-25-19	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$460,000	\$460,000	405b
M4HVE-2019-HS-37-19	City of Darlington Police Department	DUI Enforcement	\$55,502	\$55,474	405d
M4HVE-2019-HS-24-19	City of North Charleston	North Charleston DUI Team	\$258,747	\$204,285	405d
M4X-2019-HS-23-19	Mothers Against Drunk Driving South Carolina	MADD South Carolina Midlands/Upstate Court Monitoring Program	\$78,099	\$63,313	405d
M4CS-2019-HS-39-19	Sixth Circuit Solicitor's DUI Office	DUI Prosecutor	\$95,356	\$76,014	405d
M4TR-2019-HS-26-19	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$196,652	\$189,674.47	405d
M4CS-2019-HS-27-19	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$125,523	\$106,768.59	405d
M4X-2019-HS-42-19	Mothers Against Drunk Driving South Carolina	SC Coastal Court Monitoring Program	\$71,887	\$63,855	405d
M4CS-2019-HS-53-19	Berkeley County Sheriff's Office	Special DUI Prosecutor	\$61,812	\$61,812	405d
M4HVE-2019-HS-43-19	Town of Irmo	Town of Irmo DUI Enforcement Unit	\$88,716	\$59,093	405d

M4HVE-2019-HS-44-19	City of Cayce	City of Cayce DUI Enforcement Team	\$81,190	\$59,242	405d
M4HVE-2019-HS-45-19	City of Spartanburg	City of Spartanburg Reduction in Impaired Driving	\$67,068	\$57,531	405d
M4HVE-2019-HS-46-19	City of Goose Creek Police Department	Impaired Driving Countermeasures	\$68,884	\$66,139	405d
M4HVE-2019-HS-47-19	Berkeley County Sheriff's Office	Building DUI Capacity - Year 2	\$79,715	\$79,715	405d
M4HVE-2019-HS-48-19	Florence County Sheriff's Office	Traffic Safety Unit/DUI Enforcement	\$66,572	\$66,572	405d
M4HVE-2019-HS-49-19	Lancaster County Sheriff's Office	Impaired Driving Enforcement	\$92,101	\$80,267	405d
M4HVE-2019-HS-50-19	Town of Summerville	Summerville DUI Countermeasures and Education for Young People Continuation	\$82,900	\$64,482	405d
M4HVE-2019-HS-51-19	City of Beaufort Police Department	DUI Enforcement Officer	\$108,059	\$42,182	405d
M4HVE-2019-HS-52-18	Bluffton Police Department	Bluffton Police Department DUI Enforcement	\$68,671	\$68,671	405d
M4HVE-2019-HS-54-19	City of Hartsville	City of Hartsville Impaired Driving Countermeasures	\$58,950	\$51,486	405d
Total All Funds				\$2,984,089.69	All funds
Section 405d Impaired Driving High/Paid and Earned Media				\$842,010	405d
Section 405b Occupant Protection High Impaired Driving Campaign				\$460,000	405b

Occupant Protection Program Overview

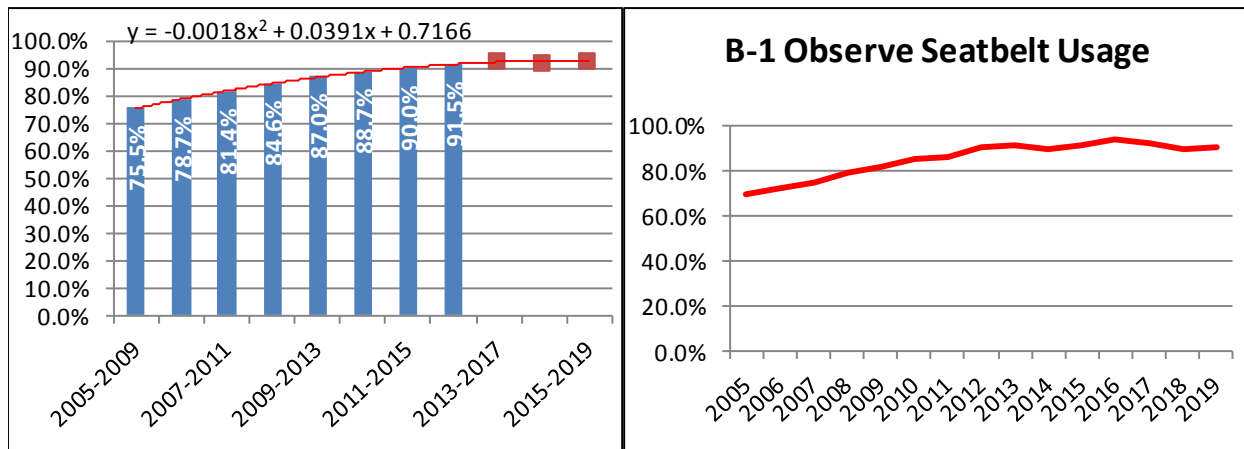
Occupant Protection Program Area

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 safety belt usage rate of 90% in 2014 before increasing to 91.6% in 2015. The rate increased again to 93.9% in 2016, a historic high for the state. However, in 2017, the state saw a 1.6% decline in safety belt usage to an observed usage rate of 93.2% and continued to trend downward to 89.7% in 2018. In 2019, the state’s observed safety belt usage rate rose slightly to 90.3%. 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 2019.

Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate by 0.1 percentage points from the 2016 calendar base year 93.9% to 94.0% by December 31, 2019.

Figure B-1. South Carolina Observed Seatbelt Usage Rate, 5 Year Moving Average with Trend Analysis, 2005-2016.



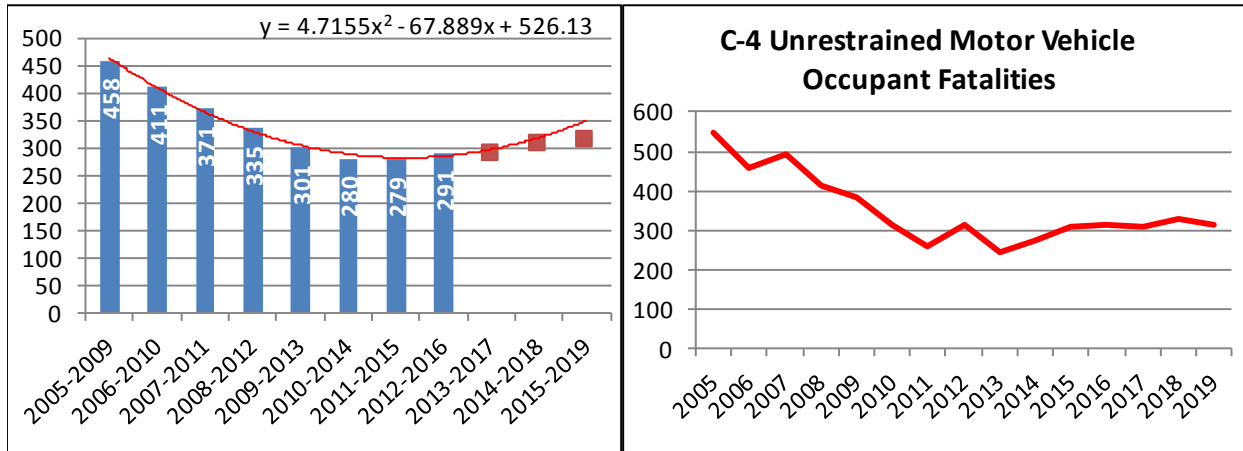
Polynomial Projection = $-0.0018*(11^2)+0.0391*(11)+0.7166 = 92.9\%$	2012 = 90.5%
2011-2015 Average = 90.0%	2013 = 91.7%
2012-2016 Average = 91.5%	2014 = 90.0%
2013-2017 Average = 91.9%	2015 = 91.6%
2014-2018 Average = 91.5%	2016 = 93.9%
2015-2019 Average = 91.6%	2017 = 92.3%
	2018 = 89.7%
	2019 = 90.3%

The statewide safety belt survey conducted by the University of South Carolina concluded that 90.3% of South Carolina drivers and passengers used shoulder style safety belts in June 2019. This represents a 0.67 percentage point increase from 89.7% in June 2018, and 1.4 percentage points below the 2015-2019 average of 91.6%. Based on the 2019 observed seatbelt usage rate of

90.3%, the state did not meet its 2019 observed seatbelt usage rate of 94%. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

2. To decrease unrestrained motor vehicle occupant fatalities by 2.9% from the 2016 baseline of 315 to 306 by December 31, 2019.

Figure C-4. SC Unrestrained Motor Vehicle Occupant Fatalities, 5 Yr Moving Average with Trend Analysis, 2005-2016.



Polynomial Projection = 4.7155(11 ²)-67.889(11)+526.13 = 350	2012 = 313
2011-2015 Average = 279	2013 = 242
2012-2016 Average = 291	2014 = 275
2013-2017 Average = 290	2015 = 308
2014-2018 Average = 307	2016 = 315
2015-2019 Est. Average = 315	2017 = 308
	2018 = 330
	2019 = 315 (SARS Projection)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that South Carolina will experience a five-year average number of 315 unrestrained motor vehicle occupant fatalities by December 31, 2019. The projected number of unrestrained motor vehicle occupant fatalities for 2019 is 315. Based on current projections, the state is not expected to meet its 2015-2019 average unrestrained motor vehicle occupant fatalities goal of 306. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

Activity Measure A-1

Activity Measure A-1 shows 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 2019 Highway Safety Plan. Thus, the figure below is presented as demonstration of an overall downward trend in enforcement activity over the last seven 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.

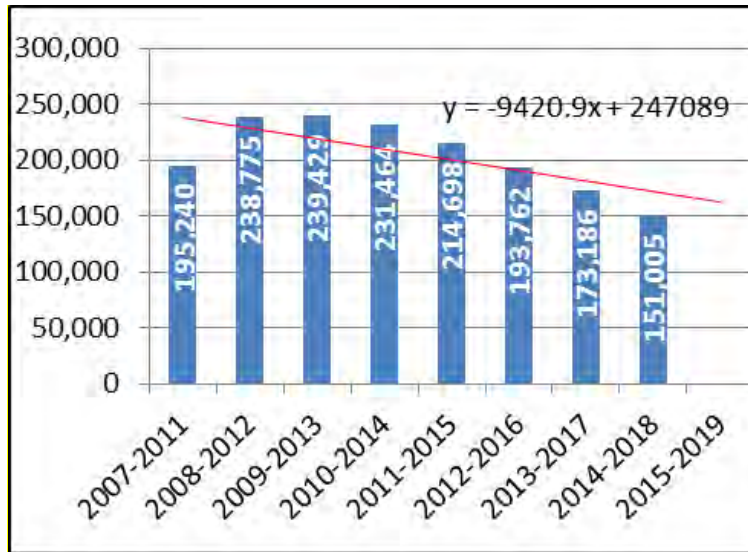


Figure A-1: South Carolina Number of Seatbelt Citations Issued, Trend Analysis, 2007-2018

There were 117,972 seatbelt citations issued during 2018. This represents an 8.4% decrease as compared to the 2017 number of citations issued (128,800).

Occupant Protection – Program Management Project

Subgrantee: SC Department of Public Safety:
Office of Highway Safety and Justice Programs
Project Number: OP-2019-HS-02-19
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 Coordinator (7.25%), one Administrative Assistant (20%), one (1) Administrative Manager (2.38%), three (3) Senior Accountants (25% each), and two Statisticians (2.50% and 3.3%).

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 2019 and *National Child Passenger Safety Awareness Week* in September 2019.

Occupant Protection – Program Management Project Summary

Activities Funded/Implemented	Results
To maintain the employment of an Occupant Protection Program Coordinator (OPPC) throughout the grant period.	The Occupant Protection Program Coordinator position was filled for the majority of the FFY 2019 grant period. The position was vacated on September 6, 2019, and the position vacancy was posted shortly thereafter. While the OHSJP worked to fill this vacancy, the Grants Administration Manager and the Planning and Evaluation Coordinator covered the requirements of the position to ensure all necessary projects were completed.
To participate in at least three (3) Child Passenger Safety (CPS) events by the end of the grant period.	The OHSJP staff partnered with the SCHP and SCDPS Human Resources Office to sponsor a lunchtime walk for employees on August 30, 2019. During the walk, SCHP performed a safety demonstration with information on the proper installation of child safety seats. The South Carolina Department of Public Safety, the National Highway Traffic Safety Administration (NHTSA), and the Department of Health and Environmental Control (DHEC) are partnered in support of national Child Passenger Safety Week. Child safety seat checks were conducted throughout the state to ensure that children are riding in the right seat, every trip. CPS-certified technicians from DHEC, City of Lexington, and Prisma Health Richland checked the installation of seats during an event held at New Providence Elementary School in Lexington on Monday, September 16, 2019.
To participate in the planning and coordination of highway safety campaigns such as, <i>Buckle Up South Carolina (BUSC)!</i> and National Child Passenger Safety Week (September).	Throughout the FFY 2019 grant period, OHSJP staff, to include the OP/PTSPC and Public Affairs Manager, worked with SCDPS' Communications Office to plan and coordinate special public information events during <i>Buckle Up South Carolina (BUSC)</i> in May 2019, and National Child Passenger Safety Week in September 2019.

On May 15, 2019 (3rd Quarter), SCDPS kicked off events for the *BUSC* campaign. Simultaneous news conferences were held in Columbia, Greenville and Charleston by SCDPS, local law enforcement, and other state partners. This was to bring awareness, education and increased use of safety belts and a decrease in traffic fatalities and serious injuries in South Carolina. This campaign was conducted in conjunction with the “*Click it or Ticket*” national campaign. The increased enforcement component of *BUSC* ran from May 15, 2019 – June 2, 2019 and was supported by a new safety campaign featuring the tagline “*You never know what you can’t control.*” The PSAs appeared on television and social media and took a humorous approach to get the public’s attention on the importance of increased safety belt use. The goals of the campaign were: to increase safety belt usage; to see a decrease in traffic fatalities and serious injuries; and to promote a greater awareness about the role safety belts play in keeping motorists safe on the road. Special attention was paid to nighttime enforcement checks, as statistics show the safety belt usage rate drops during the hours between 6 p.m. and 6 a.m.

In September 2019, Child Passenger Safety (CPS) week was promoted on the Agency’s website, through news releases and paid social media releases. Also, handouts that included graphics and statistical information about Child Passenger Safety were developed and issued to different agencies and sub-grantees.

For National Child Passenger Week, event graphics and information about the proper use of child safety seats were posted on the SCDPS website, Facebook and Twitter, including dates and locations for Child Passenger Safety seat checks across the state. SCDPS Community Relations Officers

	(CROs) worked with state partners at these events to check child safety seats for proper use. Additionally, SCDPS provided news releases during the week to promote CPS week.
To administer all occupant protection projects funded through the OHSJP, to include on-site programmatic monitoring of grant projects; providing technical assistance to sub-grantees as requested; and conducting monthly desk reviews of assigned projects.	Throughout the FFY 2019 grant period, OHSJP staff, to include the OP/PTSPC, worked in the development and administration of all occupant protection programs funded through the highway safety program. All OP grant projects were monitored 100% by on-site visits and monthly desk reviews. Technical assistance was provided as requested during the grant period.
To contract with the University of South Carolina to conduct a statewide observational safety belt usage survey by June 2019.	During the FFY 2019 grant period, the OHSJP contracted with the University of South Carolina to conduct a statewide observational safety belt usage survey, which was completed in June 2019. Results from that survey (FFY 2019) determined that 90.3% of South Carolina drivers and passengers use shoulder style safety belts.

The following images are of the FFY 2019 *BUSC* social media campaign and the educational material that was created to inform the public about the 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 seat belt <i>if the child can be secured properly by an adult safety seat belt.</i></p>



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 – Education

Subgrantee: SC Department of Health and Environmental Control
Project Number: OP-2019-HS-17-19
Project Title: Operation Safe Ride SC III

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), Safe Kids South Carolina, and the SC Department of Health and Environmental Control (SCDHEC). 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 maintain two (2) full time Program Assistants (certified Child Passenger Safety (CPS) Technician and Instructor) throughout the grant period and purchase all CPS training supplies before the end of the grant period.	Two full-time Program Assistants, who maintain CPS Technician Instructor certifications, were maintained throughout the duration of the grant year. All necessary training supplies were purchased before the conclusion of the FFY 2019 grant period.
To conduct at least 50 educational presentations on the State’s Primary Seat Belt law and the proper usage of seatbelts and child restraint devices by September 30, 2019.	During the grant year, a total of 59 educational presentations on the State’s Primary Seat Belt law and the proper usage of seatbelts and child restraint devices were conducted. Through these presentations, the subgrantee was able to reach 553 individuals.
To conduct at least 18 NHTSA Certified CPS Technician classes by September 30, 2019.	During the grant year, a total of 21 NHTSA Certified CPS Technician classes were conducted, resulting in a total of 236 Technicians trained.
To conduct at least six (6) continuing education classes to recertify CPS technicians by September 30, 2019.	During the grant year, a total of ten (10) continuing education classes were conducted.
To establish at least five (5) new CPS Fitting Stations in the state by September 30, 2019.	During FFY 2019, a total of 43 new CPS fitting stations were established within the state. New stations were established at the following sites: Hanahan Fire/EMS, Dorchester County Sheriff’s Department, Baby CSI, Mauldin FD, City of Dillon FD, Laurens County Health Department, Bennettsville FD, Manning FD, City of Newberry FD, Union County EMS, Alicia Stephenson, SC Lactation & Wellness Center, Boiling Springs FD Stations 12, 14, and 15, Lando FD, Prisma Health Children’s Hospital, Barnwell Pediatrics, Chester PD, SC Center for Community Literacy, Camden FD Station 2, Prisma Health Patewood, Myrtle Beach FD Stations 1, 2,3,4, and 5, North Charleston FD Stations 1, 3,8,9,10,11, and 12, North Charleston City Hall, St. James Santee -FHC Georgetown Pediatric Center, Georgetown City FD Station 2, Westview Fair Forrest FD Station 2, Beaufort FD Station 2, Port Royal FD, Beaufort/Port Royal Fire Station, Irmo FD Station 2 and Langley FD. During the grant year, DHEC staff distributed 315 convertible child safety seats and 104 booster seats to participating child passenger safety permanent fitting stations statewide.
To conduct at least 50 child safety seat events by September 30, 2019.	During the FFY 2019 grant year, 51 child safety seat events were conducted, resulting in a total of 394 seats checked.

<p>To fully participate in the 2019 statewide seat belt enforcement and public information and education campaign, <i>Buckle up South Carolina (BUSC), it's the law and it's enforced</i> (May).</p>	<p>DHEC's grant staff actively participated in all aspects of the <i>BUSC</i> campaign. During the FFY 2019 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.</p>
<p>To plan and conduct educational activities in support of the 2019 National Child Passenger Safety Week (September).</p>	<p>During the grant period, the project staff planned and conducted educational activities in support of <i>National Child Passenger Safety Week</i> (September). These activities included eleven (11) safety seat inspection events; eight (8) observational seatbelt surveys; and submission of CPS Week information to DHEC Public Health Outreach for inclusion on the DHEC Facebook page, Twitter and Public Health Blog.</p>
<p>To conduct at least (12) Safety Seat convenience surveys throughout the state by September 30, 2019.</p>	<p>Twelve (12) Safety Seat convenience surveys were conducted statewide during the grant year.</p>
<p>To coordinate at least one (1) CPS roundtable meeting with CPS partners and stakeholders by September 30, 2019.</p>	<p>During the grant period, the subgrantee conducted a CPS Roundtable meeting with SC CPS Instructors. The Roundtable meeting was held on August 16, 2019. The topics covered included the following: new curriculum updates; car seat availability for fitting stations; fitting station agreement forms; recruiting agencies to become CPS Technicians; CPS outreach to underserved counties; funding for future statewide CPS summits; CPS state and national certification rates; CPS Week and provision of technical assistance to statewide fitting stations; and capturing data from CPS events throughout the state, and the new CPS curriculum.</p>

Occupant Protection – University of South Carolina Safety Belt Survey

The statewide safety belt survey conducted by the University of South Carolina concluded that 90.3% of South Carolina drivers and passengers used shoulder style safety belts in June 2019. This represents a 0.67 percentage point increase from 89.7% in June 2018, and 1.4 percentage points below the 2015-2019 average of 91.6%.

The following chart shows statistical data relative to the last eleven (11) statewide safety belt surveys conducted by the University of South Carolina.

Percentage Safety Belt Use By Demographic Category

	6/09	6/10	6/11	6/12	6/13	6/14	6/15	6/16	6/17	6/18	6/19
Male	77.1	82.3	81.8	87.6	89.8	88.3	88.6	92.5	89.7	88.2	87.8
Female	87.8	90.6	89.4	93.3	93.9	91.6	95.0	95.5	94.9	91.6	92.8
Driver	81.3	86.0	86.4	90.0	91.0	89.9	91.5	93.4	91.6	89.5	90.6
Passenger	82.1	85.4	85.6	90.0	94.6	89.3	91.3	95.8	95.7	90.5	88.2
Urban	82.3	87.4	85.6	91.4	91.0	89.0	91.7	93.7	91.7	89.5	90.1
Rural	79.5	80.5	87.0	88.5	94.2	93.1	91.3	94.2	94.3	90.3	91.0
White	84.7	88.5	86.5	91.3	93.1	91.6	92.6	93.9	94.1	91.7	92.0
Non-white	74.1	80.6	82.2	87.8	87.5	85.1	87.5	93.6	86.8	86.1	87.5
Cars	84.3	86.6	88.2	92.0	92.3	90.7	93.1	94.5	92.8	89.9	91.2
Trucks	75.0	81.7	78.7	86.0	90.0	86.9	85.0	90.4	89.7	89.4	86.9
Overall	81.5	85.4	86.0	90.5	91.7	90.0	91.6	93.9	92.3	89.7	90.3

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina increased in June 2019 (90.3%) from the June 2018 rate (89.7%). The survey showed that women continue to be more likely than men to use safety belts (92.8% to 87.8%), and white occupants continue to have a higher rate of usage than non-white occupants (92.0% to 87.5%). This year, drivers were belted more often than passengers (90.6% to 88.2%). The gap between rate of safety belt usage for car occupants and truck occupants was wider this year compared to last year (91.2% to 86.9%), while the gap for rural/urban (91.0% to 90.1%) was similar to that of last year.

Occupant Protection: Budget Summary					
Project Number(s)	Subgrantee	Project Title	Budget	Expenditures	Budget Source
OP-2019-HS-02-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$149,991	\$137,274.15	FAST ACT NHTSA 402
M1HVE-2019-HS-02-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$418,000	\$413,188.57	405b
M1OP-2019-HS-02-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Seatbelt Survey	\$48,142	\$48,142	405b
OP-2019-HS-17-19	SC Department of Health and Environmental Control	Operation Safe Ride SC	\$170,571	\$169,792.09	402
FAST Act/NHTSA 402 Total				\$307,066.24	402
Section 405b OP High MAP-21 Total				\$137,354.07	405b
Section 405b OP High FAST Act				\$323,976.50	
Total All Funds				<u>\$768,396.81</u>	All funds

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

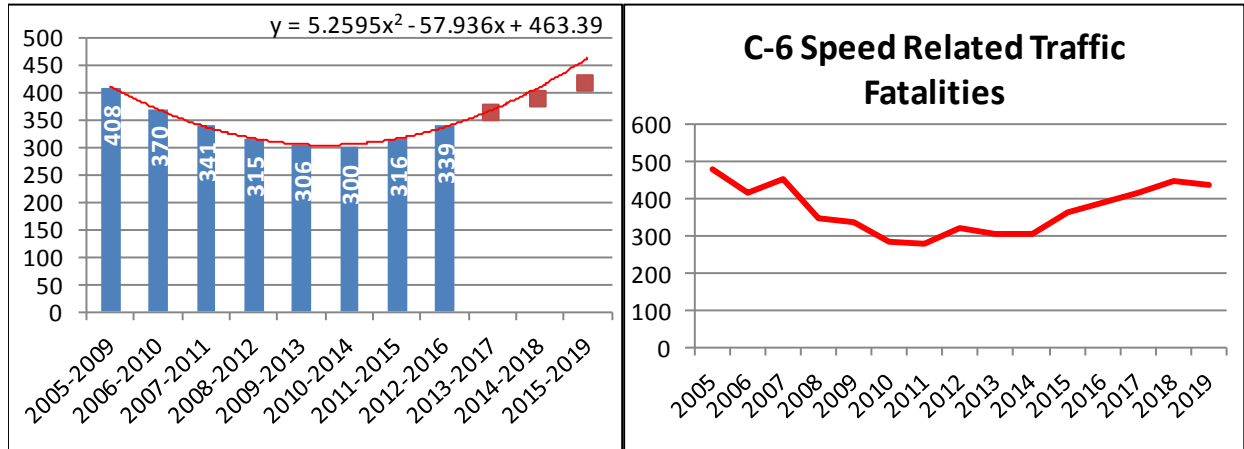
Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible traffic enforcement, public information, education, and training 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 Management Goals:

1. To decrease speeding-related fatalities by 2.9% from the 2016 baseline of 381 to 370 by December 31, 2019.

Figure C-6. South Carolina Speed Related Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.



New Polynomial Projection = $5.2595*(11)^2 - 57.936*(11) + 463.39 = 462$ Update from FARS changed polynomial projection. 2011-2015 Average = 316 2012-2016 Average = 339 2013-2017 Average = 358 2014-2018 Average = 386 2015-2019 Est. Average = 413	2012 = 322 2013 = 305 2014 = 307 2015 = 366 2016 = 393 2017 = 417 2018 = 447 (FARS ARF) 2019 = 440 (SARS Projections)
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The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of speeding-related fatalities will be 413, and 440 speeding-related fatalities are projected for 2019. Based on current projections, the state is not expected to meet its 2019 speed-related fatalities goal of 370.

Activity Measure A-3

Activity measure A-3 shows the number of speeding citations issued in South Carolina. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2009-2013 data point, in terms of the number speeding citations written by law enforcement. 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 seven data points seen below.

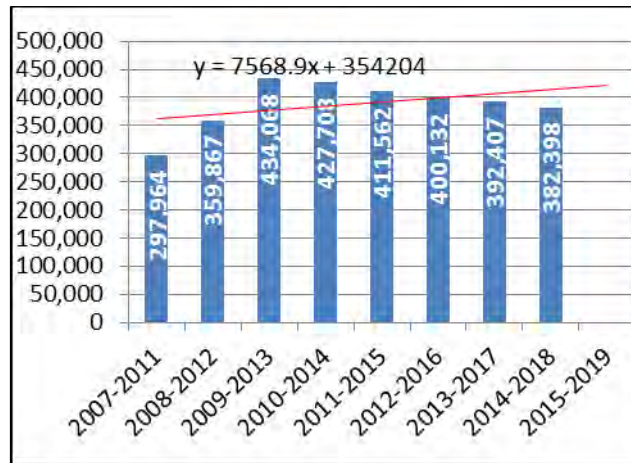


Figure A-3: South Carolina Number of Speeding Citations Issued, Trend Analysis, 2007-2017.

In 2018, the number of speeding citations issued was 339,306. This number represents a 4.3% decrease from the 354,482 speeding citations issued in 2017. 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.

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2019-HS-05-19
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. The project funds one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator II (20%), one (1) Administrative Coordinator (7.25%), one (1) Administrative Assistant (20%), three (3) Senior Accountants (25% each), one (1) Statistician (2.5%) and one (1) Administrative Manager (2.37%)

Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
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.	Throughout the FFY 2019 grant period, on-going technical assistance was provided to all PTS sub-grantees. Technical assistance included responding to correspondence and grant revision requests, making monthly contact via telephone and email, and conducting desk-monitoring of all PTS projects.
To assist in the development of new PTS grant project applications in targeted areas during the grant period.	During the FFY 2019 grant period, the OP/PTS Program Coordinator assisted in the development and implementation of PTS projects 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: Aiken, Anderson, Berkeley, Charleston, Dorchester, Florence, Kershaw, Lexington, Richland, Spartanburg, and York. 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.
To prepare the PTS section of major documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report by assigned deadlines.	During the grant period, the PTS sections of major highway safety documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report were completed by the respective deadlines.
To monitor 100% all Police Traffic Services (PTS) grant projects funded by the highway safety program by the end of the grant period.	All Police Traffic Services (PTS) grant projects funded through the highway safety program during FFY 2019 were desk monitored on a continuous basis throughout the grant period. All second and third year grant projects received at least one (1) on-site visit. All first year grant projects received two (2) on-site visits.
To work with the OHSJP Public Affairs Manager in the development and implementation of a PI&E campaign for national and statewide highway safety campaigns such as <i>BUSC</i> (May 2019), and <i>Sober or Slammer!</i> (December 2018 and August 2019).	<p>During the first quarter of the grant period, the OP/PTS Program Coordinator (OP/PTSPC) worked with the OHSJP Public Affairs Manager to develop the Highway Safety campaign for <i>Sober or Slammer!</i>, which was successfully implemented in December 2018. In the second quarter, an aggressive social media campaign for <i>BUSC</i> was approved and was implemented in the third quarter.</p> <p>On May 15, 2019 (3rd Quarter), SCDPS kicked off events for the <i>BUSC</i> campaign. Simultaneous news conferences were held in Co-</p>

lumbia, Greenville and Charleston by SCDPS, local law enforcement, and other state partners. This was to bring awareness, education and increased use of safety belts and a decrease in traffic fatalities and serious injuries in South Carolina. This campaign was conducted in conjunction with the “*Click it or Ticket*” national campaign. The increased enforcement component of *BUSC* ran from May 15, 2019 – June 2, 2019 and was supported by a new safety campaign featuring the tagline “*You never know what you can’t control.*” The PSAs appeared on television and social media and took a humorous approach to get the public’s attention on the importance of increased safety belt use. The goals of the campaign were: to increase safety belt usage; to see a decrease in traffic fatalities and serious injuries; and promote a greater awareness about the role safety belts play in keeping motorists safe on the road. Special attention was paid to nighttime enforcement checks, as statistics show the safety belt usage rate drops during the hours between 6 p.m. and 6 a.m.

In September 2019, Child Passenger Safety (CPS) week was promoted on the Agency’s website through news releases and paid social media releases. Also, handouts that included graphics and statistical information about Child Passenger Safety were developed and issued to different agencies and sub-grantees.

Police Traffic Services Program Overview

There were sixteen (16) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2019. The sixteen (16) grant-funded projects are listed below:

Project Number	Agency	Grant-Funded Officers
PT-2019-HS-08-19	Charleston County Sheriff's Office	2
PT-2019-HS-09-19	City of Columbia Police Department	2
PT-2019-HS-10-19	City of Anderson Police Department	1
PT-2019-HS-11-19	City of Goose Creek Police Department	1
PT-2019-HS-12-19	City of Cayce Department of Public Safety	2
PT-2019-HS-13-19	Dorchester County Sheriff's Office	1
PT-2019-HS-14-19	North Augusta Department of Public Safety	1
PT-2019-HS-16-19	Charleston Police Department	2
PT-2019-HS-18-19	Summerville Police Department	2
PT-2019-HS-21-19	Florence County Sheriff's Office	3
PT-2019-HS-22-19	Aiken DPS	2
PT-2019-HS-35-19	Lexington Police Department	2
PT-2019-HS-36-19	Spartanburg County Sheriff's Office	2
PT-2019-HS-38-19	Fort Mill Police Department	1
PT-2019-HS-40-19	Moncks Corner Police Department	1
PT-2019-HS-41-19	Kershaw County Sheriff's Office	1

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-six (26) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, 242 public safety checkpoints were conducted; 32,703 traffic violation citations were written, and approximately 24,233 people were reached during 296 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 sub-grantee per month by September 30, 2019.	Grant-funded officers conducted 242 public safety checkpoints by September 30, 2019.
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, 2019, due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 11,230 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.
To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2019, due to enhanced traffic enforcement efforts over the grant period.	Grant-funded officers issued 14,482 speeding citations by September 30, 2019, due to enhanced traffic enforcement efforts over the grant period.
To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2019, due to enhanced traffic enforcement efforts over the grant period.	Due to enhanced traffic enforcement efforts over the grant period, 3,666 citations for seat belt violations, and 263 child restraint violation citations were issued by September 30, 2019.
To conduct twelve (12) traffic safety presentations per project for area schools, businesses, military installations, churches, or civic groups by September 30, 2019.	Grant-funded officers conducted 296 traffic safety presentations for 24,233 people in area schools, businesses, military installations, churches, and civic groups by September 30, 2019.
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).	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).
To participate actively in the local Judicial Circuit Law Enforcement Network (LEN).	During the grant period, all subgrantees participated actively in their local Judicial Circuit LENs.
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 2018-2019 and Labor Day 2019 enforcement crackdowns.	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 2018-2019 and Labor Day 2019 enforcement crackdowns.
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).	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).

Police Traffic Services – Law Enforcement Coordination Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2019-HS-06-19
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 (1) Law Enforcement Liaison (100%), one (1) Law Enforcement Manager (90%), three (3) Senior Accountants (25% each), one (1) Program Coordinator II (20%), two (2) Statisticians (2.5% and 3.3%), one (1) Special Programs Manager (20%), one (1) Administrative Coordinator (7.25%), one (1) Administrative Assistant (20%), and one (1) Administrative Manager (2.37%).

Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
<p>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>, Christmas/New Year's and Labor Day <i>Sober or Slammer!</i> initiatives, and <i>Operation Southern Shield</i>.</p>	<p>Through the coordinated 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, 2018. The campaign concluded on September 2, 2019. South Carolina local and state law enforcement agencies participated in the Christmas/New Year's <i>Sober or Slammer!(SOS)</i> mobilization which ran from December 14, 2018–January 1, 2019; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization which ran from May 20, 2019 through June 2, 2019; <i>Operation Southern Shield</i> which ran from July 14, 2019 through July 20, 2019, and the Labor Day <i>Sober or Slammer! (SOS)</i> mobilization which ran from August 16, 2019 through September 2, 2019. 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.</p>
<p>To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.</p>	<p>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 280 state, municipal, military, hospital, and college/university law enforcement agencies during the grant period.</p>
<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 50% 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,</p>

	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.
To coordinate the awarding of Law Enforcement Network Support Grant Awards in the state.	Each of the Law Enforcement Networks received a \$10,000 grant. The grant funds are used to maintain the Network.
To attend at least 75% of Law Enforcement Network meetings statewide during the course of the grant year.	The Law Enforcement Liaison and the Law Enforcement Manager attended 95% 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 fatality 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.
To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.	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.
To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.	The Law Enforcement Manager submitted Quarterly Reports and a Final Narrative Report for the FFY 2019 grant period.

FFY 2019 Grant Period Enforcement Report: 10/1/2018 – 9/30/2019

Agencies Reporting:

State Agencies:	3	Federal Agencies:	1
Local Agencies:	104	County Agencies:	31
Other Agencies:	16		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	5,377
Number of Saturation Patrols Conducted:	5,627

Total Enforcement:

DUI Arrests:	21,048	Speeding:	381,398
Assisted DUI Arrests:	685	Reckless Driving:	7,337
Safety Belt Citations:	144,154	Other Violations:	370,968
Child Safety Citations:	6,898		

2019 Law Enforcement DUI Challenge Enforcement Report: 12/1/2018-9/2/2019

Agencies Reporting:

State Agencies:	3	Federal Agencies:	1
Local Agencies:	104	County Agencies:	31
Other Agencies:	16		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	4,647
Number of Saturation Patrols Conducted:	4,547

Total Enforcement:

DUI Arrests:	16,854	Speeding:	307,492
Assisted DUI Arrests:	564	Reckless Driving:	5,765
Safety Belt Citations:	119,631	Other Violations:	294,724
Child Safety Citations:	5,650		

2018-19 Christmas/New Year's SOS Enforcement Report: 12/14/2018-1/1/2019

Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	92		County Agencies:	29
Other Agencies:	15			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	367
Number of Saturation Patrols Conducted:	305

Total Enforcement:

DUI Arrests:	1,089	Speeding:	14,494
Assisted DUI Arrests:	55	Reckless Driving:	235
Safety Belt Citations:	4,048	Other Violations:	14,753
Child Safety Citations:	301		

2019 BUSC Enforcement Report: 5/20/2019-6/2/2019

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	88	County Agencies:	29
Other Agencies:	14		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	239
Number of Saturation Patrols Conducted:	216

Total Enforcement:

DUI Arrests:	724	Speeding:	14,423
Assisted DUI Arrests:	15	Reckless Driving:	281
Safety Belt Citations:	8,176	Other Violations:	12,799
Child Safety Citations:	269		

2019 Operation Southern Shield Enforcement Report: 7/14/2019-7/20/2019

Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	86		County Agencies:	27
Other Agencies:	14			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	41
Number of Saturation Patrols Conducted:	198

Total Enforcement:

DUI Arrests:	320	Speeding:	6,808
Assisted DUI Arrests:	9	Reckless Driving:	135
Safety Belt Citations:	2,572	Other Violations:	5,945
Child Safety Citations:	144		

2019 Labor Day SOS Enforcement Report: 8/16/2019-9/2/2019

Agencies Reporting:

State Agencies:	3		Federal Agencies:	0
Local Agencies:	88		County Agencies:	27
Other Agencies:	13			

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	274
Number of Saturation Patrols Conducted:	240

Total Enforcement:

DUI Arrests:	944	Speeding:	15,640
Assisted DUI Arrests:	26	Reckless Driving:	226
Safety Belt Citations:	6,280	Other Violations:	14,396
Child Safety Citations:	316		

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: PT-2019-HS-07-19
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 maintain the 4 grant-funded TSO Instructors throughout the grant period and purchase all needed equipment within 90 days of the grant award.	The four (4) grant-funded Instructors were maintained throughout the grant period. No equipment was requested during the FFY 2019 grant year.
To conduct at least 13 training classes in the field of Traffic Collision Reconstruction by the end of the grant period.	During the grant period, 11 Traffic Collision Reconstruction courses were taught to 158 officers.
To conduct at least 55 training classes in the field of DUI Detection and Breath Testing Certification by the end of the grant period.	During the grant period, TSO Instructors taught 55 classes in the field of DUI Detection and Breath Testing Certification to 2,254 officers.
To conduct at least 20 additional training classes to officers in the field of court procedures for Speed Measurement Devices (SMD) and DUI-related issues by the end of the FFY 2019 grant period.	A total of 17 training classes in the field of court procedures for Speed Measurement Devices and DUI-related issues were taught by TSO Instructors during the FFY 2019 grant period.
The grant-funded TSO Instructors will attend highway safety-related trainings, conferences and approved seminars, which will enable the TSO Instructors to develop more modern and up-to-date training classes and materials for law enforcement officers in the State of South Carolina.	During the FFY 2019 grant period, the TSO instructors attended several trainings intended to provide them with additional knowledge in Traffic Safety Issues. Trainings attended by grant-funded TSO Instructors are listed below. -Eddie Moore attended the IPTM “Police Traffic Laser/RADAR Instructor” symposium in Jacksonville, Fl on May 13-17, 2019. -Rick Moore attended the National DRE Conference in California on August 10-12, 2019.
To train and certify at least five (5) Traffic Safety Instructors by the end of the FFY 2019 grant period.	The Traffic Safety Officer Conference was held on August 26-28, 2019. A total of 35 officers were awarded their Traffic Safety Officer (TSO) certifications, and 27 individuals received Traffic Safety Instructor certifications.

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

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PT-2019- HS-05-19	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$112,733	\$112,320.64	NHTSA FAST ACT 402
PT-2019- HS-06-19	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$474,882	\$414,643.73	NHTSA FAST ACT/ 402
PT-2019- HS-07-19	SC Criminal Justice Academy	Traffic Safety Officer Program	\$373,800	\$368,600.19	FAST ACT /NHTSA 402
PT-2019- HS-08-19	Charleston County Sheriff's Office	Charleston County Traffic/Service Speed Enforcement Unit	\$178,102	\$171,095	NHTSA FAST ACT/ 402
PT-2019- HS-09-19	City of Columbia Police Department	FY 2019 Enhancement of Traffic Division	\$139,126	\$129,907	FAST ACT /NHTSA 402
PT-2019- 10-19	City of Anderson Police Department	Traffic Enforcement Unit	\$126,28	\$122,354	FAST ACT /NHTSA 402
PT-2019- HS-11-19	City of Goose Creek Police Department	Traffic Enforcement Officer	\$128,170	\$121,695	NHTSA FAST ACT 402
PT-2019- HS-12-19	City of Cayce	City of Cayce Traffic Safety Unit	\$153,986	\$114,199	FAST ACT /NHTSA 402

PT-2019- HS-13-19	Dorchester County Sheriff's Office	Dorchester County Traffic Division Enhancement	\$92,021	\$82,793	NHTSA FAST ACT 402
PT-2019- HS-14-19	North Augusta Department of Public Safety	North Augusta Traffic Safety Unit	\$141,521	\$140,911	NHTSA FAST ACT 402
PT-2019- HS-16-19	City of Charleston	City of Charleston Speed Enforcement Initiative	\$155,746	\$152,190	NHTSA FAST ACT 402
PT-2019- HS-18-19	Town of Summerville	Town of Summerville Traffic Enforcement Unit	\$163,512	\$135,489	NHTSA FAST ACT 402
PT-2019- HS-21-19	Florence County Sheriff's Office	Traffic Safety Unit	\$203,556	\$194,688	NHTSA FAST ACT 402
PT-2019- HS-22-19	Aiken Department of Public Safety	Aiken Public Safety Police Traffic Safety Unit	\$175,253	\$143,942	NHTSA FAST ACT 402
PT-2019- HS-35-19	Lexington Police Department	Town of Lexington Police Traffic Services Enhancement	\$192,095	\$167,806	NHTSA FAST ACT 402
PT-2019- HS-36-19	Spartanburg County Sheriff's Office	Spartanburg County Traffic Unit Enhancement	\$132,793	\$131,058	NHTSA FAST ACT 402
PT-2019- HS-38-19	Fort Mill Police Department	Fort Mill Police Department Traffic Safety Unit	\$59,613	\$59,613	NHTSA FAST ACT 402
PT-2019- HS-40-19	Moncks Corner Police Department	Traffic Enforcement	\$74,427	\$74,427	NHTSA FAST ACT 402
PT-2019- HS-41-19	Kershaw County Sheriff's Office	Traffic Services Enforcement Education	\$71,383	\$53,624	FAST ACT /NHTSA 402

402 Total				\$2,891,355.56	
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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-2019-HS-03-19

Project Title: Traffic Records Improvements

The Traffic Records Improvements grant project continues to focus its efforts on the improvements of the South Carolina Collision and Ticket Tracking System (SCCATTS) and the South Carolina Uniform Traffic Ticket Information Exchange System (SCUTTIES) projects. These programs, along with others outlined in the *South Carolina Traffic Records Strategic Plan* (TRSP), serve as the backbone of the South Carolina Traffic Records System (TRS). The SCCATTS initiative began with the implementation of the e-Collision report in 2010. Currently, 95% 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. The process for electronic submission of citations issued for traffic violations began with a SCCATTS pilot program in July 2015. From that pilot program, mandatory submission of all citations into SCUTTIES was developed. Electronic submission of all citations is now required by SC Statute 56-07-0030. This program, which was part of the *2015, 2016 and 2017 TRSPs*, grew into an electronic information exchange system between SCDPS's SCCATTS, SCDMV's SCUTTIES, SCJD's Case Management System (CMS), and other approved Local Law Enforcement and Courts Records Management Systems (RMS). The interface allows for electronic submission of citations from violation issuance to disposition from both web based portals and direct link interfaces between agency systems. The program continues to be the forefront of the SC Traffic Records Improvements programs. 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 (70%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Manager (100%), one (1) Special Programs Manager (20%), 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
<p>Citation Database Interface Project /Interface between SCCATTS, the SCDMV’s South Carolina Uniform Traffic Ticket Information Exchange System and SCJD’s Case Management System.</p>	<p>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.</p>
<p>The previous goal was to increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80%.</p>	<p>The total percentage of electronically-produced collision reports has increased to 95%. The future goal is to mandate the electronic reporting of all collision reports to achieve 100% electronically.</p>
<p>To increase from 84% of vehicle identification numbers captured to 93% by September 30, 2019.</p>	<p>Currently, 91.39% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 6% from the beginning of FFY 2018.</p>
<p>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 90% by September 30, 2019.</p>	<p>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 in July 2016. By September 30, 2017, the submission rate of CDL holders’ violations had risen to 29%. With the mandated e-Citation reporting requirement implemented January 1, 2018, the electronic submission of e-Citations and the collection of dispositions substantially increased the reporting rate to 93% by June 2018. Currently, the reporting rate of CDL dispositions is at 95.4%.</p>

Traffic Records Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
TR-2019-HS-03-19	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$81,600	\$39,561.20	NHTSA 402
M3DA-2019-HS-03-19	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$1,427,068	\$672,187.35	Section 405c Data Program Funds FAST-ACT
Total All Funds				\$711,748.55	
NHTSA 402				\$39,561.20	
M3DA-2019-HS-03-19 FAST-ACT				\$672,187.35	

Community Traffic Safety Program Overview

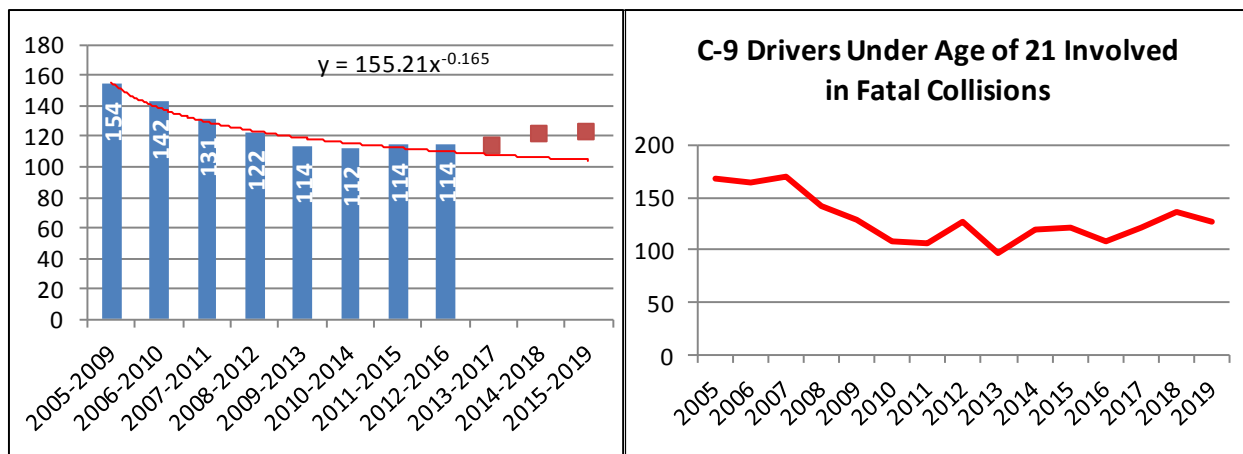
Community Traffic Safety Program

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 6.47% from the 2012-2016 baseline average of 114 to 107 by December 31, 2019.

Figure C-9. SC Drivers Age 20 and under Involved in Fatal Collisions, 5 Yr Moving Avg. with Trend Analysis, 2005-2016.



Polynomial Projection = $155.21(11^{-0.165}) = 105$	2012 = 126
2011-2015 Average = 114	2013 = 98
2012-2016 Average = 114	2014 = 119
2013-2017 Average = 113	2015 = 121
2014-2018 Average = 121	2016 = 108
2015-2019 Est. Average = 122	2017 = 121
	2018 = 136 (FARS ARF)
	2019 = 126 (SARS Projection)

The OHSJP projects that the 2015-2019 average number of drivers age 20 or younger involved in fatal crashes will be 122. The OHSJP predicts 126 drivers age 20 or younger will be involved in fatal crashes for 2019. Based on current projections, the state is not expected to meet its 2015-2019 average drivers age 20 and under involved in fatal crashes goal of 107. The OHSJP will examine 2019 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: SA-2019-HS-04-19
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 Office of Highway Safety and Justice Programs (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 throughout 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 December 2018 in Columbia to assist applicants in preparing applications for FFY 2020.

During FFY19 OHSJP and its contractor, BFG Marketing, continued the expansion of social media efforts across all key program campaigns including the annual holiday *Sober or Slammer!* campaign in December 2018, as well as the sustained *Sober or Slammer!* campaign that ran starting in March through September 2019. Social media was also included in the *Distracted Driving* campaign in April, the *Buckle Up* campaign in May, *Operation Southern Shield* in July, *Vulnerable Roadway Users* in June/July and the *Motorcycle Awareness* campaign that ran from May through September 2019.

Social and digital advertising included static and animated ads for Facebook and Instagram, targeted digital banner ads on popular websites (e.g. ESPN and USA Today), programmatic out-of-home (OOH), video on YouTube and the agency's first buy on connected TV platforms (CTV) like Pluto TV, Vizio, Sling, etc. Extending media buys into a variety of digital advertising platforms allows us to reach our consumer in a targeted and cost efficient manner all while being supported by traditional tactics like radio and OOH billboards for more broad awareness.

South Carolina Department of Public Safety Sponsored

BREAKING NEWS: T-Rex causes crash in South Carolina. Seat belts saved their lives. Sure, the idea is ridiculous, but so is not buckling up. Fact is, you never know what you can't control. So drive safe, buckle up, and please have your child seats inspected for free by a local certified CPS technician. #SCDPS #BuckleUp



726 170 Comments 309 Shares

Like Comment Share

Instagram

scdps_tz Sponsored

YOU ARE NOT ALONE ON THE ROAD.



LOOK FOR PEDESTRIANS

TARGET ZERO SOUTH CAROLINA DEPT. OF PUBLIC SAFETY

scdps_tz Watch out. Pedestrians depend on drivers to stay alert on both urban and rural roads.... more

The OHSJP also addressed the issue of distracted driving in FFY 2019 through funding the placement of paid social and programmatic OOH, to complement distracted driving enforcement efforts by the SC Highway Patrol. The campaign featured arresting visuals that depicted what the aftermath could be as a result of driving distracted. The budget for this campaign was \$75,000 and ran throughout April 2019.

South Carolina Department of Public Safety Sponsored

When you text, talk or tune, you risk a life of regret. Keep your eyes on the road or you're just an accident waiting to happen. #DontDriveDistracted #TargetZeroSC



Don't drive distracted.

234 57 Comments 73 Shares

Like Comment Share

South Carolina Department of Public Safety Sponsored

How can you spot a deer if you're searching for a song? Keep your eyes on the road, or you're just an accident waiting to happen. #DontDriveDistracted #TargetZeroSC



Don't drive distracted.

654 174 Comments 279 Shares

Like Comment Share

Distracted Driving campaign social media graphics

In July 2019, the OHSJP continued its participation in the NHTSA Region 4 speed enforcement and safe driving campaign, *Operation Southern Shield*. This is the third year of the campaign and will continue as an annual paid media campaign. Funding was used to support a paid media campaign to complement the enforcement efforts. Paid media included social media and mobile video advertising. Expenditures for this campaign were \$40,000.



Facebook Ad for *Operation Southern Shield*

(Left) Animated Facebook Ad for *Operation Southern Shield*

Beginning in March 2018, the OHSJP joined Georgia, North Carolina, and Tennessee, to form the All South Highway Safety Team. The project was developed by the Georgia Governor's Office of Highway Safety. A series of television spots were shot with representatives from law enforcement in each state. The spots were aired during Atlanta Braves' baseball games on Fox Sports South and Fox Sports Southeast throughout the 2019 regular baseball season, as well as on digital displays during the games. The spots focused on three areas of highway safety: DUI, Seat Belts, and Speed. An in-game billboard with the logos of each agency was also posted on the digital displays during the games. Expenditures for this project were \$39,446.



In-Game Billboard for Atlanta Braves

Myrtle Beach has been the host of the Carolina Country Music Festival (CCMF) in June for the past three years and has become the largest 3-day outdoor music festival on the East Coast. BFG Marketing saw this as an opportunity for the OHSJP to get the message of the dangers of impaired driving to a very large audience traveling to/on South Carolina roadways for this event.

The key audience, males 21-34, aligns perfectly with who we are trying to reach. BFG worked with CCMF to develop an advertising package specifically for the OHSJP which included 14 out-of-home billboards in and around the Myrtle Beach area, video on the electronic (LED) billboards on festival grounds, advertising space on exit signage, push notifications on the CCMF app that allowed us to communicate a safety message as festival goers left the grounds and banner ads and logo placement on the CCMF website, festival guide and event map. In addition to the advertising opportunities, we were able to host a booth onsite where we could interact with concert goers live. Attendance was just over 115,000 people and advertising netted 10+ million impressions. Expenditures for this partnership were \$48,000.



A statewide motorcycle safety campaign ran from May through September 2019. The campaign included two (2) Myrtle Beach bike rallies in May and emphasized the fourteen (14) priority counties with the highest number of motorcyclist fatalities in CY 2016. The campaign message was focused on generating awareness around blind spots; that motorcycles are everywhere. The campaign's new graphic is pictured below. In Myrtle Beach, the campaign incorporated radio, paid social and OOH billboards. In the remaining focus counties programmatic (OOH) was placed and ran throughout the course of the campaign. 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."



The OHSJP staff worked with the agency contractor(s) 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 the majority of major mobilizations and campaigns. The major *Target Zero* campaigns (*Buckle*

Up, SC., Sober or Slammer!, etc.) emphasized placement of radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.

The OHSJP also continued participation in several public outreach projects during FFY 2019. The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives during various weeks throughout August 2019 in support of *School Zone Safety Week*. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety. The OHSJP supported social media education during this time period.

The project also developed and implemented an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2018. The 32nd Annual Victims' Memorial Service was held at Trinity Baptist Church in Cayce, SC, on April 27, 2019. The service included a special "Message of Hope" from the pastor of Trinity Baptist Church and a video tribute, accompanied by the Grace Christian School Choir of Cayce, SC, to those who lost their lives on our roadways. The service drew about 500 people, including state and local law enforcement. Media coverage was received to promote and cover the event.

Photos from the Memorial Service



Other outreach efforts included the coordination of a booth display at the SC State Fair, which was held from October 10-21, 2018. The booth was hosted by SChP and focused on recruitment, but educational materials relevant to vulnerable roadway user safety and other significant high-way safety issues were distributed. Non-NHTSA funds were used to support the booth.

The project funds one (1) Public Affairs Manager (90%), one (1) Administrative Assistant (20%), one (1) Special Programs Manager (20%), one (1) Program Coordinator II (20%), one (1) Administrative Coordinator (7.25%), and one (1) OHSJP Business Manager (2.38%).

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

Activities Fund- ed/Implemented	Results
<p>To send individuals to specialized highway safety-related programs by September 30, 2019.</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 2018 to December 2018:</p> <ul style="list-style-type: none"> • Registration fees for the Business Administration Accountant to take the University of South Carolina/Government Finance Officers Association of South Carolina Financial Management exam; • Travel for the Grants Administration Manager to attend the Governors’ Highway Safety Association (GHSA) Executive Seminar 2018 in Portland, OR; • Two (2) accountants to attend the Government Finance Officers Administration (GFOA) Conference; • And travel for the Business Administration Accountant and two (2) Grants Administration Accountants to attend the Government Finance Officers’ Association of South Carolina Fall Conference. <p>During the quarter from January 2019 to March 2019:</p> <ul style="list-style-type: none"> • Registration fees for two (2) accountants to attend the GFOA Spring Conference; • Travel (per diem and lodging) for four (4) SC Highway Patrol Troopers, the OHSJP Director, the OP/PTS Program Coordinator, and the Grants Administration Manager to attend the Lifesavers Conference; • Travel for the Office of Highway Safety and Justice Programs’ Director to attend the National Highway Traffic Safety Administration Law Enforcement Liaison Training Conference; • Travel for the Impaired Driving Countermeasures Program Coordinator to attend the Impaired Driving Program Management training; • Per diem for the Grants Administration Manager to attend the Governors’ Highway Safety Association Executive Seminar; • Two (2) SCHP Troopers to attend the 2019 Event Data Recording Summit; • And the Business Administration Accountant to attend the Financial Reporting and Audit-

ing course.


During the quarter from April 2019 to June 2019:

- Travel (per diem and lodging) for four (4) SCHP CROs to attend the Uniformed Safety Education Workshop in San Antonio, Texas; Travel (per diem, baggage fees, and lodging) for two SCHP Troopers to attend the Lifesavers Conference;
- Three accountants to attend the GFOASC Spring Conference;
- Registration for the OHSJP Director, Grant Programs Manager, and Grants Administration Manager to attend the GHSA Annual Meeting;
- Per diem for seven (7) SCHP CROs to attend Bike Weeks in Myrtle Beach, SC;
- The SCHP Colonel, OHSJP Director, and the Impaired Driving Countermeasures Program Coordinator to attend the Drugged Driving Summit in Orlando, Florida;
- And the Special Programs Manager, Business Manager, Law Enforcement Network Liaison, Public Affairs Manager, and a SCHP Trooper to attend the Carolina Country Music Festival in Myrtle Beach.

During the quarter from July 2019 to September 2019:

- Registration fees for three accountants to attend the Governors Finance Office Association of South Carolina fall conference
- Registration fees for two accountants to attend the Governors Finance Office Association of South Carolina Financial Planning Course
- Travel expenses for the OHSJP Director to attend the GHSA Executive Seminar
- Travel expenses for the OHSJP Director, the Highway Safety Programs Administrator, and the Grants Administration Manager to attend the GHSA Annual Meeting
- Travel expenses for a SCHP Community Relations Officer to attend the Kidz in Motion Conference
- Travel expenses for SCHP Community Relations Officers to attend the SC Passenger Safety Technical Update
- Travel expenses for SCHP Community Relations Officers to attend the Crash Data Retrieval Data Analyst Training
- Travel expenses for SCHP Community Relations Officers to attend the State Police Meeting
- Travel expenses for Impaired Driving Assessment Team members to attend the Impaired Driving Assessment

<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 grant period.</p>	<p>A Project Management workshop was held in October 2018 at Headquarters (HQ) in Blythe-wood. Covered topics included highway safety system relationships, roles, and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, and evaluation of statewide campaigns.</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 through the use of paid media for NHSTA Region 4's <i>Operation Southern Shield</i> campaign in July 2019 and the spring Distracted Driving digital/social campaigns.</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 2019 Memorial Day holiday period in an effort to improve safety belt usage rates within the state. The <i>BUSC</i> campaign was supported by a statewide media campaign including Cable TV, Connected TV, YouTube video, in-theater advertising, as well as social media.</p> <p style="text-align: center;">Below is a still image of the video released for the <i>BUSC</i> campaign</p>

	 <p>The image shows an Instagram post from the account 'scdps_tz'. The post is sponsored and features a video of a news anchor, Kent Williams, reporting on seat belt safety. The video shows a man in a suit holding a microphone, with a woman standing next to him. The text of the post reads: 'scdps_tz BREAKING NEWS – Seat Belts Save Lives. You never know what you can't control. So ... more'. The post includes icons for heart, comment, share, and bookmark.</p>	
<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.</p>	<p>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 <i>Buckle Up. It’s the law.</i> 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 <i>Child Passenger Safety Week</i>, which was held September 15-21, 2019. Messages about safety belt usage were also pushed to the public through social media platforms and agency releases/press events.</p> <p>The OHSJP also partnered with the SCHP and SCDPS Human Resources Office to sponsor a lunchtime walk for employees on Friday, August 30, 2019. During the walk, SCHP performed a safety demonstration with information on how to properly install a child safety seat.</p>	
<p>To continue a sustained DUI enforcement initiative through various efforts, including <i>Sober or Slammer!</i></p>	<p>The OHSJP staff implemented the 2019 Target Zero Challenge, which continued similar elements from FFY 2018. The Challenge ran from December 2018 through September 2019, 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 combi-</p>	

	<p>nation of state and FARS data, examining fatal and severe injury alcohol-impaired data in the state of South Carolina for the time period 2013-2017, as identified by the 2019 South Carolina Highway Safety Plan. 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, Laurens, Orangeburg, Lancaster, Beaufort, Dorchester, Pickens, Darlington, Sumter, and Kershaw. Paid and earned media efforts were garnered during the two (2) annual <i>Sober or Slammer!</i> enforcement crackdowns, which occurred during the Christmas/New Year's 2018-2019 and Labor Day 2019 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. The sustained DUI campaign ran from mid-March to the end of September 2019. The campaign included Cable TV, Connected TV, radio, YouTube video, programmatic video, paid social, programmatic and traditional OOH.</p>
<p>To reach diverse populations throughout the state in all <i>Target Zero</i> major mobilization efforts.</p>	<p>The OHSJP staff worked with the agency contractor(s) to ensure that placement of radio 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.</p> <p>OHSJP also partnered with the Myrtle Beach Country Music Festival in June to communicate the <i>Target Zero</i> messaging. Media included OOH, LED billboards, signage, app push notifications, an onsite booth and logo usage on all event material.</p> <p>Other major <i>Target Zero</i> campaigns (<i>Buckle Up, SC., Sober or Slammer!, etc.</i>) emphasized placement of advertising to outlets that would reach 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 2018 by May 2019.</p>	<p>A memorial service was held April 27, 2019, at Trinity Baptist Church in Cayce, SC. The service included a special message from Trinity Baptist Church's pastor, Eddie Coakley, and a video tribute accompanied by the Grace Christian School Choir. The service drew approximately 500 family members of persons killed in traffic collisions in 2018. 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 2019.</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. Graphics and</p>

	posts promoting back-to-school safety were shared and posted heavily on the agency social media accounts during August 2019.
To conduct a statewide motorcycle safety campaign, focusing on the counties having the majority of motorcyclist fatalities in CY 2016.	The agency contractor was utilized to conduct a motorcycle safety campaign that included paid advertising during the month of May for the Myrtle Beach Bike Weeks. In addition, the OHSJP conducted a statewide media effort in May through September in fourteen (14) priority counties (including Horry County) that experienced the highest number of motorcyclist fatalities in CY 2016. This portion of the campaign included programmatic OOH. The advertising was developed to include a <i>Watch Your Blindspot</i> message.
To coordinate Highway Safety booths and exhibits at various statewide events.	The OHSJP staff coordinated a booth display for the SC Highway Patrol at the SC State Fair, which was held October 10-21, 2018. 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. Non-NHTSA funds were used to support the booth.
To conduct workshops to assist applicants in preparing applications for the FFY 2019 grant year.	The FFY 2019 Funding Guidelines Workshop was held in December 2018 at HQ in Blythe-wood.
To promote safety messages during the Carolina Country Music Fest during FFY 2019.	Staff from the OHSJP along with a SCHP Trooper and a STP Officer handed out PopSockets and mobile phone wallets displaying highway safety messaging (DRINK. DRIVE. DIE.) to attendees at the Carolina Country Music Fest, June 6-9, 2019 in Myrtle Beach, SC. In addition to the handouts, safety messages were displayed at the exit of the event.
To coordinate a campaign to address speed-related collisions in partnership with the SC Highway Patrol	In summer 2019, the OHSJP participated in NHTSA's <i>Operation Southern Shield</i> speed enforcement campaign which included enforcement and social media portions. The OHSJP funded a paid media campaign to support the <i>Operation Southern Shield</i> enforcement which included paid social media on Facebook and Instagram, as well mobile video ads. Below is an example of one of the paid social media ads:



**South Carolina Department of
Public Safety**

Sponsored · 🇺🇸

With over 6,300 speeding tickets issued last July, SC Law Enforcement is serious about keeping everyone safe this summer. Speeding not only costs money, it could cost a life. Slow down. Arrive Alive. #SCDPS #SouthernShield



👍 2

1 Comment 2 Shares

👍 Like

💬 Comment

➦ Share

Public Information, Outreach and Training Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2019-HS-04-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$531,298	\$524,872.66	FAST ACT NHTSA 402
PS-2019-HS-04-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	\$40,000	\$40,000	FAST ACT NHTSA 402
M9MA-2019-HS-04-19	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$80,000	405f
Total All Funds				\$644,872.66	
FAST ACT NHTSA 402				\$564,872.66	
Section 405f Motorcyclist Awareness MAP-21				\$80,000	

Motorcycle Safety Program Overview

Motorcycle Safety Program

In 2017, there were 145 motorcyclist fatalities on South Carolina’s roadways. In an effort to decrease fatalities, the OHSJP implemented a paid media campaign that complemented enforcement efforts and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May: Myrtle Beach Bike Week (May 10-19, 2019), and Atlantic Beach Bike Fest (May 24-27, 2019). The sustained campaign was ran with pulses from May through September, with a focus on 14 priority counties that experienced the highest number of motorcyclist fatalities in 2016; Horry, Greenville, Charleston, Richland, Spartanburg, Anderson, Lexington, Berkeley, York, Beaufort, Aiken, Florence, Orangeburg, and Colleton. 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, paid social, programmatic OOH, 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 comprehensive paid media campaign that complemented enforcement efforts and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2019. The campaign continued a billboard campaign—both programmatic OOH and digital bulletins with messaging that focused on being aware of blind spots, as motorcycles are everywhere. The contractor also distributed radio spots with a “Blindspot” message which aired during the 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.

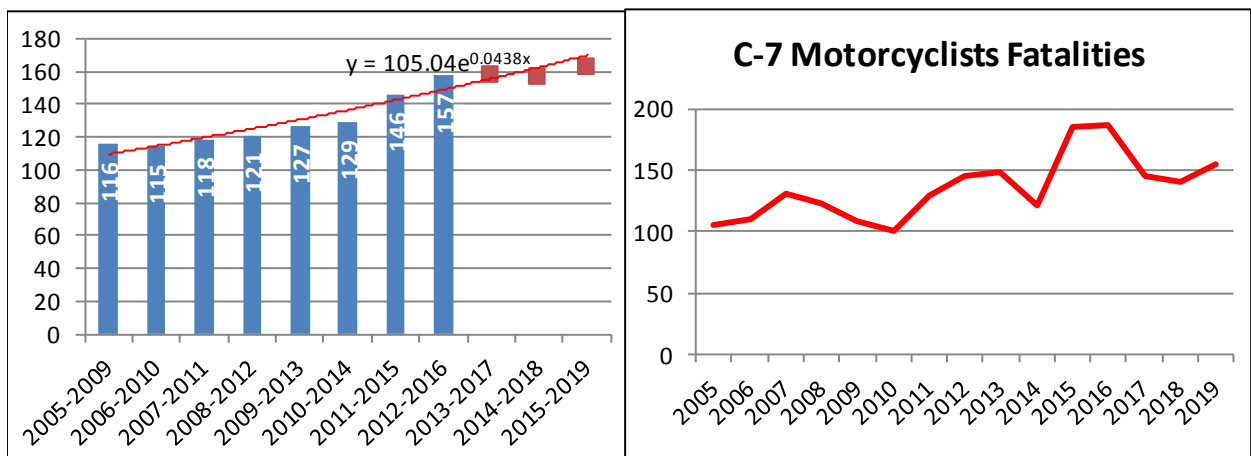
Additionally, the state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2019 grant period. The MSTF met three times during the FFY 2019 grant period (March 11, 2019, June 24, 2019; September 23, 2019). During the meetings, the task force discussed information pertinent to motorcyclist legislation, relevant statistical data, and approved the 2019 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 Goals:

To decrease the motorcyclist* fatalities by 0.76% from the 2012-2016 baseline average of 157 to 156 by December 31, 2019.

Figure C-7. South Carolina Motorcyclists Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.



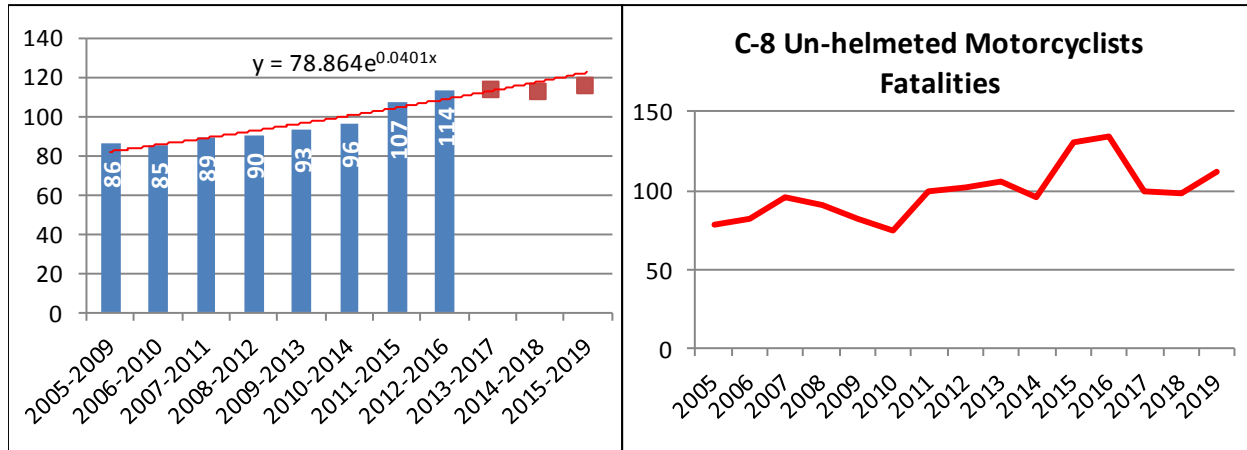
Exponential Projection = 105.04*exp^0.0438(11) = 170	2012 = 146
Update from FARS changed exponential projection formula.	2013 = 149
2011-2015 Average = 146	2014 = 121
2012-2016 Average = 157	2015 = 185
2013-2017 Average = 157	2016 = 186
2014-2018 Average = 156	2017 = 145
2015-2019 Est. Average = 162	2018 = 141 (FARS ARF)
	2019 = 155 (SARS Projection)

Note: Moped Operators and motorcyclists are included in the FARS count of motorcyclist Fatalities

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of motorcyclist fatalities will be 162 (includes moped fatalities). The number of motorcyclist fatalities projected for 2019 is 155. Based on current projections, the state is not expected to meet its 2015-2019 average motorcyclist fatalities goal of 156.

2. To decrease the un-helmeted motorcyclist fatalities* by 1.4% from the 2012-2016 baseline average of 114 to 112 by December 31, 2019.

Figure C-8. South Carolina Un-helmeted Motorcyclists Fatalities, 5 Year Moving Avg. with Trend Analysis, 2005-2016.



Exponential Projection = 78.864*exp^0.0401(11) = 123	2012 = 102
2011-2015 Average = 107	2013 = 106
2012-2016 Average = 114	2014 = 96
2013-2017 Average = 113	2015 = 131
2014-2018 Average = 112	2016 = 134
2015-2019 Est. Average = 115	2017 = 99
	2018 = 98 (FARS ARF)
	2019 = 112 (SARS Projection)

Note: Moped Operators and motorcyclists are included in the FARS count of motorcyclist Fatalities

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of un-helmeted motorcyclist fatalities will be 115. The SARS predicts 112 un-helmeted motorcyclist fatalities for 2019. Based on current projections, the state is not expected to meet its 2015-2019 average un-helmeted motorcyclist fatalities goal of 112.

Motorcycle Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: M9MA-2019-HS-04-19 (Motorcyclist Awareness Campaign)
Project Title: Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign. The sustained campaign included two (2) Myrtle Beach bike rallies in May and ran with pulses from May through September with a focus on fourteen (14) “priority” counties with the highest number of motorcyclist fatalities in 2016. All outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists, as well as the agency-wide “Target Zero” messaging. The contractor also distributed radio spots with a “Blindspot” message which aired during the campaign. The campaign utilized radio public service announcements, outdoor advertising, paid social, programmatic OOH, printed educational materials, SCDOT variable message signs, and displays placed and distributed at motorcycle rallies and events.

Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
<p>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 in 2019, focusing on the fourteen (14) priority counties in SC that had the highest number of motorcyclist fatalities.</p>	<p>The agency contractor, BFG Marketing, was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Weeks that included billboard, radio and social paid advertising. In addition, the OHSJP conducted a sustained media effort during May and September 2019 in fourteen (14) priority counties (including Horry County) that experienced the highest number of motorcyclist deaths in 2016.</p>
<p>To continue the work of the Motorcycle Safety Task Force (MTSF) during FFY 2019 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.</p>	<p>The Motorcycle Safety Task Force (MSTF) met three (3) times during the FFY 2019 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meeting.</p>
<p>To conduct a successful motorcycle safety public information and education campaign continued from CY 2007-CY 2018 in Horry County during the month of May 2019 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 (CROs) to both bike rallies in May 2019. For 2019, the educational materials used included posters featuring a “Ride Smart” message, paid for by miscellaneous non-NHTSA funds during FY2017. 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. The message to be shown on the message sign is “<i>LOOK! Motorcycles are Everywhere.</i>” This messaging has been made available to this campaign at no cost.</p>	<p>The SCDOT again partnered with the OHSJP to display the “<i>LOOK! Motorcycles are Everywhere.</i>” message on selected dates on SCDOT variable message signs.</p>

Motorcycle Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M9MA-2019-HS-04-19	South Carolina Department of Public Safety: OHSJP	Motorcyclist Awareness Cam- paign	\$80,000	\$80,000	405f
Total All Funds				\$80,000	
Section 405f Motorcyclist Awareness MAP-21				\$80,000	

Vulnerable Roadway Users Program Overview

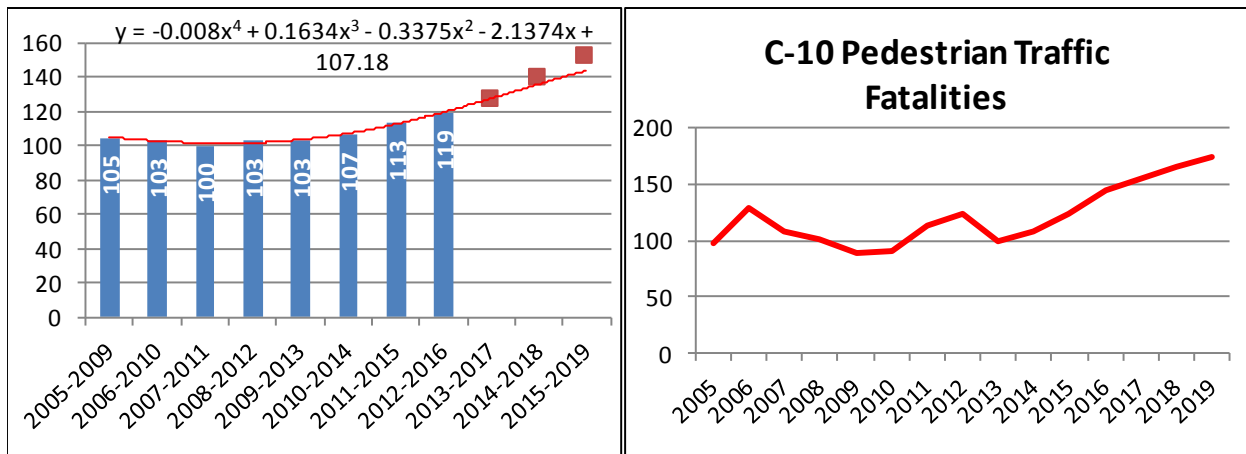
Vulnerable Roadway Users Program

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 2012 to 2016: 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 0.7% from the 2016 baseline of 144 to 143 by December 31, 2019.

Figure C-10. South Carolina Pedestrian Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.

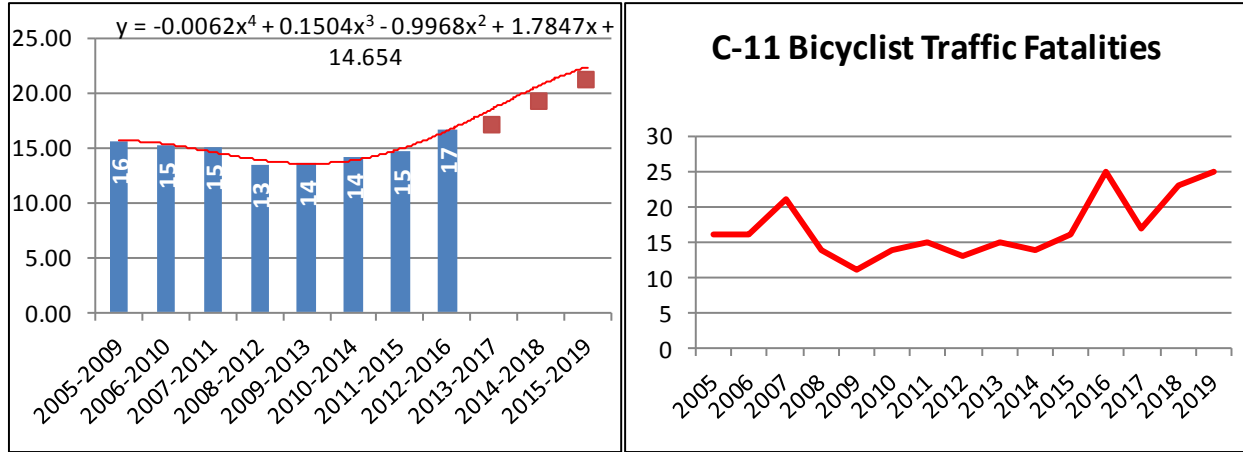


Polynomial Projection = $-0.008*(11^4)+0.1634*(11^3)-0.3375*(11^2)-2.1374*(11)+107.18=143$	2012 = 123
2011-2015 Average = 113	2013 = 100
2012-2016 Average = 119	2014 = 107
2013-2017 Average = 126	2015 = 123
2014-2018 Average = 139	2016 = 144
2015-2019 Est. Average = 152	2017 = 154
	2018 = 165 (FARS ARF)
	2019 = 173 (SARS Projection)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of pedestrian fatalities will be 152. The SARS predicts 173 pedestrian fatalities for 2019. Based on current projections, the state is not expected to meet its 2019 pedestrian fatalities goal of 143.

2. To decrease bicyclist traffic fatalities by 9.6% from the 2012-2016 baseline average of 17 to 15 by December 31, 2019.

Figure C-11. South Carolina Bicyclist Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.

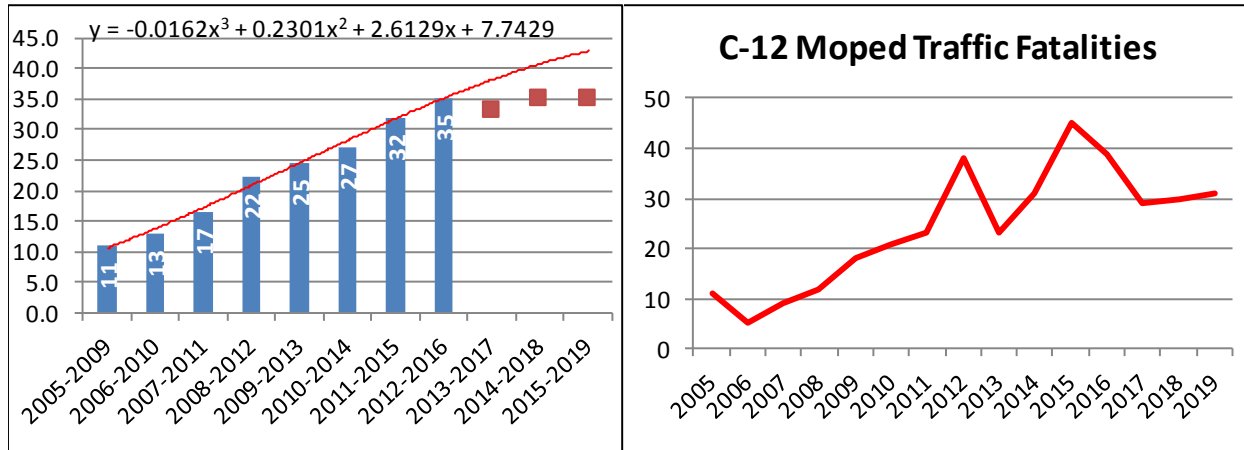


Polynomial Projection = $-0.0062*(11^4)+0.1504*(11^3)-0.9968*(11^2)-1.7847*(11)+14.654=23$	2012 = 13
2011-2015 Average = 15	2013 = 15
2012-2016 Average = 17	2014 = 14
2013-2017 Average = 17	2015 = 16
2014-2018 Average = 19	2016 = 25
2015-2019 Est. Average = 21	2017 = 17
	2018 = 23 (FARS ARF)
	2019 = 25 (SARS Projection)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of bicyclist fatalities will be 21. The SARS predicts 25 bicyclist fatalities for 2019. Based on current projections, the state is not expected to meet its 2015-2019 average bicyclist traffic fatalities goal of 15.

3. To decrease moped traffic fatalities by 4.5% from the 2012-2016 baseline average of 36 to 34 by December 31, 2019.

Figure C-12. South Carolina Moped Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2005-2016.



New Polynomial Projection = $-0.0162*(11^3)+0.2301*(11^2)+2.6129*(11)+7.7429 = 43$ Update in State Data changed polynomial projection formula. 2011-2015 Average = 32 2012-2016 Average = 35 2013-2017 Average = 33 2014-2018 Average = 35 2015-2019 Est. Average = 35	2012 = 38 2013 = 23 2014 = 31 2015 = 45 2016 = 39 2017 = 29 2018 = 30 (Preliminary State Data) 2019 = 31 (SARS Projection)
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The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2015-2019 average number of moped fatalities will be 35. The SARS predicts 31 moped fatalities for 2019. Based on current projections, the state is not expected to meet its 2015-2019 average moped traffic fatalities goal of 34.

Vulnerable Roadway Users Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PS-2019-HS-04-19
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 2019, 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.

A paid media campaign was implemented and ran in June and July including social, alternative OOH/gas pump toppers and nozzles along with truckside advertising to supplement the Vulnerable Roadway Users outreach efforts planned for FY2019.

Vulnerable Roadway Users Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PS-2019-HS-04-19	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	\$40,000	402
Total			\$40,000	\$40,000	

Paid Media Overview

2018 - 2019 Sober or Slammer Holiday Campaign

Media Buy Summary for 2018-2019 Christmas/New Year's SOS campaign

Flight Dates: December 14, 2018 – January 1, 2019

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*. 2019 Law Enforcement DUI Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2019 Law Enforcement DUI Challenge effort, the Christmas/New Year's 2018-2019 portion of the Challenge ran from December 14, 2018 through January 1, 2019. 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 produced for Labor Day 2018 with the “Drink. Drive, Die.” messaging was distributed and broadcasted during the Christmas/New Year’s 2018-2019 mobilization crackdown following the recommended NHTSA flight dates for airing. The spot included a translation into Spanish. The state’s DUI campaign slogan/logo, *Sober or Slammer!* and the Target Zero/SCDPS logo appeared on the spot. The commercial also prominently featured the “Report Drunk Drivers. Call *47” message.

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 19, 2018, and concluded by Monday, November 26, 2018. Post-campaign telephone surveys were conducted beginning Wednesday, January 2, 2019, and concluded by Wednesday, January 9, 2019. The surveys concluded that 67% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis during the winter holiday 2018/2019.

Paid social media was also utilized for this campaign with ad placement on Facebook through the media campaign period (December 14, 2018 – January 1, 2019) as specified by NHTSA. The ads consisted of both static and video content. Compared to the previous Sober or Slammer campaign, this campaign had 17,300 more Ad recalls.

Investment Summary for 2018-2019 Christmas/New Year's SOS campaign

Flight Dates: December 14, 2018 – January 1, 2019

MEDIA PLACEMENT OVERVIEW

MEDIA	COST	Details
Cable TV	\$26,876	Included 22% Bonus spots
Programmatic CTV	\$28,382	Delivered 709,568 impressions
Spot Radio	\$28,269	Scheduled 1,608 paid spots + 789 Added Value
Programmatic Display	\$5,580	Delivered 1.24 million impressions
Programmatic Video	\$19,002	Delivered 1.46 million impressions
Paid Social	\$20,000	Delivered 2.9 million impressions
Programmatic OOH	27000	Delivered 4.4 million impressions
YouTube	17993	Delivered 1.04 million impressions
Charleston Digital Bulletins	5242	Purchased 14 units, received 11 bonus units; 25 total
TOTAL EXPENDITURES	\$175,344	

2019 Sober or Slammer! Campaign

*Media Buy Summary for 2019 Sober or Slammer Media Buy
Flight Dates: March 12, 2019 – September 30, 2019*

The South Carolina Department of Public Safety's (SCDPS) statistics for 2013-2017 show that there were 28,235 DUI-related collisions reported statewide. 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* campaign. The mobilization entailed enforcement, 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 2019 DUI crackdown and a monthly radio campaign in support of DUI enforcement weekends, headed up by the SC Highway Patrol and supported by other state law enforcement divisions and local law enforcement agencies around the state. As part of the SOS campaign and 2019 Law Enforcement Target Zero Challenge effort, this campaign focused on paid media from March 2019 through Labor Day 2019. Paid and earned media components were used to support the enforcement effort.

Cable TV

A series of 0:30 spots targeting adults 25-54 with a strong anti-impaired driving enforcement message ran across Cable television.

Flight dates ran August 12, 2019 – September 2, 2019.

Total expenditures were \$72,415.

Connected TV

The same 0:30 spot ran on connected TV targeting more specifically Men 21-34.

Flight dates ran April 15, 2019 – May 5, 2019, May 24, 2019 – June 9, 2019, July 1 – 21, 2019, August 12, 2019 – September 2, 2019.

Planned impressions totaled 2,476,000 and the total buy delivered strong added value with 211% total delivered impressions.

Total expenditures were \$99,069.

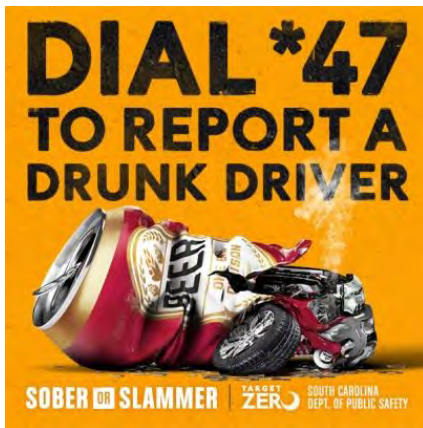
Radio Spots: A series of spots were produced with a strong anti-impaired driving enforcement message and distributed for the following flight dates between March 2019 - September 2019; March 14 – 17, 2019, April 18 – 21, 2019, May 23 – 26, 2019, June 13 – 16, 2019, July 4 – 7, 2019, August 15, 2019 – September 2, 2019. 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 2019 Highway Safety Plan: Greenville, Horry, Richland, Charleston, Spartanburg, Anderson, Lexington, Berkeley, Florence, Orangeburg, Aiken, York, Dorchester, Beaufort, Laurens, Sumter, Darlington, Colleton, Kershaw, and Jasper. The spots ran Thursday through Sunday throughout the duration of the campaign.

A total of 789 x 0:30 spots ran in support of this campaign.

The total expenditures the radio campaign was \$81,998

Paid Social Media and Digital Advertising: The agency contractor, BFG Marketing, created a social media messaging campaign to support the DUI enforcement effort and the ads aired for radio 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 on YouTube, Facebook and Instagram and prominently featured the slogans “Drink. Drive. Die.” and “Dial *47 to Report Drunk Drivers.” The graphic for both ads showed a crumpled beer can designed to resemble a vehicle and also featured the *Target Zero* concept. The agency contractor 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, the 15-second animated graphic on YouTube received 4,895,926 impressions and 590,668 views—for a view rate of 12.06%. The total YouTube spend was \$63,734.90. The flight dates for YouTube included; April 15, 2019 – May 5, 2019, May 24, 2019 – June 9, 2019, July 1 -21 , 2019, August 12, 2019 – September 2, 2019, September 16 – 30, 2019.

On Facebook and Instagram an animated graphic featuring the “Drink. Drive. Die.” and “Dial *47 to Report Drunk Drivers” messaging ran for several flights as detailed below throughout the campaign period. Utilizing the brand awareness objective within Facebook and Instagram strategically increased awareness of brand messaging.

Campaign Dates	Reach	Impressions	Ad Recall	Ad Recall Rate	Cost-Per-Ad-Recall	Total Spend
4/15 - 4/28	879,452	3,354,126	80,900	9.20%	\$0.22	\$17,500
5/24 - 6/2	1,154,550	3,194,353	159,700	13.83%	\$0.11	\$17,500
7/1 - 7/14	1,092,605	3,571,232	117,400	10.74%	\$0.15	\$17,500
8/12 - 9/2	1,030,399	4,542,618	67,100	6.51%	\$0.30	\$20,000
9/16 - 9/30	985,345	3,399,864	56,300	5.71%	\$0.31	\$17,500
						\$90,000

The same graphic design was leveraged for digital advertising and featured the “Drink. Drive. Die.” and “Dial *47 to Report Drunk Drivers” messaging in the form of banner and sidebar ads on popular websites.

The programmatic video performance performed best with the following audience segments: college students and people who go to bars/night clubs. A total of 1,169,749 impressions were delivered with a click through rate of 0.13%. The total programmatic video spend was \$6,000.00.

Total paid social media expenditures: \$90,000.00

Total digital media (programmatic display/video) expenditure: \$6,000.00

Total YouTube expenditures: \$63,735

Total digital expenditures: \$159,735

Outdoor Advertising/Programmatic OOH Advertising:

An outdoor advertising/programmatic out of home (OOH) campaign was created to support the sustained DUI enforcement effort and the ads aired for radio, streaming audio, and social/digital media 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 OOH 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, targeted digital OOH and programmatic display ads were placed in the zip codes of the previously-identified focus counties. These billboards and digital display ads were placed at locations determined by the agency contractor most likely to reach the target audience. The ads featured a mix of the “Drink. Drive. Die” messaging and the “Dial *47” messaging, and in some locations featured animation. In addition to traditional digital billboards, the advertisement was placed on digital displays at gas stations, bars, and convenience stores.

Flight dates: August 12, 2019 – September 8, 2019

Total Purchased Impressions: 11,853,396

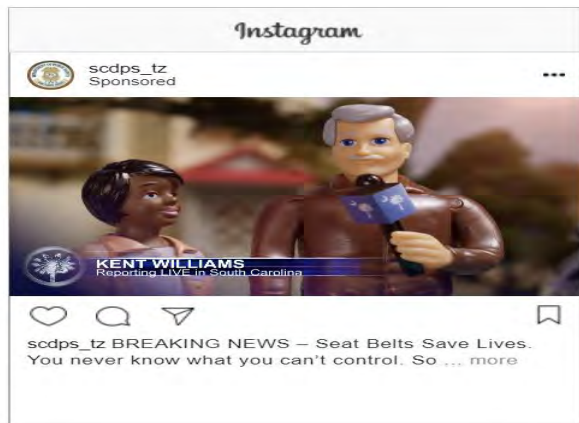
Total units: 29

The total expenditures for outdoor and programmatic OOH was \$117,752

2019 Buckle Up, South Carolina! Campaign

*Media Buy Summary for 2019 BUSC Campaign
Paid Social Media Flight Dates: May 13- June 2, 2019
Campaign Overview*

Buckle Up South Carolina (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 2019 mobilization were an increase in safety belt usage in South Carolina 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 2019 blitz ran from May 20 – June 2, 2019, and contained public information and education 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 focused heavily on rural and nighttime safety belt enforcement strategies. The paid media portion of the campaign began on May 13, 2019 and ran through June 2, 2019. The paid media focused on educating the motoring public regarding safety belt enforcement.

Paid media was focused on the following key counties: Greenville, Spartanburg, Charleston, Richland, Horry, Lexington, Anderson, Orangeburg, Berkley, Florence, Aiken, Dorchester, Sumter, Colleton, Laurens, Beaufort, Darlington, York and Jasper.

The following media tactics were utilized for this campaign from May 13 – June 2, 2019:

Cable TV

- 0:30 TV creative
- Buying demo was focused on Adults 25 – 54
- Schedule ran within Prime and weekend dayparts
- Delivery included 50% in bonus spots (3,833 spots)
- Total investment: \$72,540

Connected TV

- 0:30 TV creative
- Campaign over delivered by 17%
- Purchased impressions: 1,000,000
- Delivered impressions: 1,174,889
- Total investment: \$45,000

YouTube

- Impressions: 3,946,976
- Views: 415,802
- View rate: 10.53%
- Total investment: \$40,000

Social

- Included placements on both Facebook and Instagram
- Creative featured Seat Belts Save Lives messaging
- Reach: 773,866
- Impressions: 3,443,521
- Ad Recall Rate was 14.16% this out performed previous Distracted Driver campaign Ad recall by almost 14%
- Total investment: \$15,000

In-Theater

- 0:30 video ran prior to movie, as well as :30 Lobby video
- Theaters – 24 (321 Screens)
- 26,964 Spots (591,100 Impressions)
- Video (same as TV spot) featured a car accident skit to reinforce the seat belts save lives messaging
- Total investment: \$39,746

The total expenditures for the *BUSC*/Memorial Day campaign were \$250,000

2019 Motorcycle Safety Campaign

*Media Buy Summary for 2019 Statewide Motorcycle Safety Campaign
Campaign Dates: May 6 – September 29, 2019*

According to South Carolina Collision Data, in 2017, there were 145 motorcyclist fatalities on South Carolina’s roadways. In an effort to address high motorcyclist fatality rates, the Office of Highway Safety and Justice Programs (OHSJP) seeks to continue the utilization of a comprehensive paid media campaign that will focus on Myrtle Beach motorcycle rallies in May and also complement enforcement efforts throughout the year.

Myrtle Beach Bike Week May 10-19, 2019
Atlantic Beach Bike Fest May 24-27, 2019



2019 Motorcycle Billboard

The sustained campaign occurred in May – September, 2019. The campaign theme focused on a “blind spot” awareness message, encouraging motorists to look out for motorcycles. The SCDPS *Target Zero* umbrella campaign is also incorporated.

A. Focus Counties Outreach

- Media was executed with a focus on 14 priority counties identified in the 2019 South Carolina Highway Safety Plan. These counties are Horry, Greenville, Charleston, Richland, Spartanburg, Lexington, York, Anderson, Berkeley, Florence, Aiken, Beaufort, Orangeburg, and Colleton.

B. Motorcycle Rallies in May

- Digital billboards in the Myrtle Beach area were secured for display during the May 2019 motorcycle rallies in Horry County to specifically reference the rallies.

Spot Radio

A total of 482 x 0:30 spots were purchased to run in support of the May motorcycle rallies.

Media	Cost	Total Spots
RADIO	\$2,136	452
SPANISH-LANGUAGE	\$87	30
Total	\$2,223	482

In addition to the 482 spots noted above, 144 bonus spots were negotiated.

The total spot radio investment was \$2,223.

Paid Social

A motorcycle awareness ad was executed in the Myrtle Beach area only from May 6 – June 2, 2019.

The campaign objective was awareness and delivered a total of 1,147,695 impressions.

The total investment was \$5,000.

Programmatic Out Of Home

A programmatic Out Of Home buy ran across all 14 targeted counties for the following flight dates, May 6 – June 2, June 24 – July 21, and September 2 – 29.

A total of 2,751,793 impressions was delivered.

The total investment was \$30,000

Digital Billboards

In Myrtle Beach only a digital out of home buy was contracted to run for a 4-week flight from May 6 – June 2, 2019.

A total of (4) units were included.

The total investment was \$5,600.

Expenditures for the 2019 Motorcycle Awareness Campaign **totaled \$42,823.**

2019 Carolina Country Music Fest Recap

Media Buy Summary for 2019 Carolina Country Music Fest Campaign

Flight Dates: June 6 – 9, 2019

Campaign Overview

In South Carolina, young drivers continue to be over-represented in traffic crashes. According to the 2017 South Carolina Collisions Factbook, in 2017, drivers aged 15-24 represented 22.2 percent of the drivers involved in all reported collisions, 21.9 percent of the drivers involved in injury collisions, and 19.0 percent of the drivers involved in fatal collisions. Male drivers ages 15-24 represented 10.7 percent of drivers in traffic collisions and female drivers ages 15-24 represented 9.9 percent. The top contributing factor to fatal collisions in 2017—for all drivers— was driving under the influence. With all of these statistics in mind, the SCDPS Office of Highway Safety and Justice Programs (OHSJP) aimed to reach young drivers through highway safety messages at the Carolina Country Music Festival (CCMF) in Myrtle Beach, SC, June 6-9, 2019. The messaging included highway safety messages for DUI (“*Sober or Slammer*”), designated drivers, and safety belts (“*Buckle Up, SC*”).

BFG Marketing saw this as an opportunity for the OHSJP to get the message of the dangers of impaired driving to a large audience, representing the key demographic of males aged 21-34, traveling to/on South Carolina roadways for the event. BFG worked with CCMF to develop an advertising package tailored for the OHSJP which included 14 out-of-home billboards in and around the Myrtle Beach area; video on the electronic (LED) billboards on festival grounds; advertising space on exit signage; push notifications on the CCMF app that allowed for communication of a safety message as festival-goers left the grounds; and banner ads and logo placement on the CCMF website, festival guide and event map. In addition to the advertising opportunities, an onsite booth was hosted, allowing for live interaction with concert-goers. Attendance was just over 115,000 people; advertising netted 10+ million impressions.

Throughout the three-day festival messaging around this campaign featured the “Report Drunk Drivers. Call *HP.” message, as well as the Target Zero concept in several executions.

On site digital activation featured 19 spots that ran for a duration of 5 minutes across 2 total LED video boards and delivered 1,025,000.

Entrance/exit signage prominently featured the Buckle Up and Target Zero initiative for all 115,077 attendees to see at the 3-day festival.

A total of 11 outdoor boards ran throughout the Myrtle Beach area during this time frame to support the Target Zero messaging.



Expenditures: **\$48,000**

Distracted Driving Campaign (Spring 2019)

*Media Buy Summary 2019 Spring Distracted Driving Campaign
Flight Dates: April 1-30, 2019*

Distracted driving due to cell phone and digital media use is a growing primary contributing factor in death on SC roadways. According to the South Carolina Department of Public Safety's Strategic Highway Safety Plan, distracted or inattentive driving while on a cell phone or texting is listed as a top contributing factor in more than 20,000 traffic collisions each year in South Carolina. With this in mind, the OHSJP and the SCHP implemented a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities with a special education effort during Distracted Driving Awareness Month in April 2019. The campaign positioned distracted driving –most notably using a phone while driving-- prevention as a key element of the SCDPS *Target Zero* initiative. This program included enforcement, public information, and paid media components.

Campaign expenditures included social/digital activation along with programmatic OOH executed throughout the campaign period.

Social/Digital Media Overview

Dates: April 1 – April 30, 2019

Investment:

Facebook	\$11,331
Instagram	\$3,669
Total	\$15,000



This campaign featured static placements on both Facebook and Instagram. The targeting aligned with Adults 18-34 in the state of South Carolina. This campaign delivered 3,186,058 impressions with an ad recall rate of 12.43%. This rate is slightly higher than previous campaign performances.

Programmatic OOH Overview

Dates: May 6 – June 5, June 24 – July 21, September 2 – 29

Program delivered 3,501,488 impressions

Expenditures for OOH totaled \$28,000

Total campaign expenditures: **\$49,450**

2019 Vulnerable Roadway User Campaign

Media Buy Summary for 2019 Vulnerable Roadway User Campaign

Flight Dates: June 17 – July 14, 2019

Campaign Overview

According to South Carolina Collision Data, in 2016, vulnerable roadway users (VRU - motorcyclists, pedestrians, bicyclists, and moped riders) accounted for 197, or 19.3%, of the state's 1,020 traffic deaths. During the five-year period from 2012-2016, there were a total of 83 bicyclist fatalities, 178 moped fatalities, and 597 pedestrian fatalities in South Carolina. In an effort to address the issue of VRU deaths on the state's roadways, the OHSJP developed and implemented a Vulnerable Roadway Users Campaign for 2019 that focused on all components of the VRU category (except motorcycles), with a heavy focus on pedestrian safety. The campaign included paid social and out-of-home efforts.

Paid Social



Messaging to support the campaign ran across both Facebook and Instagram, delivering a total of 1,961,483 impressions.

Total expenditures on social media: \$12,500

Gas Station Advertising and Truck side Summary



Targeting matched the counties provided and messaging to support the campaign ran across 79 gas stations and 19 mobile trucks.

Total gas station and truck side expenditures: \$74,760

Total campaign expenditures: **\$87,260**

2019 Operation Southern Shield

*Media Buy Summary for 2019 Operation Southern Shield
Paid Social Media Flight Dates: July 14-20, 2019
Campaign Overview*

According to the South Carolina Department of Public Safety’s Strategic Highway Safety Plan, speed ranks in the top five factors in fatal and severe injury crashes. According to NHTSA, speeding accounts for approximately 30 percent of highway fatalities each year across the nation. Noticing a true speed enforcement and education campaign was needed, in 2017 NHTSA Region 4 developed “Operation Southern Shield.” The region and the OHSJP promoted the campaign again in 2019. A statewide education and enforcement effort to reduce the number of speed-related traffic collisions and fatalities ran July 14-20, 2019. The mobilization included enforcement and public information and education components, including paid and earned media, to position speed prevention as a key element of the SCDPS *Target Zero* initiative.



2019 Operation Southern Shield paid Facebook ad example

The agency contractor, BFG Marketing, created and developed ads for paid social media containing a data-driven, strong anti-speeding enforcement message for *Operation Southern Shield*. The ads specifically targeted social media and digital media users ages 18-34. The social media ads were distributed on Facebook and Instagram and included an animated component. Total social media expenditures were \$10,000.

Expenditures for the 2019 *Operation Southern Shield* campaign were **\$24,000**.

Attitudinal Survey Results

SCDPS DUI Enforcement Campaign

Awareness and Impact Study

Winter Holiday 2018-2019

This report presents the findings of a Campaign Awareness and Impact Study conducted on behalf of the **South Carolina Department of Public Safety (SCDPS)** and BFG.

The purpose of the Study is to assess general perceptions and positions of drivers relative to DUI enforcement and, more specifically, to identify awareness, perceptions, and impact of the **SCDPS's** DUI Campaign. Similar campaign assessments have been conducted since 2007 for Pre-Labor Day Campaigns and Winter Holiday Campaigns.

Airdates for this year's Winter Holiday Campaign were November 27, 2018 through January 1, 2019. Research consists of "pre" and "post" measures, with a survey conducted before the Campaign started and another conducted immediately following completion of the Campaign.

Interviews each period are conducted by telephone among a mix of South Carolina's licensed drivers. Data collection now includes 15% mobile phones in an effort to more effectively reach and represent consumer segments less likely to have landlines. Sample size is approximately 400 each period (pre and post) and sampling error is ± 4.9 percentage points at the 95% confidence level.

Unless otherwise indicated, findings presented in this report are in percent, have been rounded to the nearest whole number, and represent "post" period results for this Campaign period. Comparisons to "pre" period findings are made when significant shifts are evidenced.

Overview

Study findings identify strong penetration and positive impacts of **SCDPS's 2018/19 Winter Holiday DUI Enforcement Campaign** on driver priorities, perceptions, expectations, and behaviors.

- ✓ 87% feel that drunk driving is a serious safety issue (Q1) and 63% believe that *drinking and driving* should be the highest priority of highway safety issues for police enforcement (among speeding, aggressive driving, drinking and driving, lack of seatbelt usage, and uninsured motorists) (Q2). The proportion of drivers feeling that DUI is a *very serious* highway safety issue (68%) is at an all-time high;
- ✓ 79% support the strong enforcement of DUI laws in South Carolina (Q5) and 83% support the implementation of a DUI enforcement program/ campaign in the state (Q15);
- ✓ 73% agree that law enforcement is making a big effort to crack down on drinking and driving in the state with a significant increase in those who *agree strongly* after the Campaign (Q10);
- ✓ 70% believe that people who drive after drinking are caught at least half the time (significantly higher after the Campaign) (Q8) and expectations of serious consequences for a DUI conviction also increased

significantly after the Campaign (Q9);

- ✓ 67% are aware of one or more ads in the **SCDPS DUI Enforcement Campaign** on an aided basis (Q12); and
- ✓ 56% indicate the Campaign influences them not to drink and drive (an additional 22% say that they already do not drink and drive) (Q16).

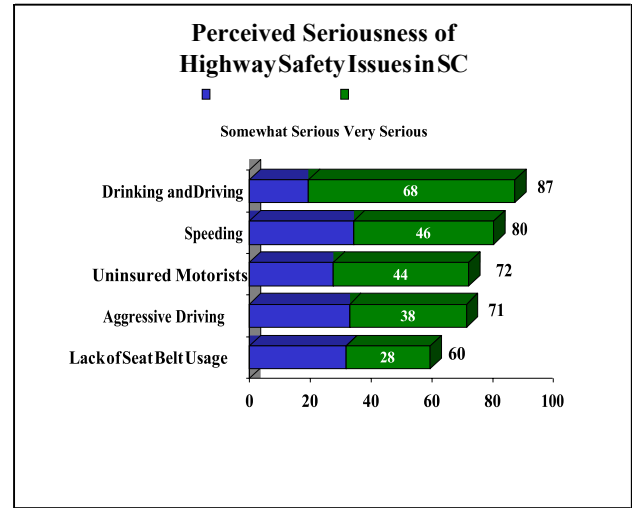
General Attitudes Toward/ Positions on DUI

South Carolina drivers have a number of safety concerns; DUI continues to top the list.

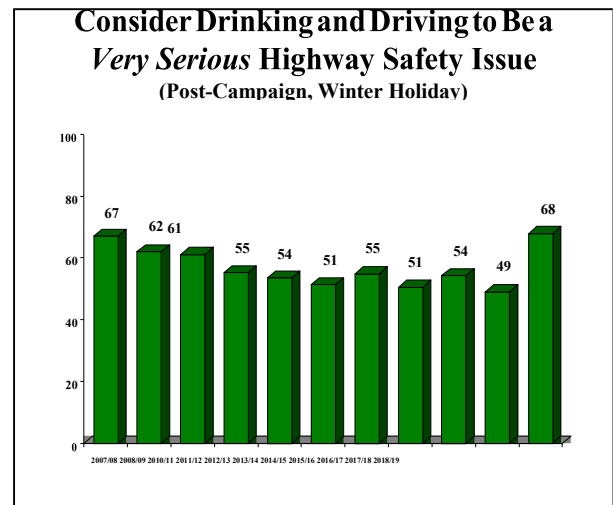
- Respondents were asked to rate the seriousness of five different driver safety issues in the state, including: *speeding*, *aggressive driving*, *drinking and driving*, *lack of seatbelt usage*, and *uninsured motorists*. (Q1)

While each is considered to be a *serious problem* on South Carolina’s roads and highways, respondents consistently rate *drinking and driving* as the most serious issue (among the five evaluated).

While *speeding*, *uninsured motorists*, *aggressive driving*, and *lack of seatbelt usage* are considered to be serious issues by a majority of South Carolina drivers, nearly nine out of ten (87%) consider *drinking and driving* to be a *serious* problem on the states roads and highways.

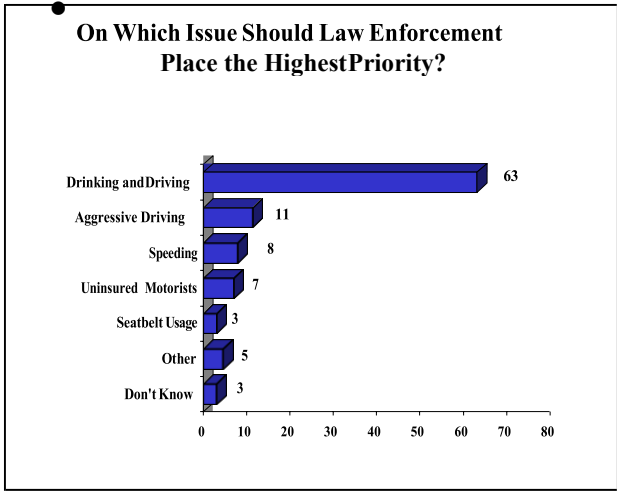


- Study results indicate that more than two out of three drivers (68%) currently consider *drinking and driving* to be a *very serious* problem. **This is up dramatically compared to the pre-campaign period (54%) and the highest level ever recorded.**



- Further, when asked which one highway safety issue should be given the highest priority by law enforcement, *drinking and driving* is the overwhelming choice. Overall, 63% choose *DUI* compared to 11% for *aggressive driving*, 8% for

speeding, 7% for uninsured motorists, and 3% for seatbelt usage. (Q2)

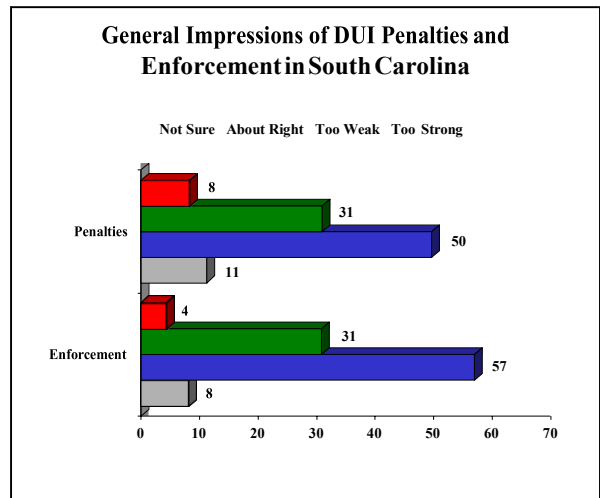
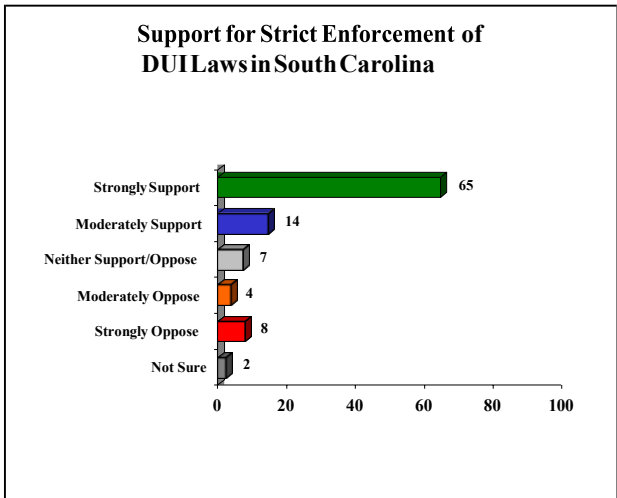


When it comes to actual DUI penalties and enforcement in the state, most feel that things are *about right* or could be even stronger.

- ✓ When asked about **penalties**, 50% say they feel things are *about right* and 31% say they feel the penalties are *too weak*. (Q6)
- ✓ And, with respect to **enforcement**, 57% say that things are *about right* in the state and 31% say they are *too weak*. (Q7)

Support continues among drivers for strict enforcement of DUI laws in the state.

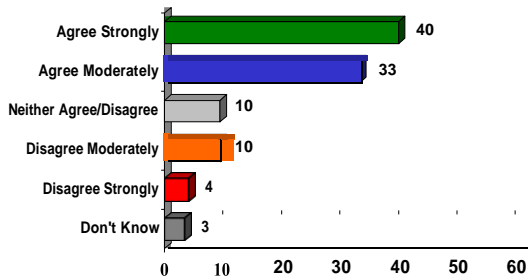
- About four out of five (79%) identify support for strict enforcement of the state's DUI laws, with 65% identifying *strong support*. (Q5)



The majority of South Carolina drivers believe that law enforcement is trying to reduce the number of DUIs and that offenders face serious penalties. Although impressions regarding the likelihood of getting caught vary, study findings identify some shift.

- Three out of four respondents (73%) agree that law enforcement in South Carolina is making a big effort to crack down on drunk drivers. (Q10)

“I feel like law enforcement is making a big effort to crack down on drinking and driving in SC.”



- Further, most believe that if you are found guilty of driving under the influence, you will face serious consequences such as *going to jail* (59%), *losing your license* (54%), and/or *fine/ticket/citation* (41%). (Q9)

Respondents perceive the most likely consequences of a DUI conviction in South Carolina to be:

- ✓ Going to jail (59%);
- ✓ Losing driver’s license (54%); and
- ✓ Fine/ticket/citation (41%).

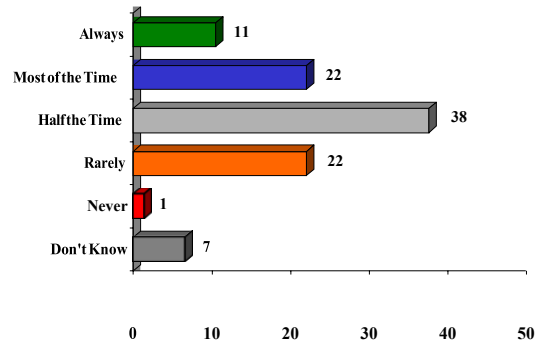
Secondary consequences include:

- ✓ Felony/police record (8%);
- ✓ Higher insurance rates (8%);
- ✓ Appearance in court (6%);
- ✓ Community service (5%); and
- ✓ A range of “other” consequences (22%).

Eight percent (8%) say consequences from a DUI conviction are *not much* and 11% say they *don’t know* what type of consequences drivers can expect. (Q9)

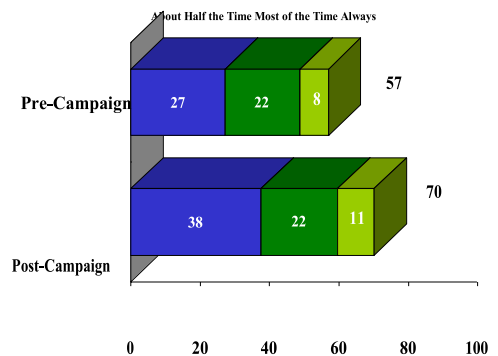
- Overall, approximately a third of respondents say DUI offenders will be caught *always* (11%) or *most of the time* (22%). An additional 38% think DUI offenders get caught *about half the time*, while 23% say they are *rarely* or *never* caught. (Q8)

Chances of Someone Getting Arrested if they Drive After Drinking



The proportion of respondents indicating that DUI offenders are caught *at least half the time* increased significantly, from 57% to 70% between the pre- campaign and post-campaign periods.

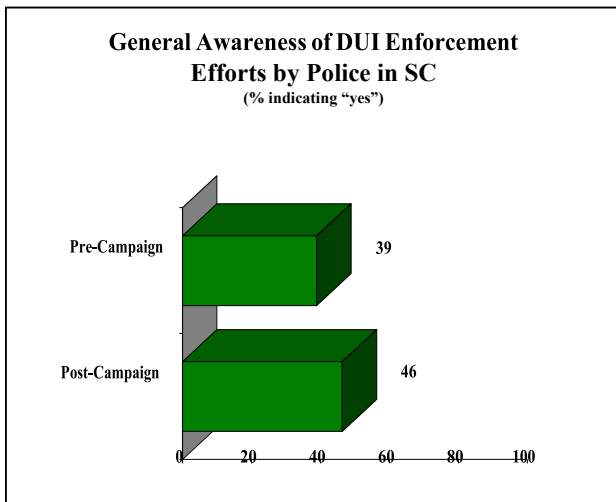
Chances of Someone Getting Arrested if they Drive After Drinking



Campaign Awareness, Impact and Support

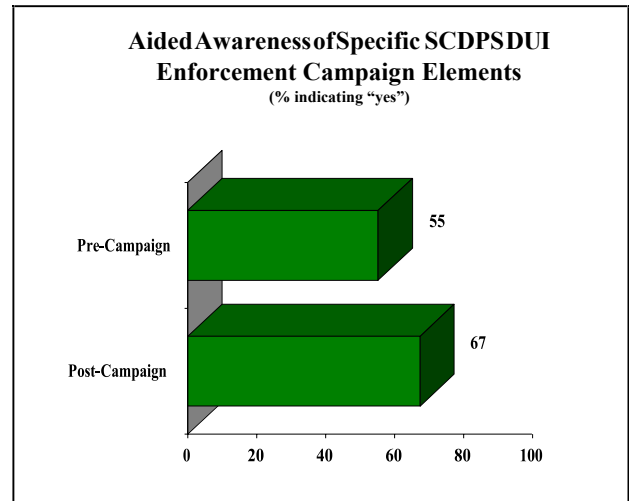
Nearly half of South Carolina’s drivers say they are aware of DUI enforcement programs in general, and when asked about the SCDPS DUI Enforcement Campaign in particular, more than two out of three identify familiarity.

- Study respondents were asked if they have seen or heard anything about alcohol-impaired driving enforcement by police in general, not linked to specific campaigns by name. Overall, 46% of respondents say they have. This represents a significant increase compared to the pre-campaign period. (Q11)



- Awareness is significantly higher when respondents were next asked on an aided basis specifically about **SCDPS’s DUI Enforcement Campaign**. Overall, two out of three (67%) say they have seen or heard DUI enforcement campaigns featuring the slogans “Drink. Drive. Die.,” “Highways or Dieways,” “Sober or Slammer,” or “Dial *47 to Report a Drunk Driver Before it’s too

Late.” This is also up significantly compared to the pre-campaign period. (Q12)



Results indicate the Campaign is effectively communicating the consequences of driving under the influence in an effort to get drunk drivers off the road.

- Among those who say they have seen or heard elements of the **SCDPS DUI Enforcement Campaign** (N = 269), most say the main point relates to stopping DUIs, while also raising awareness of DUI laws and communicating consequences and penalties. (Q13)

*QUESTION: What is the primary point of the “Drink. Drive. Die.,” “Highways or Dieways,” “Sober or Slammer,” and “Dial *47 to Report a Drunk Driver Before it’s too Late” campaigns? (among those who claim awareness, n = 269)*

To stop DUIs	41%
To warn people of the consequences of drinking and driving	22
If you drink and drive, you’ll go to jail	14
To encourage safe driving	13

Driving drunk kills	12
Raise awareness of SC DUI laws	11
Other	6
Don't know	<1

While mass media continues to be identified as the primary source(s) of Campaign exposure, the role of social media continues to build.

- Among those who report seeing or hearing any of the **SCDPS DUI Enforcement Campaign** elements (n= 269), 71% say they saw the Campaign on television, 60% saw billboards, and 42% heard radio ads. Social media (17%), point of sale/gas stations (15%), on big trucks (11%), and friends/ relatives (11%) are also key sources of campaign/message exposure. (Q14)

*QUESTION: Where did you see or hear these DUI campaigns – “Drink. Drive. Die.”, “Highways or Dieways,” “Sober or Slammer,” or “Dial *47 to Report a Drunk Driver Before it’s too Late”?* (among those who claim awareness, n = 269)

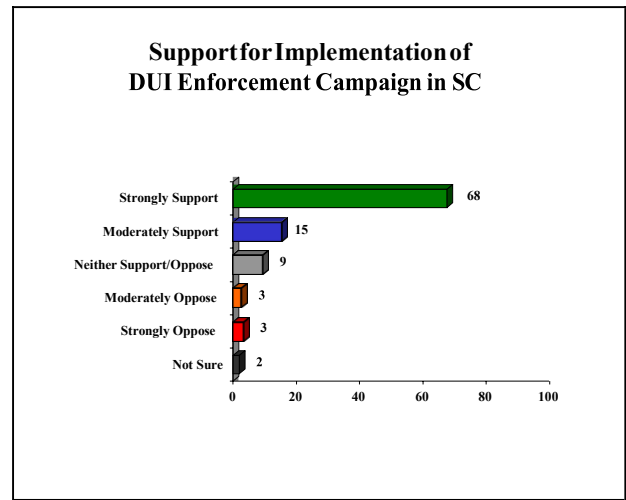
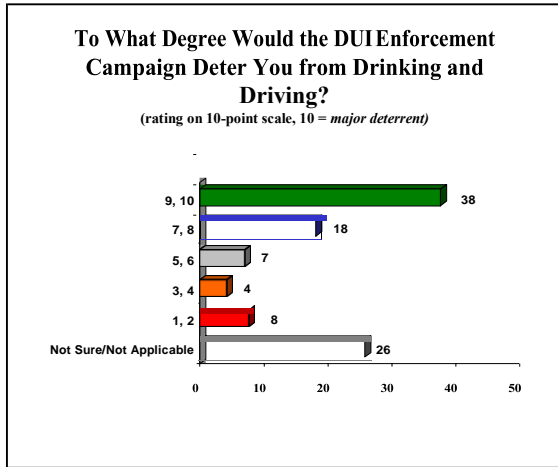
Television	71%
Billboards	60
Radio	42
Social media	17
At the pump/gas station	15
On semis or other big trucks	11
Friends/relatives	11
Schools	8
Newspaper	6
Other	3

Positive impacts of the Campaign are noted through several study measures.

- As already noted, shifts from the “pre” to the “post” period identify heightened awareness, concern and expectations for enforcement:

- ✓ Aided awareness of the **SCDPS DUI Enforcement campaign** increased significantly between the “pre” and “post” campaign periods (from 55% to 67%) (Q12);
- ✓ Consideration of *drinking and driving* as a *very serious* highway safety issue increased dramatically between the “pre” and “post” campaign periods (from 54% to 68%) to a new, all-time high (Q1c); and
- ✓ The expectation that DUI offenders will be caught *at least half the time* increased significantly between the “pre” and “post” campaign periods (from 57% to 70%) (Q8).
- Drivers are significantly more likely to *agree strongly* that South Carolina law enforcement is making a big effort to crack down on drinking and driving in the state (up from 24% to 40% between the “pre” and “post” campaign periods. (Q10)
- Findings also identify impacts of the campaign on expectations of consequences from a DUI conviction. During the “post” campaign period, respondents are significantly more likely to identify these consequences:
 - ✓ Going to jail (increased from 43% to 59% between the “pre” and “post” campaign periods);
 - ✓ Getting a fine/ticket/citation (up from 33% to 41%);
 - ✓ Losing your driver’s license/getting points (up from 47% to 54%); and
 - ✓ Being charged with a felony/having a police record (up from 2% to 8%). (Q9)

- And, 56% of respondents say the **SCDPS DUI Enforcement Campaign** would deter them from drinking and driving (rating of a 7, 8, 9 or 10 on the 10-point scale) compared to only 12% who say it would not (rating of 1, 2, 3, or 4 on the 10-point scale). (Q16)



Support of SCDPS’s DUI Enforcement Campaign remains extremely high.

Personal Vs. Peer Drinking Behaviors

Respondents are less likely to admit to drinking and driving themselves but know of friends or co-workers who do.

- Overall, 63% of respondents admit to drinking alcoholic beverages at least
 - Regardless of their awareness of the Campaign and/or its impact on their behavior, more than four out of five (83%) say they support the implementation of this type of DUI Enforcement Program and Campaign by South Carolina; 68% indicate they *strongly support* it. (Q15)
 - Occasionally; 42% say they drink alcohol at least once a month. (Q3)

By comparison, 61% say friends, neighbors and/or co-workers they’re around most often have had alcohol to drink at least once within the past month. (Q17)

- Only 6% of respondents admit to driving a motor vehicle within two hours of drinking alcoholic beverages within the past 60 days. (Q4)

By comparison, 28% say they have seen friends, neighbors, and/or co-workers drive a motor vehicle within two hours of drinking alcoholic beverages. (Q18)

Federal Funds Expended on Projects

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

State: South Carolina

Expenditure Close Out Report

2019-FINAL

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
NHTSA									
164 Transfer Funds									
164 Alcohol									
	164AL-2019-00-00-00	164 Transfer Funds-AL Holding	\$.00	\$.00	\$.00	\$1,434,582.00	0		
	164AL-2019-00-00-00		\$.00	\$.00	\$.00	\$1,434,582.00	0		
		164 AlcoholTotal	\$.00	\$.00	\$.00	\$1,434,582.00	0		
		164 Transfer FundsTotal	\$.00	\$.00	\$.00	\$1,434,582.00	0		
MAP 21 405b OP High									
405b High HVE									
	M1HVE-2019-00-00-00	Holding Account MAP 21 405b	\$.00	\$.00	\$.00	\$.00	0		
	M1HVE-2019-00-00-00		\$.00	\$.00	\$.00	\$.00	0		
	M1HVE-2019-HS-02-19	MAP 21 OP Buckle Up Campaign	\$137,354.07	\$137,354.07	\$.00	\$.00	1	VOU-15	Dec-19-2019
	M1HVE-2019-HS-02-19		\$137,354.07	\$137,354.07	\$.00	\$.00	1	VOU-15	Dec-19-2019
		405b High HVETotal	\$137,354.07	\$137,354.07	\$.00	\$.00	1	VOU-15	Dec-19-2019
		MAP 21 405b OP HighTotal	\$137,354.07	\$137,354.07	\$.00	\$.00	1	VOU-15	Dec-19-2019
FAST Act NHTSA 402									
Planning and Administration									
	PA-2019-HS-01-19	OHSJP PLANNING AND ADMINISTRAT	\$128,453.94	\$128,453.94	\$.00	\$.00	14	VOU-16	Dec-24-2019
	PA-2019-HS-01-19		\$128,453.94	\$128,453.94	\$.00	\$.00	14	VOU-16	Dec-24-2019
		Planning and AdministrationTotal	\$128,453.94	\$128,453.94	\$.00	\$.00	14	VOU-16	Dec-24-2019
Motorcycle Safety									
	MC-2019-HS-04-19	OHSJP PIOT MOTORCYCLE *MC	\$.00	\$.00	\$.00	\$.00	0		
	MC-2019-HS-04-19		\$.00	\$.00	\$.00	\$.00	0		
		Motorcycle SafetyTotal	\$.00	\$.00	\$.00	\$.00	0		

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
Occupant Protection									
	OP-2019-HS-02-19	OHSJP OCCUPANT PROTECTION OP-	\$137,274.15	\$137,274.15	\$0.00	\$0.00	15	VOU-16	Dec-24-2019
	OP-2019-HS-02-19		\$137,274.15	\$137,274.15	\$0.00	\$0.00	15	VOU-16	Dec-24-2019
	OP-2019-HS-17-19	SC DHEC OPERATION SAFE RIDE *O	\$169,792.09	\$169,792.09	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	OP-2019-HS-17-19		\$169,792.09	\$169,792.09	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	Occupant ProtectionTotal		\$307,066.24	\$307,066.24	\$0.00	\$0.00	15	VOU-16	Dec-24-2019
Pedestrian/Bicycle Safety									
	PS-2019-HS-04-19	OHSJP PIOT PEDESTRIAN/BICYCLE	\$40,000.00	\$40,000.00	\$0.00	\$0.00	1	VOU-15	Dec-19-2019
	PS-2019-HS-04-19		\$40,000.00	\$40,000.00	\$0.00	\$0.00	1	VOU-15	Dec-19-2019
	Pedestrian/Bicycle SafetyTotal		\$40,000.00	\$40,000.00	\$0.00	\$0.00	1	VOU-15	Dec-19-2019
Police Traffic Services									
	PT-2019-00-00-00	HOLDING ACCOUNT	\$0.00	\$0.00	\$0.00	\$2,451,271.35	0		
	PT-2019-00-00-00		\$0.00	\$0.00	\$0.00	\$2,451,271.35	0		
	PT-2019-HS-05-19	OHSJP POLICE TRAFFIC SERVICES	\$112,320.64	\$112,320.64	\$0.00	\$0.00	14	VOU-14	Dec-19-2019
	PT-2019-HS-05-19		\$112,320.64	\$112,320.64	\$0.00	\$0.00	14	VOU-14	Dec-19-2019
	PT-2019-HS-06-19	OHSJP LAW ENF COORD *PTS-LE	\$414,643.73	\$414,643.73	\$0.00	\$0.00	16	VOU-16	Dec-24-2019
	PT-2019-HS-06-19		\$414,643.73	\$414,643.73	\$0.00	\$0.00	16	VOU-16	Dec-24-2019
	PT-2019-HS-07-19	SCCJA TSO PROGRAM *PTS-TSO	\$368,600.19	\$368,600.19	\$0.00	\$0.00	6	VOU-15	Dec-19-2019
	PT-2019-HS-07-19		\$368,600.19	\$368,600.19	\$0.00	\$0.00	6	VOU-15	Dec-19-2019
	PT-2019-HS-08-19	Charleston County S.O. *PTS-E	\$171,095.00	\$171,095.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	PT-2019-HS-08-19		\$171,095.00	\$171,095.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	PT-2019-HS-09-19	City of Columbia *PTS-EU/P	\$129,907.00	\$129,907.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-09-19		\$129,907.00	\$129,907.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-10-19	City of Anderson *PTS-EU/	\$122,354.00	\$122,354.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019

**U.S. Department of Transportation National Highway Traffic Safety Administration
Expenditure Close Out Report
2019-FINAL**

Posted: 12/30/2019

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	PT-2019-HS-10-19		\$122,354.00	\$122,354.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-11-19	Goose Creek P.D. *PTS-EU/PTS-	\$121,695.00	\$121,695.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-11-19		\$121,695.00	\$121,695.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-12-19	City of Cayce *PTS-EU/PTS-	\$114,199.00	\$114,199.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-12-19		\$114,199.00	\$114,199.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-13-19	Dorchester County S.O. *PTS-	\$82,793.00	\$82,793.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-13-19		\$82,793.00	\$82,793.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-14-19	City of North Augusta *PTS-E	\$140,911.00	\$140,911.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-14-19		\$140,911.00	\$140,911.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-16-19	City of Charleston *PTS-EU/PT	\$152,190.00	\$152,190.00	\$0.00	\$0.00	3	VOU-16	Dec-24-2019
	PT-2019-HS-16-19		\$152,190.00	\$152,190.00	\$0.00	\$0.00	3	VOU-16	Dec-24-2019
	PT-2019-HS-18-19	Town of Summerville *PTS-EU	\$135,489.00	\$135,489.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-18-19		\$135,489.00	\$135,489.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-21-19	Florence County S.O. *PTS-	\$194,688.00	\$194,688.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-21-19		\$194,688.00	\$194,688.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-22-19	Aiken Dept of Public Safety *	\$143,942.00	\$143,942.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-22-19		\$143,942.00	\$143,942.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-35-19	Lexington Police Department	\$167,806.00	\$167,806.00	\$0.00	\$0.00	2	VOU-15	Dec-19-2019
	PT-2019-HS-35-19		\$167,806.00	\$167,806.00	\$0.00	\$0.00	2	VOU-15	Dec-19-2019
	PT-2019-HS-36-19	Spartanburg County S.O. *PTS	\$131,058.00	\$131,058.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-36-19		\$131,058.00	\$131,058.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-38-19	Fort Mill Police Dept *PTS-EU	\$59,613.00	\$59,613.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-38-19		\$59,613.00	\$59,613.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	PT-2019-HS-40-19	Moncks Corner Police Dept *PT	\$74,427.00	\$74,427.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019

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	PT-2019-HS-40-19		\$74,427.00	\$74,427.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	PT-2019-HS-41-19	Kershaw County S.O. *PTS-EU/P	\$53,624.00	\$53,624.00	\$0.00	\$0.00	3	VOU-16	Dec-24-2019
	PT-2019-HS-41-19		\$53,624.00	\$53,624.00	\$0.00	\$0.00	3	VOU-16	Dec-24-2019
	Police Traffic ServicesTotal		\$2,891,355.56	\$2,891,355.56	\$0.00	\$2,451,271.35	16	VOU-16	Dec-24-2019
	Traffic Records								
	TR-2019-HS-03-19	OHSJP Traffic Records Improvem	\$39,561.20	\$39,561.20	\$0.00	\$0.00	14	VOU-15	Dec-19-2019
	TR-2019-HS-03-19		\$39,561.20	\$39,561.20	\$0.00	\$0.00	14	VOU-15	Dec-19-2019
	Traffic RecordsTotal		\$39,561.20	\$39,561.20	\$0.00	\$0.00	14	VOU-15	Dec-19-2019
	Safe Communities								
	SA-2019-HS-04-19	OHSJP PIOT *PIOT-S	\$524,872.66	\$524,872.66	\$0.00	\$0.00	15	VOU-15	Dec-19-2019
	SA-2019-HS-04-19		\$524,872.66	\$524,872.66	\$0.00	\$0.00	15	VOU-15	Dec-19-2019
	Safe CommunitiesTotal		\$524,872.66	\$524,872.66	\$0.00	\$0.00	15	VOU-15	Dec-19-2019
	FAST Act NHTSA 402Total		\$3,931,309.60	\$3,931,309.60	\$0.00	\$2,451,271.35	16	VOU-16	Dec-24-2019
	FAST Act 405b OP High								
	405b High HVE								
	M1HVE-2019-00-00-00	405B HOLDING ACCOUNT	\$0.00	\$0.00	\$0.00	\$755,460.42	0		
	M1HVE-2019-00-00-00		\$0.00	\$0.00	\$0.00	\$755,460.42	0		
	M1HVE-2019-HS-02-19	OP BUCKLE UP CAMPAIGN *OP PE	\$275,834.50	\$275,834.50	\$0.00	\$0.00	1	VOU-15	Dec-19-2019
	M1HVE-2019-HS-02-19		\$275,834.50	\$275,834.50	\$0.00	\$0.00	1	VOU-15	Dec-19-2019
	405b High HVETotal		\$275,834.50	\$275,834.50	\$0.00	\$755,460.42	1	VOU-15	Dec-19-2019
	405b High OP Information System								
	M1OP-2019-HS-02-19	M1 OP BUCKLE UP SURVEYS *OP P	\$48,142.00	\$48,142.00	\$0.00	\$0.00	2	VOU-13	Dec-18-2019
	M1OP-2019-HS-02-19		\$48,142.00	\$48,142.00	\$0.00	\$0.00	2	VOU-13	Dec-18-2019
	405b High OP Information SystemTotal		\$48,142.00	\$48,142.00	\$0.00	\$0.00	2	VOU-13	Dec-18-2019

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405b High Alcohol									
	M1*AL-2019-HS-25-19	405B Imp Driving Countermeasu	\$460,000.00	\$460,000.00	\$0.00	\$0.00	2	VOU-15	Dec-19-2019
	M1*AL-2019-HS-25-19		\$460,000.00	\$460,000.00	\$0.00	\$0.00	2	VOU-15	Dec-19-2019
	405b High AlcoholTotal		\$460,000.00	\$460,000.00	\$0.00	\$0.00	2	VOU-15	Dec-19-2019
	FAST Act 405b OP HighTotal		\$783,976.50	\$783,976.50	\$0.00	\$755,460.42	4	VOU-15	Dec-19-2019
FAST Act 405c Data Program									
405c Data Program									
	M3DA-2019-00-00-00	Traffic Records Improvements H	\$0.00	\$0.00	\$0.00	\$754,849.14	0		
	M3DA-2019-00-00-00		\$0.00	\$0.00	\$0.00	\$754,849.14	0		
	M3DA-2019-HS-03-19	OHSJP Traf Rec Improvements *	\$672,187.35	\$672,187.35	\$0.00	\$0.00	16	VOU-16	Dec-24-2019
	M3DA-2019-HS-03-19		\$672,187.35	\$672,187.35	\$0.00	\$0.00	16	VOU-16	Dec-24-2019
	405c Data ProgramTotal		\$672,187.35	\$672,187.35	\$0.00	\$754,849.14	16	VOU-16	Dec-24-2019
	FAST Act 405c Data ProgramTotal		\$672,187.35	\$672,187.35	\$0.00	\$754,849.14	16	VOU-16	Dec-24-2019
FAST Act 405d Impaired Driving High									
405d High HVE									
	M4HVE-2019-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$1,526,273.79	0		
	M4HVE-2019-00-00-00		\$0.00	\$0.00	\$0.00	\$1,526,273.79	0		
	M4HVE-2019-HS-24-19	City of North Charleston DUI T	\$204,285.00	\$204,285.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-24-19		\$204,285.00	\$204,285.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-25-19	Imp. Driving Countermeasures P	\$165,503.63	\$165,503.63	\$0.00	\$0.00	16	VOU-16	Dec-24-2019
	M4HVE-2019-HS-25-19		\$165,503.63	\$165,503.63	\$0.00	\$0.00	16	VOU-16	Dec-24-2019
	M4HVE-2019-HS-37-19	City of Darlington *M4HVE	\$55,474.00	\$55,474.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-37-19		\$55,474.00	\$55,474.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-43-19	Town of Irmo *M4HVE	\$59,093.00	\$59,093.00	\$0.00	\$0.00	3	VOU-16	Dec-24-2019

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	M4HVE-2019-HS-43-19		\$59,093.00	\$59,093.00	\$0.00	\$0.00	3	VOU-16	Dec-24-2019
	M4HVE-2019-HS-44-19	City of Cayce *M4HVE	\$59,242.00	\$59,242.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	M4HVE-2019-HS-44-19		\$59,242.00	\$59,242.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	M4HVE-2019-HS-45-19	Spartanburg PD *M4HVE	\$57,531.00	\$57,531.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	M4HVE-2019-HS-45-19		\$57,531.00	\$57,531.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	M4HVE-2019-HS-46-19	City of Goose Creek *M4HVE	\$66,139.00	\$66,139.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-46-19		\$66,139.00	\$66,139.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-47-19	Berkeley Co SO *M4HVE	\$79,715.00	\$79,715.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-47-19		\$79,715.00	\$79,715.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-48-19	Florence CO SO *M4HVE	\$66,572.00	\$66,572.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	M4HVE-2019-HS-48-19		\$66,572.00	\$66,572.00	\$0.00	\$0.00	3	VOU-15	Dec-19-2019
	M4HVE-2019-HS-49-19	Lancaster CO SO *M4HVE	\$80,267.00	\$80,267.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-49-19		\$80,267.00	\$80,267.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-50-19	Town of Summerville *M4HV	\$64,482.00	\$64,482.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-50-19		\$64,482.00	\$64,482.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-51-19	City of Beaufort *M4HVE	\$42,182.00	\$42,182.00	\$0.00	\$0.00	2	VOU-6	Jun-10-2019
	M4HVE-2019-HS-51-19		\$42,182.00	\$42,182.00	\$0.00	\$0.00	2	VOU-6	Jun-10-2019
	M4HVE-2019-HS-52-19	Bluffton Police Department	\$68,671.00	\$68,671.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-52-19		\$68,671.00	\$68,671.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-54-19	City of Hartsville *M4HVE	\$51,486.00	\$51,486.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4HVE-2019-HS-54-19		\$51,486.00	\$51,486.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	405d High HVETotal		\$1,120,642.63	\$1,120,642.63	\$0.00	\$1,526,273.79	16	VOU-16	Dec-24-2019
	405d High Court Support								
	M4CS-2019-HS-27-19	SC Comm on Prosecution Coord.	\$106,768.59	\$106,768.59	\$0.00	\$0.00	4	VOU-15	Dec-19-2019

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	M4CS-2019-HS-27-19		\$106,768.59	\$106,768.59	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	M4CS-2019-HS-39-19	Sixth Circuit Solicitor's DUI	\$76,014.00	\$76,014.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4CS-2019-HS-39-19		\$76,014.00	\$76,014.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4CS-2019-HS-53-19	Berkeley County DUI Prosecutor	\$61,812.00	\$61,812.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	M4CS-2019-HS-53-19		\$61,812.00	\$61,812.00	\$0.00	\$0.00	4	VOU-16	Dec-24-2019
	405d High Court SupportTotal		\$244,594.59	\$244,594.59	\$0.00	\$0.00	9	VOU-16	Dec-24-2019
	405d High Paid/Earned Media								
	M4PEM-2019-HS-25-19	ID Countermeasures PAID MEDIA	\$842,010.00	\$842,010.00	\$0.00	\$0.00	2	VOU-16	Dec-24-2019
	M4PEM-2019-HS-25-19		\$842,010.00	\$842,010.00	\$0.00	\$0.00	2	VOU-16	Dec-24-2019
	405d High Paid/Earned MediaTotal		\$842,010.00	\$842,010.00	\$0.00	\$0.00	2	VOU-16	Dec-24-2019
	405d High Training								
	M4TR-2019-HS-26-19	CJA Imp Dr Countermeasures Tra	\$189,674.47	\$189,674.47	\$0.00	\$0.00	6	VOU-15	Dec-19-2019
	M4TR-2019-HS-26-19		\$189,674.47	\$189,674.47	\$0.00	\$0.00	6	VOU-15	Dec-19-2019
	405d High TrainingTotal		\$189,674.47	\$189,674.47	\$0.00	\$0.00	6	VOU-15	Dec-19-2019
	405d Impaired Driving High								
	M4X-2019-HS-23-19	MADD Midlands *M4X	\$63,313.00	\$63,313.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	M4X-2019-HS-23-19		\$63,313.00	\$63,313.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	M4X-2019-HS-42-19	MADD Coastal *M4X	\$63,855.00	\$63,855.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	M4X-2019-HS-42-19		\$63,855.00	\$63,855.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	405d Impaired Driving HighTotal		\$127,168.00	\$127,168.00	\$0.00	\$0.00	4	VOU-15	Dec-19-2019
	FAST Act 405d Impaired Driving HighTotal		\$2,524,089.69	\$2,524,089.69	\$0.00	\$1,526,273.79	16	VOU-16	Dec-24-2019
	FAST Act 405f Motorcycle Programs								
	405f Motorcyclist Awareness								
	M9MA-2019-00-00-00	Holding account	\$0.00	\$0.00	\$0.00	\$44,165.73	0		

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	M9MA-2019-00-00-00		\$0.00	\$0.00	\$0.00	\$44,165.73	0		
	M9MA-2019-HS-04-19	PILOT MOTORCYCLE AWARENESS *M9	\$80,000.00	\$80,000.00	\$0.00	\$0.00	1	VOU-16	Dec-24-2019
	M9MA-2019-HS-04-19		\$80,000.00	\$80,000.00	\$0.00	\$0.00	1	VOU-16	Dec-24-2019
	405f Motorcyclist AwarenessTotal		\$80,000.00	\$80,000.00	\$0.00	\$44,165.73	1	VOU-16	Dec-24-2019
	FAST Act 405f Motorcycle ProgramsTotal		\$80,000.00	\$80,000.00	\$0.00	\$44,165.73	1	VOU-16	Dec-24-2019
	NHTSA Total		\$8,128,917.21	\$8,128,917.21	\$0.00	\$6,966,602.43	16	VOU-16	Dec-24-2019
	Total		\$8,128,917.21	\$8,128,917.21	\$0.00	\$6,966,602.43	16	VOU-16	Dec-24-2019