

South Carolina Department of Public Safety

Office of Highway Safety and Justice Programs

Protecting. Educating. Serving.

2020 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 (SCLEN) system. The SCLEN 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:

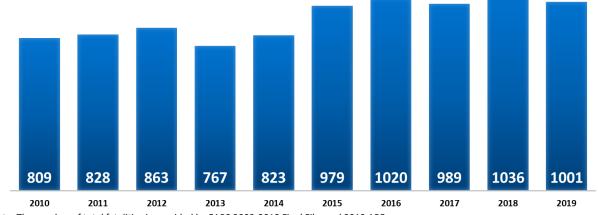
- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement Target Zero Challenge Ceremony
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week

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

Compared to the last 10 years, South Carolina has experienced an increase in traffic fatalities from 2016 to 2019. According to the Statistical Analysis and Research Section (SARS) of the OHSJP, this four year period had two spikes in traffic fatalities. The first was in 2016 with a total of 1,020 traffic fatalities, representing an increase of 41 traffic fatalities from 2015. The second occurred in 2018 with a total of 1,036 traffic fatalities, which represented an increase of 47 traffic fatalities from 2017. Despite the decrease in 2019, traffic fatalities for 2019 still represented an increase of twenty-two fatalities from 2015. If this trend continues, there will be an increase in traffic fatalities for 2020 when compared to the 989 in 2017 but a decrease from the 2018 spike of 1,037.

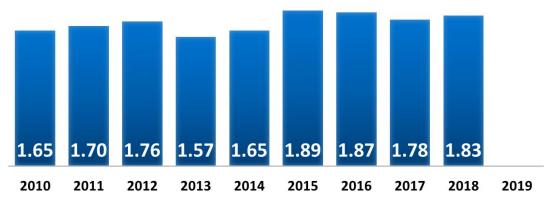


South Carolina Traffic Fatalities

Note: The number of total fatalities is provided by FARS 2009-2018 Final File, and 2019 ARF.

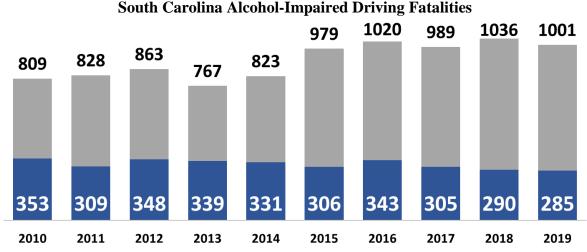
Despite the increase in traffic fatalities over the past five years, South Carolina's mileage death rate (MDR) decreased from 1.89 in 2015 to 1.78 in 2017; however, an increase was observed in 2018 as the rate rose to 1.83. Despite the spike in the 2016 traffic fatalities, there was a one percent decrease in the MDR from 2015, and the decrease continued in 2017. The lowest MDR in the history of South Carolina occurred in 2013 with an MDR of 1.57. The highest occurred in 2015 when South Carolina's MDR was the highest in the nation.



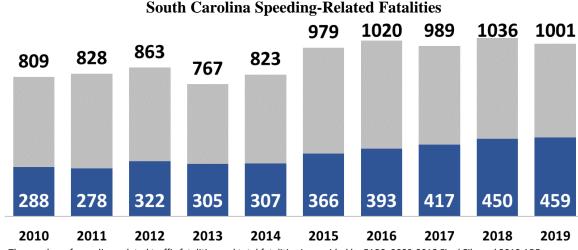


Note: The MDR is provided by FARS 2009-2017 Final File and 2018 ARF. The 2019 FARS data was not available at the time of data extraction.

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 that year. This was the highest percentage of alcohol-impaired driving fatalities in South Carolina during the 10 year span (2010-2019). Despite the high percentage of impaired driving traffic fatalities when compared to the total number of 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. The following year, in 2017, NHTSA's Fatality Analysis Reporting System (FARS) Annual Report File (ARF) indicated 305 fatalities involving an alcohol-impaired driver, which is a decrease of 11.1% from 2016. The percentage of alcohol-impaired driving fatalities reached its lowest in the past 10 years in 2018, with 28.0% of total traffic fatalities, and the 2019 percentage of 28.5% is the second lowest.

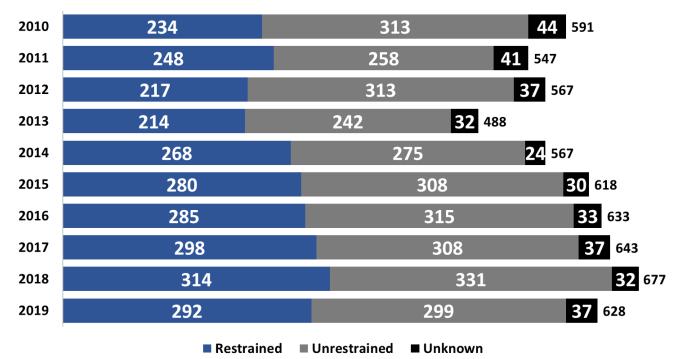


Note: The number of alcohol-impaired driving traffic fatalities and of total fatalities is provided by FARS: 2009-2018 Final File and 2019 ARF. South Carolina experienced the lowest percentage of speeding-related fatalities in 2011. Since the 2011 low of 33.6% (278 out of the 828 traffic fatalities), 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 2019, South Carolina's upward trend in speeding-related fatalities peaked again with 45.9% of the total traffic fatalities, and the state saw the highest number of speeding-related fatalities in 10 years (2010-2019).



Note: The number of speeding-related traffic fatalities and total fatalities is provided by FARS: 2009-2018 Final File and 2019 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 until the observed decrease in 2019.

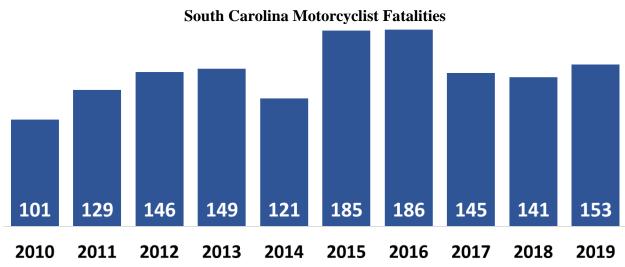


South Carolina Passenger Vehicle Occupant Fatalities (All Seat Positions)

Note: The number of passenger vehicle occupant traffic fatalities (all seat positions) with restraint usage totals is provided by FARS: 2009-2018 Final File and 2019 ARF.

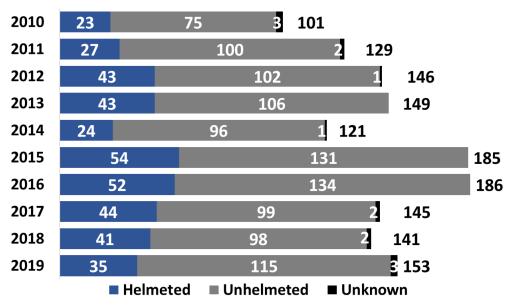
A major factor contributing to the passenger vehicle occupant fatalities is restraint usage. More than half of all known restraint usage passenger vehicle occupant fatalities were unrestrained from 2010 to 2019. The highest percentage of known restraint usage for unrestrained passenger vehicle occupant fatalities occurred in 2008 at 65.7% (412 out of 627). The lowest out of the 10 year span occurred in 2013 at 53.1% (242 out of 456) and 2019 at 50.6% (299 out of 591).

Motorcyclist fatalities decreased to 145 in 2017 from 186 in 2016, representing a 22% decrease in motorcyclist fatalities. A decrease of 2.8% was observed from 2017 to 141 in 2018. In 2019, motorcyclist fatalities increased to 153, an 8.5% increase from 2018. The motorcyclist figures include moped rider data to be consistent with FARS reporting.



Note: The number of motorcyclist fatalities is provided by FARS: 2009-2018 Final File and 2019 ARF. FARS motorcyclist fatalities include moped riders.

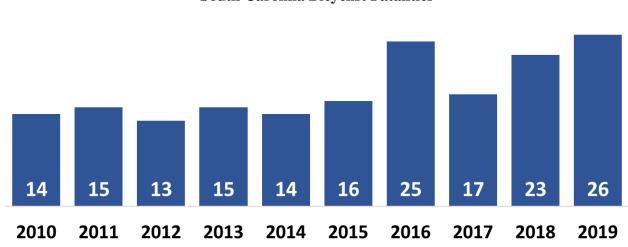
A major factor contributing to motorcyclist fatalities is helmet use. More than half of all motorcyclist fatalities were unhelmeted from 2010 to 2019. The highest percentage of unhelmeted motorcyclist fatalities occurred in 2014 at 79.3% (96 out of 121). The lowest out of the 10 year span occurred in 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: 2009-2018 Final File and 2019 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.

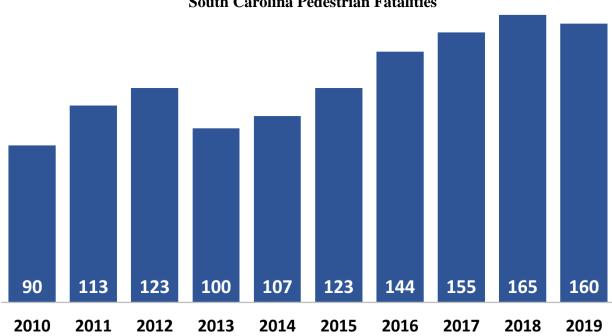
South Carolina had three spikes in the previous 10 years in the bicyclist fatalities category. The first occurred in 2016, with 25 bicyclist fatalities. This was an increase of nine bicyclist fatalities from 2015. The second occurred in 2018, with 23 bicyclist fatalities. This was an increase of six bicyclist fatalities from 2017. The third occurred in 2019, with 26 bicyclist fatalities. This was an increase of three bicyclist fatalities from 2018.



South Carolina Bicyclist Fatalities

Note: The number of bicyclist fatalities is provided by FARS: 2009-2018 Final File and 2019 ARF.

In 2010, South Carolina experienced 90 pedestrian fatalities, the lowest it is has been in the past 10 years. From 2013 to 2018, South Carolina experienced a steady increase in pedestrian traffic fatalities. In 2019, South Carolina experienced a decrease of 3.0% from 2018. The decrease in 2019 resulted in an overall increase in pedestrian fatalities of 60% from 2013 to 2019.



South Carolina Pedestrian Fatalities

Note: The number of pedestrian fatalities is provided by FARS: 2009-2018 Final File and 2019 ARF.

Statewide Performance Targets and Results

Listed in the table below are South Carolina's Highway Safety Performance Measures which were established in the 2020 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
Traffic fatalities will increase by 10.5% from a five year baseline moving average of 915 in 2013-2017 to a five year moving average of 1,011 for 2016-2020.	Goal Not Met: Based on current projections, the state is not expected to meet its 2016-2020 average fatality goal of 1,011. The OHSJP will examine 2020 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease serious traffic injuries by 10% from the 2013-2017 baseline average of 3,089 to 2,781 for 2016-2020.	Goal Not Met: Based on current projections, the state is not expected to meet its 2016-2020 average serious traffic injuries goal of 2,781. The OHSJP will examine 2020 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
Traffic fatalities/VMT will increase by 3.9% from a five year baseline moving average of 1.75 in 2013-2017 to a five year moving average of 1.819 for 2016-2020.	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 0.4% from the 2013-2017 baseline average of 2.54 to 2.53 by December 31, 2020.	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 0.9% from the 2013-2017 baseline average of 1.08 to 1.07 by December 31, 2020.	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 0.3% from the 2013-2017 baseline average of 290 to 289 by December 31, 2020.	Goal Not Met: Based on current projections, the state is not expected to meet its 2020 unrestrained motor vehicle occupant fa-

	talities goal of 289. The OHSJP will examine 2020 data to deter- mine which adjustments are needed in South Carolina's upcom- ing Highway Safety Plan Performance Targets.
To decrease alcohol-impaired driving fatalities by 0.3% from the 2013-2017 baseline average of 326 to 325 by December 31, 2020.	Goal Met: Based on current projections, the state is expected to meet its 2020 alcohol-impaired driving fatalities goal of 325.
To decrease speeding-related traffic fatalities by 0.3% from the 2013-2017 baseline average of 357 to 356 by December 31, 2020.	Goal Not Met : Based on current projections, the state is not expected to meet its 2020 speeding-related fatalities goal of 356.The OHSJP will examine 2020 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease motorcyclist fatalities by 7.6% from the 2013- 2017 baseline average of 157 to 145 by December 31, 2020.	Goal Met : Based on current projections, the state is expected to meet its 2020 motorcyclist fatalities goal of 145.
To decrease the unhelmeted motorcyclist fatalities by 0.9% from the 2013-2017 baseline average of 113 to 112 by December 31, 2020.	Goal Met : Based on current projections, the state is expected to meet its 2020 un-helmeted motorcyclist fatalities goal of 112.
To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2013-2017 baseline average of 113 to 112 by December 31, 2020.	Goal Not Met: Based on current projections, the state is not expected to meet its 2020 drivers age 20 and under involved in fatal crashes goal of 112. The OHSJP will examine 2020 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease pedestrian traffic fatalities by 0.8% from the 2013-2017 baseline average of 126 to 125 by December 31, 2020.	Goal Not Met: Based on current projections, the state is not expected to meet its 2020 pedestrian traffic fatalities goal of 125.The OHSJP will examine 2020 data to determine which adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.
To decrease bicyclist traffic fatalities by 5.6% from the 2013- 2017 baseline average of 18 to 17 by December 31, 2020.	Goal Met: Based on current projections, the state is expected to meet its 2020 bicyclist traffic fatalities goal of 17.
To decrease moped traffic fatalities by 2.9% from the 2013- 2017 baseline average of 34 to 33 by December 31, 2020.	Goal Met: Based on current projections, the state is expected to meet its 2020 moped traffic fatalities goal of 33.

To increase observed seatbelt usage rate by 0.1 percentage points from the 2013-2017 baseline average of 91.9% to 92% by December 31, 2020.		The state utilized the waiver of the Annual Seat Belt Use Survey in 2020. Therefore, updated results are not available.
Annual Activity Per	formance Measures Tracker	
Seatbelt Citations	2015: 167,761	
	2016: 147,422	
	2017: 126,541	
	2018: 123,659	
	2019: 125,909	
Impaired Driving	2015: 21,512	
Arrests	2016: 20,148	
	2017: 18,678	
	2018: 20,832	
	2019: 20,164	
Number of Speeding	2015: 388,631	
Citations	2016: 366,876	
	2017: 352,000	
	2018: 327,614	
	2019: 330,174	

Federal Grant Projects by Program Area

Planning and Administration Program Area

Primary activities of Program Administration include:

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

<u>Problem Identification</u>: Includes identification of actual and potential traffic safety hazards and effective countermeasures.

<u>Monitoring and Evaluation</u>: 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.

<u>Public Information and Education</u>: 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. Traffic fatalities will increase by 10.5% from a five year baseline moving average of 915 in 2013-2017 to a five year moving average of 1,011 for 2016-2020.

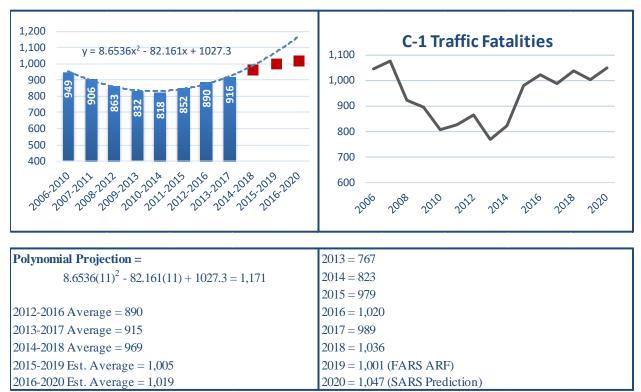


Figure C-1. South Carolina Total Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2017.

As shown in Figure C-1 above, the five year moving average with a polynomial trend analysis projects South Carolina will experience a five year average number of 1,019 traffic fatalities by December 31, 2020. Based on current projections, the state is not expected to meet its 2016-2020 average fatality goal of 1,011.

Because performance target C-1 was not met, the state will adjust its upcoming FFY 2022 HSP to better meet this performance target. In FFY 2021, the state will share the FFY 2020 Annual Report and approval letter with subgrantees. Resources which included best practices were provided for all new FFY 2021 subgrantees to assist them in the implementation of their programs, and enhanced monitoring efforts, which emphasize the importance of directing law enforcement activity in the locations where the fatal crashes are occurring, will be utilized in FFY 2021. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2022. Final data from CY 2020 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2022 performance targets are developed.

2. To decrease serious traffic injuries by 10% from the 2013-2017 baseline average of 3,089 to 2,781 for 2016-2020.

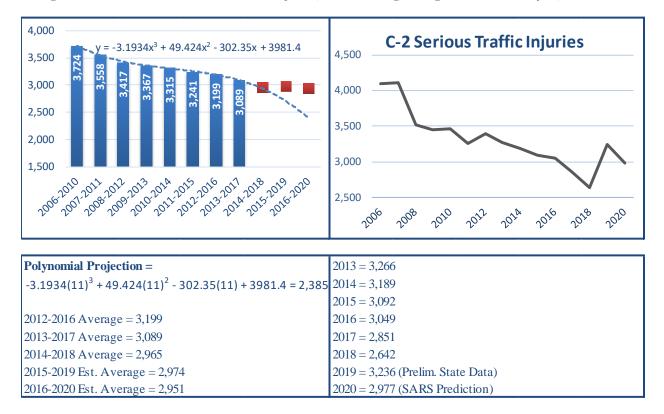
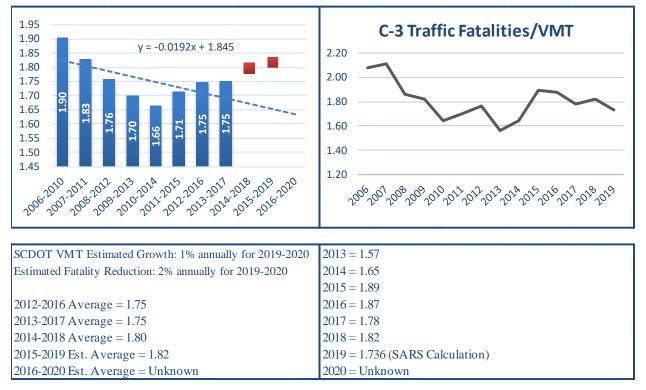


Figure C-2. South Carolina Serious Traffic Injuries, 5 Year Moving Average with Trend Analysis, 2006-2017.

The OHSJP projects that the 2016-2020 average number of serious traffic injuries will be 2,951. Based on current projections, the state is not expected to meet its 2016-2020 average serious traffic injuries goal of 2,781. Because performance target C-2 was not met, the state will adjust its upcoming FFY 2022 HSP to better meet this performance target. In FFY 2021, the state will share the FFY 2020 Annual Report and approval letter with subgrantees. Resources which included best practices were provided for all new FFY 2021 subgrantees to assist them in the implementation of their programs, and enhanced monitoring efforts, which emphasize the importance of directing law enforcement activity in the locations where the fatal crashes are occurring, will be utilized in FFY 2021. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2022. Final data from CY 2020 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2022 performance targets are developed.

3. Traffic fatalities/VMT will increase by 3.9% from a five year baseline moving average of 1.75 in 2013-2017 to a five year moving average of 1.819 for 2016-2020.





The state does not currently have the FARS data available to calculate a projection for this goal, so its status is unknown at this time.

4. To decrease traffic fatalities/VMT (Rural) by 0.4% from the 2013-2017 baseline average of 2.54 to 2.53 by December 31, 2020.

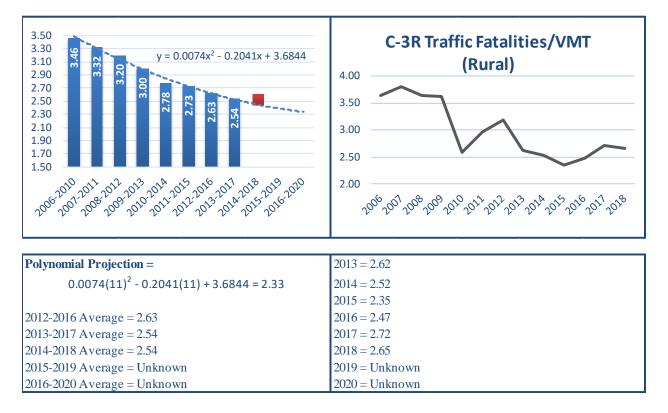


Figure C-3R. South Carolina Traffic Fatalities/VMT(Rural), 5 Year Moving Average with Trend Analysis, 2006-2017.

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

5. To decrease traffic fatalities/VMT (Urban) by 0.9% from the 2013-2017 baseline average of 1.08 to 1.07 by December 31, 2020.

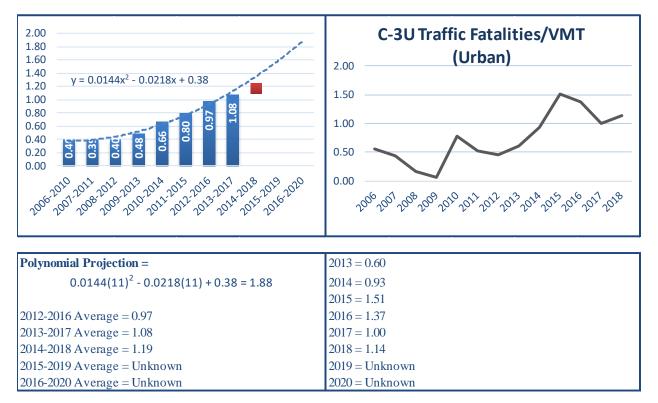


Figure C-3U. South Carolina Traffic Fatalities/VMT(Urban), 5 Year Moving Average with Trend Analysis, 2006-2017.

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-2020-HS-01-20
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 (100%).

Planning and Administration Project Summary

Activities Funded/Implemented	Results	
To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.	In Federal Fiscal Year 2020, the following OHSJP staff positions wer retained through the Planning and Administration grant: one (1) Direct tor (30%), one (1) Grant Programs Manager (45%), and one (1) Grant Administration Manager (100%).	
To plan and conduct a Project Management course for all new Highway Safety Project Directors by 12/15/19.	The Project Management Workshop was held on October 2, 2019 to ensure all Highway Safety Project Directors and financial representa- tives were properly trained.	
To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects by 12/30/19.	The FFY 2021 Funding Guidelines were issued on December 18, 2019.	
To plan and conduct workshops on the FFY 2021 SCDPS's Office of Highway Safety's Funding Guidelines, to include how to write a highway safety grant, by 12/30/19.	Though it was originally planned for December, the Grant Solicitation Workshop was rescheduled to January 13, 2020 to coincide with the Justice Programs workshop, a program that is also administered by OHSJP. The Grant Solicitation Workshop was held at the Doubletree by Hilton in Columbia on January 13, 2020. Approximately 50 people attended. Topics covered during the workshop included the grant fund- ing 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 2021 Highway Safety Funding Guidelines.	
To review all project applications received and make recommenda- tions for funding to the SC Public Safety Coordinating Council by 5/31/20.	The OHSJP received and reviewed 47 applications for funding. A two- part review process was conducted prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC) on May 18, 2020. The first segment of the staffing allowed OHSJP staff to review applications against established criteria and determine the written qual- ity of grant applications. A formal process for discussion of every ap- plication was implemented. At the close of discussion and/or infor- mation 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 Grant Programs Manager, the Business Manager, and the OHSJP Director. The goal was to reach a general consensus on each of the grant applications. The information	

	was then compiled in the Summaries and Recommendations document which was provided in advance of the meeting to the members of the SCPSCC.
To develop an Annual Highway Safety Plan for submittal to NHTSA by 7/1/20.	Forty-two projects were recommended for funding in FFY 2021. Due to the COVID-19 pandemic, SC utilized NHTSA's postponement of the July 1 due date and submitted its FFY 2021 Highway Safety Plan and relevant incentive grant applications on July 31, 2020.
To award all FFY 2021 approved grants by 10/1/20, or upon receipt of the FFY 2020 Obligation Limitation from NHTSA.	The approved FFY 2021 grants were awarded prior to the October 1, 2020 deadline. Award notifications were emailed to each subrecipient.
To conduct programmatic and financial on-site monitoring visits on 100% of all current Highway Safety grants by 9/30/20.	The COVID-19 Pandemic affected the manner in which monitoring was conducted during the third and fourth quarter of FFY 2020. Monitoring procedures were revised to allow virtual visits. Program Coordinators for each program area, along with a Grants Administration Accountant, were responsible for organizing the programmatic and financial virtual monitoring visits for all Highway Safety Grants. All subgrantees re- ceived at least one programmatic and financial, virtual or onsite, moni- toring visit by September 30, 2020. Routine desk-monitoring occurred throughout the grant year for all sub- grantees.
To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dis- semination 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, onsite and virtual 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 semi- nars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available.	During the second quarter, OHSJP Highway Safety staff participated in the NHTSA Highway Safety Grants Management Course. Staff com- pleted the prerequisite and onsite training. Staff did not have the oppor- tunity to attend other in-person seminars or conferences during the third and fourth quarters due to COVID-19 Pandemic as many trainings were canceled.
To prepare and submit an evaluation report on all FFY 2019 Highway Safety projects funded by 12/31/19.	The Annual Report for FFY 2019 was submitted to NHTSA on December 30, 2019.

To utilize a Contractor to maintain the Highway Safety portion of	The OHSJP utilizes K2Share to maintain its SCDPSGrants grants man-
the online Grants Management System, SCDPS Grants by	agement system.
9/30/2020.	

Planning and Administration Program Area: Budget SummaryProject NumberSubgranteeProject TitleBudgetExpendi-Budget			Dudget			
Project Null	lber	Subgrantee	Project Title	Budget	Expendi- tures	Budget Source
PA-2020-HS-01-20	Publi	a Carolina Department of c Safety: Office of High- Safety and Justice Programs	Highway Safety Planning & Administration	\$174,473	\$115,178.23	FAST ACT NHTSA 402
PA-2020-HS-01-20	Publi	Carolina Department of c Safety: Office of High- Safety and Justice Programs	Highway Safety Planning & Administration	\$174,473	\$115,178.23	State
Fotal All Funds				\$348,946	\$203,356.46	
State Funds					\$115,178.23	State
FAST ACT NHTSA 402 Total					\$115,178.23	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 2020, 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 alcohol-impaired driving fatalities by 0.3% from the 2013-2017 baseline average of 326 to 325 by December 31, 2020.

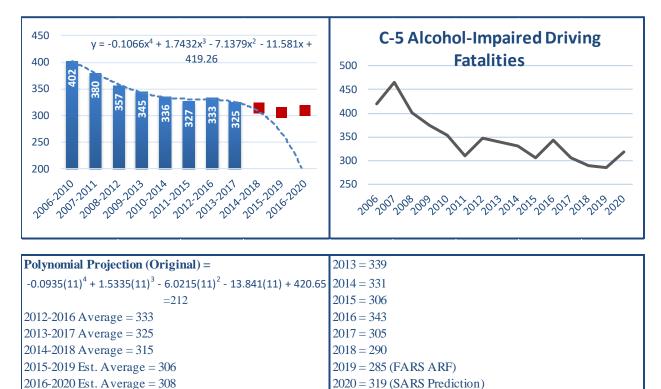


Figure C-5. South Carolina Alcohol-Impaired Driving Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2017.

Note: Due to the FARS update to 2016 and 2017 the polynomial projection changed for the chart.

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2020 number of alcohol-impaired traffic fatalities will be 319. Based on current projections, the state is expected to meet its 2020 alcohol-impaired driving fatalities goal of 325.

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 2020 Highway Safety Plan. Thus, Figure A-2 below is presented as demonstration of an overall downward trend of enforcement activity over the last seven data points relative to this type of citation.

Activity Measure A-2. South Carolina Number of Impaired Driving Arrests, 5 Year Moving Average, 2009-2019.



Since 2015, the state has experienced an overall decline in the number of reported impaired driving arrests made. In 2015, there were 21,512 reported impaired driving arrests made and 20,148 were made in 2016. The number of arrests declined by approximately 7% in 2017 to 18,678. An increase of 11.5% was observed in 2018 when the number of DUI arrests rose to 20,832; however, a slight decline (3.2%) occurred in 2019 when 20,164 arrests were made, compared to the 2018 figure. A number of factors, including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Target Zero 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-2020-HS-25-20
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%), four (4) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Manager (2%), one (1) Administrative Assistant (20%), two (2) Statisticians (2.5% and 3.4%), and one (1) Project Development Coordinator (30%) 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 and virtual 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) reviewed the recommendations resulting from the 2019 Statewide Impaired Driving Program Assessment. Assistance was also provided to the Public Affairs Coordinator 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 2019-2020 Christmas/New Year's and 2020 Labor Day holiday time periods.

Activities Funded/Implemented	Results
To work with the SCDPS Contractor for the development and im- plementation of a statewide PI&E campaign with an emphasis on impaired driving behaviors and issues during the grant year.	Throughout the FFY 2020 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, 9Rooftops, distributed PSAs to enhance the pub- lic'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 2020 Law Enforcement Target Zero Challenge.
To work with state and local law enforcement agencies to develop and implement the enforcement aspect of the 2019-2020 Christ- mas/New Year's and 2020 Labor Day <i>SOS!</i> campaigns.	 The 2020 Law Enforcement DUI Challenge ran from December 1, 2019, through September 7, 2020. Approximately 45% 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. During the 2020 Challenge, participating state and local law enforcement agencies collectively reported 13,568 DUI arrests and issued 52,583 citations for seatbelt violations and 206,761 citations for speeding violations. Of the 13,568 DUI arrests made during the Challenge period, 1,111 were made during the Christmas/New Year's 2019/2020 Sober or Slammer! (SOS) enforcement mobilization period and 797 were made during the 2020 Labor Day SOS enforcement mobilization. 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. The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of December 2019 through August 2020, supported by radio advertising.

Alcohol Countermeasures – Program Management

To organize at least two meetings of the SC Impaired Driving Pr vention Council during the grant period.	During the FFY 2020 grant period, two meetings of the SC Impaired Driving Prevention Council (SCIDPC) were organized. The Impaired Driving Countermeasures Program Coordinator of the OHSJP pro- vided on-going assistance in the coordination of each meeting. The NHTSA-facilitated 2019 Impaired Driving Program Assessment occurred in October 2019, and the OHSJP staff and SCIDPC member agreed to postpone the first meeting until after the Assessment Report
	which was slated to be issued in January. After additional discussions with the Executive Council of the SCIDPC, the first meeting was scheduled for the end of March. The COVID-19 pandemic further postponed this meeting, and the first meeting was not held until June 12, 2020. The meeting was conducted virtually via WebEx. During this meeting, Kennedy Greene from the American Bar Association and the Honorable A. Robinson Hassell briefed the council on the State Judicial Outreach Liaison program. After this briefing, the council discussed the Priority Recommendations from the 2019 Impaired Driving Program Assessment.
	The second meeting of the SCIDPC was held on September 25, 2020 via Zoom. During this meeting the Honorable Mattison Gamble intro duced himself as SC's State Judicial Outreach Liaison and provided updates on the program; Sara Lee Drawdy, Traffic Safety Resource Prosecutor, gave a presentation on the TSRP trainings for FFY 2020. Steven Burritt, Executive Director of Mothers Against Drunk Driving (MADD) South Carolina, gave a presentation on the Court Monitorin Program in South Carolina and provided data on first offense misdemeanor DUI cases in seven counties.
	The Executive Council of the SCIDPC also held a meeting during the grant period on June 9, 2020. The purpose of the Executive Council meeting was to discuss subcommittee membership, pending legislation, and to review the priority recommendations of the 2019 Impaire Driving Program Assessment.

To work with the SCDPS Contractor in developing Diversity Out- reach components for the 2019-2020 Christmas/New Year's and 2020 Labor Day SOS campaigns.	During the FFY 2020 grant period, Scopes of Work issued to the agency contractor required the development of a diversity outreach component for the 2019-2020 Christmas/New Year's and 2020 Labor Day <i>SOS</i> campaigns. The agency contractor demonstrated compliance with this requirement and produced a diversity outreach component for the <i>SOS</i> 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> .
To maintain the employment of an Impaired Driving Counter- measures Program Coordinator during the grant period.	The OHSJP maintained the employment of an Impaired Driving Countermeasures Program Coordinator during the FFY 2020 grant pe- riod.
To continue to develop new impaired driving countermeasure pro- ject applications in problem areas and review all grant applica- tions submitted by assigned deadlines.	During the FFY 2020 grant period, the OHSJP received new impaired driving countermeasures project applications. The OHSJP held a Problem Identification meeting to identify locations that are problem- atic for impaired driving-related collisions, injuries, and fatalities. The identified problem areas were targeted for the development of im- paired driving countermeasures highway safety grant projects. All grant applications submitted for a highway safety grant project were reviewed and considered by the OHSJP staff.
To provide technical assistance to Impaired Driving Countermeas- ures programs, including responding to correspondence and revi- sion requests, making monthly telephone contacts, desk monitor- ing projects, and providing for needed training and technical assis- tance to local project staff as requested during the grant period.	Throughout the FFY 2020 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures Program sub- grantees. 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.
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.	During the FFY 2020 grant period, the Impaired Driving Counter- measures Program sections of the annual Summaries and Recommen- dations, Highway Safety Plan, and the Annual Evaluation Report were completed and submitted by the established deadlines.

<u>Alcohol Countermeasures – DUI Enforcement Projects</u>

There were eleven (11) DUI enforcement projects funded during FFY 2020. The projects funded statewide include the following:

Project Number	Agency	Activity Hours
M4HVE-2020-HS-24-20	City of North Charleston PD	4,680-7,488
M4HVE-2020-HS-37-20	City of Charleston PD	1,560-2,496
M4HVE-2020-HS-44-20	City of Cayce Department of Public Safety	1,560-2,496
M4HVE-2020-HS-45-20	City of Spartanburg PD	1,560-2,496
M4HVE-2020-HS-46-20	City of Goose Creek PD	1,560-2,496
M4HVE-2020-HS-47-20	Berkeley County Sheriff's Office	1,560-2,496
M4HVE-2020-HS-48-20	Florence County Sheriff's Office	1,560-2,496
M4HVE-2020-HS-49-20	Lancaster County Sheriff's Office	1,560-2,496
M4HVE-2020-HS-50-20	Town of Summerville PD	1,560-2,496
M4HVE-2020-HS-52-20	Town of Bluffton PD	1,560-2,496
M4HVE-2020-HS-54-20	City of Hartsville PD	1,560-2,496

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. The state contracted with eleven (11) law enforcement agencies to perform project activity hours during the grant period. Through the diligent and committed efforts of the officers assigned to perform activity hours, an impact was made in their communities. This impact is evidenced by the 643 DUI arrests, which removed 643 impaired drivers from South Carolina's roadways, as well as the 53 traffic safety presentations given to local schools, churches, and business/civic groups on the dangers of DUI. These efforts, and many others, all contributed to the effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Activities Funded/Implemented	Results
To conduct a minimum of 132 public safety check- points by September 30, 2020.	During the FFY 2020 grant period, 134 public safety checkpoints were conducted. The COVID-19 pandemic affected the checkpoint operations of law enforcement agencies statewide beginning in mid-March.
To have an appropriate, corresponding increase in DUI arrests by September 30, 2020 due to enhanced traffic enforcement efforts over the course of the grant period.	During the FFY 2020 grant period, 643 DUI arrests were made. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide beginning in mid-March.
To submit a Monthly Enforcement Data Report Form by the 10 th of each month for the previous month, and include the officers' work schedules with the monthly report forms.	The Monthly Enforcement Data Report Form was submitted monthly throughout the duration of the FFY 2020 grant period, and the work schedules of the officers performing grant activity were submitted with the monthly report forms.
To participate actively in the local Law Enforcement Networks.	The eleven (11) DUI enforcement projects funded during FFY 2020 participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity.
To participate in all aspects (enforcement, education and media) of the <i>Sober or Slammer!</i> sustained DUI enforcement during the Christmas/New Year's and Labor Day enforcement crackdowns.	The eleven (11) DUI enforcement projects funded during FFY 2020 participated in all aspects of the Christmas/New Year's and Labor Day <i>Sober or Slammer!</i> enforcement crackdowns.
To meet with local judges and magistrates to inform them of the grant's activities by the end of the first quarter of the grant.	DUI enforcement projects met with their local judges and magistrates to inform them of the grant's activities, goals, and objectives by the end of the first quarter of the grant period.
To ensure that the officer(s) assigned to the grant has the appropriate Office of Highway Safety and Justice Programs' (OHSJP)-recommended certifications and training within 90 of the start of the grant.	Prior to their assignment to perform grant activity hours, all officers completed Basic Law Enforcement training and were trained in Standardized Field Sobriety Testing.
To conduct a minimum of 66 educational presenta- tions during the grant year to schools, churches, busi- nesses and civic groups on the dangers of DUI.	During the grant period, 53 traffic safety presentations for schools, churches, and business/civic groups on the dangers of DUI and the activities of their respective DUI Enforcement Teams were conducted. The COVID-19 pandemic affected in- person educational presentations beginning in mid-March, as officers maintained safety measures to limit the spread of the virus.
To issue monthly press releases to the local media outlets or social media posts detailing the activities of the Traffic Unit.	The DUI projects issued press releases and/or social media posts during the grant period.

To comply with the provisions of SC State statute	All agencies with grant-funded DUI enforcement projects reported public contact
Section 56-5-6560 for reporting data on non-arrest	warnings according to SC State statute Section 56-5-6560 for reporting data on non-
and non-citation traffic stops to SCDPS.	arrest and non-citation traffic stops to SCDPS.

<u>Alcohol Countermeasures – Education/Training Projects</u>

Subgrantee:	South Carolina Criminal Justice Academy	
Project Number:	M4TR-2020-HS-26-20	
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 40 classes to 750 students over the course of the grant year. This resulted in six officers being awarded Drug Recognition Expert certifications, and four officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs completed a total of 97 DRE evaluations from October 1, 2019 through September 30, 2020; of the total number of evaluations, 25 were enforcement evaluations and 72 were training evaluations. 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.

<u>Alcohol Countermeasures – Education/Training</u> <u>Impaired Driving Countermeasures Training for Law Enforcement Project Summary</u>

Activities Funded/Implemented	Results
To increase the number of law enforcement officers	During the grant period, the IDCTC conducted two DRE classes and certified six new
that are Drug Recognition Expert (DRE)	officers in the DRE Program. At of the end of the FFY 2020 grant period, the state
trained/certified in South Carolina from 113 in FFY	had a total of 105 active DREs. This number fluctuates due to various reasons: certi-
2018 by the end of the FFY 2020 grant period.	fied officers leaving South Carolina, leaving law enforcement, and failure to recertify.
	The program goal was not met due to the COVID-19 pandemic and scheduling issues
	for officers to attend classes. The statewide lack of manpower also played a role as it
	resulted in lower attendance of officers in these classes.
To increase the number of law enforcement officers	During the grant period, the IDCTC conducted a total of 14 A-RIDE courses and
in South Carolina that have been trained in Ad-	trained 201 officers in A-RIDE. This resulted in an increase of 12.9% in the number
vanced Roadside Impaired Driving Enforcement	of A-RIDE trained law enforcement officers in the state of South Carolina, from 1,157
(A-RIDE) by the end of the FFY 2020 grant.	in FFY 2018 to 1,306. The program goal was met.
To increase the number of Standardized Field So-	During the grant period, the IDCTC conducted four (4) SFST Instructor classes. As a
briety Testing (SFST) Instructors in the state by the	result of these four (4) courses, the number of certified SFST Instructors in the state
end of the FFY 2020 grant period.	increased by 10%, from 479 in FFY 2018 to 528.
Through DUI-related training efforts, the SCCJA	There were 5,322 (preliminary) DUI-related collisions reported in the state during the
will decrease the number of DUI-related crashes in	FFY 2020 grant period. This represents a 9.8% decrease from the 5,902 DUI-related
the state by the end of the FFY 2020 grant period.	collisions reported during the FFY 2017 grant period.
Through DUI-related training efforts, the SCCJA	There were 268 (preliminary) DUI-related fatalities reported in the state during the
will decrease the number of DUI-related fatalities	grant period. This represents an approximate 31.8% decrease from the 393 DUI-re-
(state data) in the state by the end of the FFY 2020	lated fatalities reported during the FFY 2017 grant period (October 1, 2016 - Septem-
grant period.	ber 30, 2017).

Subgrantee:	South Carolina Commission on Prosecution Coordination
Project Number:	M4CS-2020-HS-27-20
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 four (4) DUI training programs during the grant period, three of which focused on improving law enforcement officers' and prosecutors' proficiency in knowledge of DUI law, DUI enforcement, and prosecution across the state. These three trainings were titled "Prosecuting the Impaired Driver: Updating Your Toolkit," "Prosecuting the Impaired Driver: On the Road and in the Courtroom - Part I," and "Prosecuting the Impaired Driver: On the Road and in the Courtroom - Part II." Program topics included: DUI-Related Case Law Update and a View from the Bench; Blood and Urine Samples in Felony DUI Cases: Process and Collection; An Overview of Toxicology in DUI Cases; The Drug Evaluation Classification Program; Preparing for Common Issues in DUI Cases; DataMaster Breath Testing; Partnering with MADD; Best Practices for Proper Administration of Field Sobriety Tests and Effective Personal Contact Skills; Report Writing Skills for Officers and Tips for Getting Important Information from Reports for Attorneys; Discovery in Impaired Driving Cases; Creative Problem-Solving Tips for DUI Investigations and Prosecutions; and Courtroom Testimony. Approximately 241 attendees were present for the virtual trainings. The TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration Summary Court Judges' Orientation School on August 12, 2020, to approximately 29 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table on the following pages.

Traffic Safety Resource Pro	secutor Project Summary
Activities Funded/Implemented	Results
To prepare at least two newsletters that address DUI, traffic safety	The TSRP prepared and disseminated two issues of the SC TSRP
and other issues of interest to traffic safety professionals for distri-	newsletter, Behind the Wheel, to include a special training edition
bution over the course of the grant year to prosecutors, law en-	during the grant period. The electronic Behind the Wheel newsletters
forcement officers, summary court judges, and other criminal jus-	were disseminated to prosecutors, law enforcement officers, sum-
tice professionals and agencies.	mary court judges, and other criminal justice professionals/agencies
	dealing with DUI and traffic safety- related issues.
Coordinate with the National District Attorneys Association /	This objective was accomplished during the grant year. The TSRP at-
American Prosecutors Research Institute (NDAA/APRI), National	tended and participated on panels at NHTSA's Impaired Driving Pro-
Highway Traffic Safety Administration (NHTSA), National Judi-	gram Assessment on 10/29/19 and at the Region 4 LEL Conference
cial College (NJC), Mothers Against Drunk Driving (MADD), Na-	on $2/12/20$. The availability of remote work technologies such as
tional association of Prosecutor Coordinators (NAPC), other Traf-	zoom, webinars, email, etc. made it possible for the TSRP to continue
fic Safety Prosecutors from other jurisdictions, the South	to coordinate with traffic safety partners after the COVID-19 pan-
Carolina Impaired Driving Prevention Council (IDPC), state,	demic caused organizations to suspend in-person meetings. The
county and local law enforcement agencies, Solicitors' Offices,	TSRP attended virtual MADD SC Advisory Board meetings and Im-
SCDPS/OHSJP, South Carolina Department of Alcohol and Other	paired Driving Prevention Council (IDPC) meetings; a virtual meet-
Drug Abuse Services (DAODAS), South Carolina Law Enforce-	ing with Kennedy Greene with the ABA regarding the new SC Judi-
ment Division (SLED) Implied Consent and Toxicology Depart-	cial Outreach Liaison program; and the NHTSA-sponsored National
ments, local hospitals, schools, colleges and universities, and other	TSRP Virtual Meeting on 9/22/20.
national, state or local organizations who share an interest in DUI	
education and/or prevention, enforcement, prosecution, and adjudi-	The TSRP is a member of the exclusive TSRP email group designed
cation. The TSRP will disseminate publications provided by these	for all TSRPs and a few other National District Attorney Association
organizations to the community and will market these organiza-	(NDAA) and NHTSA personnel dealing with traffic safety issues.
tions as training resources to statewide prosecutors, law enforce-	This forum serves as a resource tool that facilitates relationships with
ment, victim advocates, judges, and other traffic safety profession-	other experts in the field. The TSRP received daily emails and both
als, and will utilize these organizations as resources for technical as-	accessed information provided by others and shared information on
sistance, research, data, and support, and obtaining guest instruc-	the forum. The TSRP also utilized the NHTSA website to research
tors for TSRP-sponsored training courses and presentations. The	traffic safety statistics and to gather important traffic safety infor-
TSRP will also serve as a member of the South Carolina Impaired	mation for the newsletter and for reports. The TSRP has utilized the
Driving Prevention Council (IDPC) and may also serve other or-	National Traffic Law Center (NTLC) to access impaired driving ma-
ganizations who are involved in traffic safety and DUI prevention	terials for the purpose of reviewing the materials for use in presenta-
in an ex-officio capacity.	tions at future TSRP-sponsored training.

<u>Alcohol Countermeasures – Education/Training</u> Sraffic Safety Resource Prosecutor Project Summary

	The TSRP shared training webinar opportunities provided by out-of- state TSRP programs, the NDAA, and the National Traffic Law Cen- ter to SC Prosecutors.
To serve as a resource to prosecutors and law enforcement officers on impaired driving enforcement and prosecution by facilitating communication and support among and between prosecutors and law enforcement officers. The TSRP will perform Indirect Prosecu- tion by providing technical assistance and legal research support to prosecutors and law enforcement officers via telephone or email. The TSRP may accept traffic-related court cases that arise out of either General Sessions or Summary Court for comprehensive re- view and/or second chair work.	The TSRP provided technical assistance and legal research through- out the grant cycle to prosecutors, judges, and/or law enforcement 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. The TSRP served as second chair for a DUI trial with complex evidentiary is- sues in the 13th Circuit Court of General Sessions. The defendant pled guilty off the trial docket in February 2020. 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 enforce- ment. The TSRP also facilitated networking opportunities between prosecutors throughout the state.
To attend and present impaired driving and traffic safety prosecu- tion training at the annual South Carolina Solicitors' Conference and other state prosecutor, law enforcement and judicial confer- ences and seminars as requested.	The TSRP attended and presented at the 2020 Solicitors' Conference, delivering a three-day virtual Zoom training to prosecutors in attendance. The TSRP also presented "The Officer as Witness" trainings at the 6 th , 7 th , 8 th , 13 th , and 16 th circuit LEN meetings. Because most inperson conferences and meetings were canceled or postponed because of the COVID-19 pandemic, additional training opportunities were not available during the grant period.
Additional trainings and presentations will be offered as TSRP time and budget resources permit on an as-needed basis by assessing the need for specialized training in traffic offense related areas in both urban and rural settings throughout the state and when requested by law enforcement, the South Carolina Criminal Justice Academy (CJA), South Carolina Court Administration, or community organ- izations.	As mentioned above, the TSRP presented at multiple LEN meetings during the grant period. During FFY 2020, all three of the core TSRP trainings were offered virtually vs. in-person, allowing the TSRP to simultaneously and effectively reach both rural and urban popula- tions of law enforcement officers and prosecutors throughout the state.
To recruit, select, train and coordinate volunteers for a Speaker's Bureau whose purpose will be to assist in the development of course materials and to serve as instructors and presenters at TSRP-spon- sored trainings throughout the state.	The TSRP secured qualified course instructors (e.g., experienced cur- rent or former assistant solicitors, DREs, SLED Toxicologists, SLED Agents from the Implied Consent Program) with appropriate exper- tise on topics related to DUI detection, apprehension, and prosecution to serve on the Speaker's Bureau and present at the TSRP trainings.

The TSRP will maintain and improve the TSRP's proficiency in knowledge of DUI law, DUI enforcement, prosecution and adjudi- cation, and best practices for training prosecutors and law enforce- ment officers by attending professional conferences, Continuing Le- gal Education Courses, Train the Trainer courses and other DUI/DWI enforcement and prosecution training courses. This will include attendance at the annual NHTSA Region 4 LEL Confer- ence and the annual South Carolina Solicitors' Conference. Ap- proval to attend other training or conferences that may be available during the grant cycle may be requested if TSRP's time and budget resources permit.	These speakers provided PowerPoint presentations and/or course ma- terials to be included in the course notebook and any special equip- ment 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. The TSRP attended the NHTSA Region 4 LEL Conference in Charleston, SC during the second quarter. The TSRP also accom- plished this objective by accessing on-demand training provided by the NTLC on the prosecution of DUI cases for CLE credit and live training webinars on DUI and other traffic safety topics provided by TSRPs from other jurisdictions. The TSRP also shared these opportu- nities with prosecutors throughout the state of South Carolina. Topics covered in online trainings included: "DUI Report Writing - Best Practices"; "Current and Evolving Drug Trends"; "The Eyes Have it – Horizontal Gaze Nystagmus;" a NHTSA webinar on Reducing Drug Impaired Driving; "Extended Stops"; "Practices for Implement- ing Expedited Search Warrant Program for Obtaining Evidence from Impaired Drivers"; "DRE 101"; "Alcohol and Breath Testing"; and a NTLC/NDAA sponsored "Prosecuting DUI Cases" on-demand webi- nar.
To attend South Carolina Law Enforcement Network (SCLEN) meetings throughout the state and present legal updates, discuss	The TSRP attended five SCLEN Meetings and provided a legal up- date and a presentation on the "Officer as Witness" to 140 law en-
DUI enforcement issues and concerns, obtain requests for training topics, and solicit volunteers to assist as instructors at TSRP-spon-	forcement officers during the first quarter of the grant year. In-person SCLEN meetings and travel were suspended for most of the remain-
sored trainings.	der of the grant year due to the COVID-19 pandemic.
To provide at least three TSRP-sponsored specialized trainings in DUI and Felony DUI enforcement, prosecution and adjudication for law enforcement officers and prosecutors; and to make at least one presentation about adjudication of DUI cases to summary court judges at Summary Court Judges Orientation School or other simi- lar training events.	The TSRP provided specialized training in DUI and Felony DUI en- forcement, prosecution and adjudication for approximately 270 law enforcement officers, prosecutors, and summary court judges by providing one training at the Summary Judges' orientation (attend- ance 29); a "Prosecuting the Impaired Driver: Updating Your Toolkit" virtual training (attendance 94); a "Prosecuting the Impaired Driver: On the Road and in the Courtroom – Part I" virtual training (attendance 72); and a "Prosecuting the Impaired Driver: On the Road and in the Courtroom – Part II" virtual training (attendance 75). Each of these courses were approved for accreditation by the appro- priate accrediting body or bodies. Through these trainings and the

	presentations made to approximately 264 officers present at the vari- ous LEN meetings, and including the NHTSA Region IV LEL Con- ferences, the TSRP was able to make contact with over 500 law en- forcement officers, prosecutors, judges, and traffic-safety profession- als.
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DUI Prosecutors

Project Title:

The Special DUI Prosecutor Projects provided funding for activity hours for four (4) Special DUI Prosecutors during FFY 2020: one for the Berkeley County Sheriff's Office, one for the Sixth Judicial Circuit (serving Lancaster, Fairfield, and Chester Counties), one for the Goose Creek Police Department, and one for the Fifth Judicial Circuit (serving Richland and Kershaw 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 2020. 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, the Berkeley County Sheriff's Office, the Goose Creek Police Department, and the Fifth Circuit Solicitor'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 conducting 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
To maintain Special DUI prosecutors to actively work to prose- cute DUI-related cases in Berkeley County, SC; SC's Sixth Ju- dicial Circuit (composed of Chester, Fairfield, and Lancaster counties); and SC's Fifth Judicial Circuit (composed of Rich- land and Kershaw counties).	Special DUI prosecutors were maintained by the Sixth Circuit Solicitor's Office, the Berkeley County Sheriff's Office, the Fifth Circuit Solicitor's Office, and the City of Goose Creek Police Department (located in Berkeley County) to actively work towards the prosecution of DUI-related cases in Berkeley, Chester, Fairfield, Lancaster, Richland, and Kershaw Counties.
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, Lancaster, Richland and Kershaw Counties.	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, Lancaster, Richland, and Kershaw Counties before preparing those cases for court. The Special DUI Prosecutors worked to identify the oldest cases and prepared them for resolution first in an effort to reduce the backlog within their respec- tive regions. They also continually worked to add new cases to their re- spective dockets to reduce the length of time it takes to move drug and al- cohol-related cases through the judicial system. Collectively, grant-funded Special DUI Prosecutors disposed of over 350 DUI-related cases during FFY 2020. Due to COVID-19, the courts remained closed from mid- March through the beginning of September.
To meet with charging Law Enforcement Officers to conduct pre-trial conferences of scheduled trials for drug and alcohol- related driving offenses.	The grant-funded prosecutors met with charging Law Enforcement Offic- ers monthly about DUI-related cases as those cases appeared on the dock- ets. 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 pre- vent the same issues from re-occurring in the future.
To maintain a tracking system for the cases handled by the prosecutor. This system will be utilized throughout the grant period.	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.
To submit quarterly progress reports and a Final Narrative Report to the OHSJP by established deadlines.	All grant-funded DUI prosecutor projects submitted quarterly progress and Final Narrative reports to the OHSJP by established deadlines.

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 Transportation, the State Senate, the State House of Representatives, and 20 additional federal, state, local, and private entities. The SCIDPC held two meetings during the FFY 2020 grant period: June 12, 2020 and September 25, 2020. Major topics of discussion during the grant period included the following: the Ignition Interlock Bill; the State Judicial Outreach Liaison program; TSRP-sponsored trainings for law enforcement and prosecutors across the state; MADD's Court Monitoring Program, and Priority Recommendations identified during the 2019 NHTSA Impaired Driving Program Assessment. Using the 2019 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-2020-HS-25-20	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Coun- termeasures	\$198,000.81	\$193,128.96	405d
164PM-2020-HS-25-25**	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Coun- termeasures Paid Media Alcohol	\$550,000	\$472,019.61	164AL
M4PEM-2020-HS-25-20	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Coun- termeasures	\$486,883.19	\$459,126.59	405d
M1*AL-2020-HS-25-20	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Coun- termeasures	\$250,640	\$248,898.95	405b
M4HVE-2020-HS-24-20	City of North Charleston	North Charleston DUI Team	\$269,518	\$209,134	405d
M4X-2020-HS-23-20	Mothers Against Drunk Driv- ing South Carolina	MADD South Carolina Midlands/Upstate Court Monitoring Program	\$85,607	\$65,505	405d
M4CS-2020-HS-39-2020	Sixth Circuit Solicitor's Of- fice	DUI Prosecutor	\$84,767	\$73,418	405d
M4TR-2020-HS-26-20	South Carolina Criminal Jus- tice Academy	Impaired Driving Coun- termeasures Training for Law Enforcement	\$212,540	\$134,964.74	405d

M4CS-2020-HS-27-20	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$125,523	\$122,528.33	405d
M4CS-2020-HS-36-20	City of Goose Creek Police Department	Special DUI Prosecutor	\$91,099	\$63,539	405d
M4HVE-2020-HS-37-20	City of Charleston Police De- partment	FFY2020 Highway Safety Grant: DUI En- forcement	\$153,873	\$78,342	405d
M4X-2020-HS-42-20	Mothers Against Drunk Driv- ing South Carolina	SC Coastal Court Moni- toring Program	\$79,609	\$67,225	405d
M4CS-2020-HS-53-20	Berkeley County Sheriff's Office	DUI Prosecutor – Year 3	\$61,185	\$61,185	405d
M4HVE-2020-HS-44-20	City of Cayce	City of Cayce DUI En- forcement Team	\$87,418	\$57,001	405d
M4HVE-2020-HS-45-20	City of Spartanburg Police Department	City of Spartanburg Re- duction in Impaired Driv- ing	\$71,602	\$32,953	405d
M4HVE-2020-HS-46-20	City of Goose Creek Police Department	Impaired Driving Coun- termeasures	\$72,182	\$64,726	405d
M4HVE-2020-HS-47-20	Berkeley County Sheriff's Office	Building DUI Capacity - Year 3	\$84,995	\$76,366	405d
M4HVE-2020-HS-48-20	Florence County Sheriff's Office	Traffic Safety Unit DUI Enforcement	\$63,706	\$61,961	405d
M4HVE-2020-HS-49-20	Lancaster County Sheriff's Office	Impaired Driving En- forcement	\$95,148	\$73,930	405d

M4HVE-2020-HS-50-20	Town of Summerville	Summerville DUI Coun- termeasures and Educa- tion for Young People Continuation	\$66,460	\$62,450	405d
M4CS-2020-HS-51-20	Fifth Circuit Solicitor's Of- fice	DUI Enforcement Of- ficer	\$89,672	\$46,332	405d
M4HVE-2020-HS-52-20	Bluffton Police Department	Bluffton Police Depart- ment DUI Enforcement	\$68,671	\$68,671	405d
M4HVE-2020-HS-54-20	City of Hartsville Police Department	City of Hartsville Im- paired Driving Counter- measures	\$63,594	\$37,406	405d
Total All Funds				\$2,830,811.18	All funds
Section 405d Impaired Driving High/Paid and Earned Media				\$2,109,892.62	405d
Section 164AL Impaired Driving Paid and Earned Media Alco- hol**				\$472,019.61	164AL
Section 405b Occupant Protection High Impaired Driving Campaign				\$248,898.95	405b

**For 164AL funds, the Office of Highway Safety and Justice Programs did not contribute to share to local for FFY 2020. Overall, with 402 and 164AL funds combined, 40% share to local was met as a whole within 402 funds.

Occupant Protection Program Overview

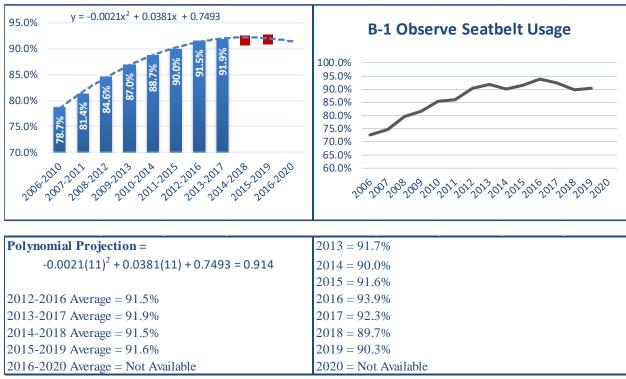
Occupant Protection Program Area

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 2020.

Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate by 0.1 percentage points from the 2013-2017 baseline average of 91.9% to 92% by December 31, 2020.

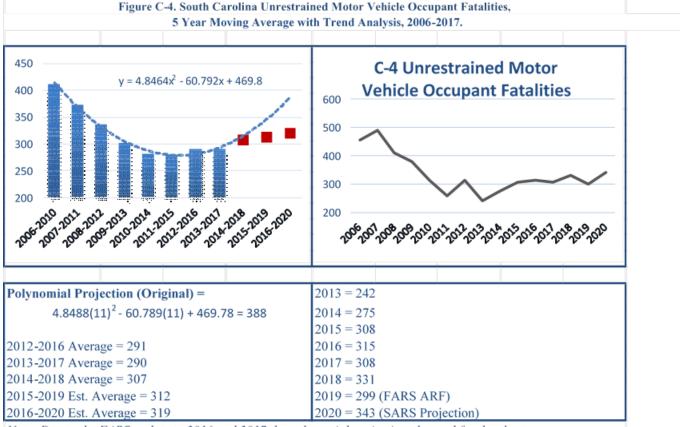
Figure B-1. South Carolina Observed Seatbelt Usage Rate, 5 Year Moving Average with Trend Analysis, 2006-2017.



Note: South Carolina Statewide Survey of Safety Belt Use for 2020 is not available for the seatbelt usage rate.

Data not available from South Carolina Statewide Survey of Safety Belt Use for 2020 to calculate.

2. To decrease unrestrained motor vehicle occupant fatalities by 0.3% from the 2013-2017 baseline average of 290 to 289 by December 31, 2020.



Note: Due to the FARS update to 2016 and 2017 the polynomial projection changed for the chart.

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that South Carolina will experience a five-year average number of 319 unrestrained motor vehicle occupant fatalities by December 31, 2020. The projected number of unrestrained motor vehicle occupant fatalities for 2020 is 343. Based on current projections, the state is not expected to meet its unrestrained motor vehicle occupant fatalities goal of 289. Because performance target C-4 was not met, the state will adjust its upcoming FFY 2022 HSP to better meet this performance target. In FFY 2021, the state will share the FFY 2020 Annual Report and approval letter with subgrantees. Resources which included best practices were provided for all new FFY 2021 subgrantees to assist them in the implementation of their programs, and enhanced monitoring efforts, which emphasize the importance of directing law enforcement activity in the locations where the fatal crashes are occurring, will be utilized in FFY 2021. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2022. Final data from CY 2020 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2022 performance targets are developed.

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 2009-2013 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 2020 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 125,909 seatbelt citations issued during 2019. This represents a 1.9% decrease as compared to the 2018 number of citations issued (123,659).

Occupant Protection – Program Management Project

Subgrantee:	SC Department of Public Safety:
	Office of Highway Safety and Justice Programs
Project Number:	OP-2020-HS-02-20
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%), four (4) Senior Accountants (25% each), two Statisticians (2.50% and 3.3%), and one (1) Program Coordinator (10%).

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 and *National Child Passenger Safety Awareness Week* in September 2020.

Activities Funded/Implemented	Results
To maintain the employment of an Occupant Pro- tection Program Coordinator (OPPC) throughout the grant period.	The Occupant Protection Program Coordinator position was filled for the majority of the FFY 2020 grant period. The position was vacated on September 6, 2019, and the positon 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. The Occupant Protection Program Coordinator was hired on December 17, 2019.
To participate in at least three (3) Child Passenger Safety (CPS) events by the end of the grant period.	A total of 26 CPS events were held in the state during the FFY 2020 grant period, with the majority of the events held during the first and second quarters. The OPPC position was not filled until the end of the first quar- ter, and it was not feasible for the OPPC to attend any seat check events held during January or February 2020 as the OPPC had yet to receive the CPS Technician Certification. The SHSO staff began remote work in March 2020 due to the COVID-19 pandemic, and as a result, the OPPC was neither able to participate in CPS Technician training (scheduled for July 2020) nor the CPS events held during the third and fourth quarters.
To participate in the planning and coordination of highway safety campaigns such as, <i>Buckle Up South</i> <i>Carolina (BUSC)!</i> and National Child Passenger Safety Week (September).	 Throughout the FFY 2020 grant period, OHSJP staff, to include the OP/PTSPC and Public Affairs Coordinator, worked with SCDPS' Communications Office to plan and coordinate special public information events during <i>Buckle Up</i>, <i>South Carolina (BUSC)</i> in May 2020 and National Child Passenger Safety Week in September 2020. During the second quarter, a press release was scheduled for release prior to the <i>Buckle Up</i>, <i>South Carolina (BUSC)</i> campaign (May 2020); however, NHTSA waived states' requirements to participate in the <i>Click it or Ticket</i> national mobilization for FFY 2020 due to the COVID-19 pandemic. As such, the PI&E campaign component of <i>BUSC</i> was neither developed nor implemented to the extent it typically is during the May campaign, though enhanced seatbelt enforcement occurred during the campaign period of

Occupant Protection – Program Management Project Summary

To administer all occupant protection projects funded through the OHSJP, to include on-site pro- grammatic monitoring of grant projects; providing technical assistance to sub-grantees as requested; and conducting monthly desk reviews of assigned projects.	Throughout the FFY 2020 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 virtual visits, due to the COVID-19 pandemic, and monthly desk reviews. Technical assistance was provided as requested during the grant period.
	a result of not buckling up. The new spot aired from August 3 – 23, 2020. The educational component of the campaign served as a complement to the enforcement activities conducted by the SC Highway Patrol and local law enforcement agencies throughout the state. In September 2020, Child Passenger Safety (CPS) week was conducted virtually due to the COVID-19 pandemic. A media advisory was released one week prior, and the event was promoted on the SCDPS website and through the use of paid social media. Written information was provided to the public related to the topics of car seat selection; car seat direction; car seat installation; car seat location; and car seat restraints. The information was accompanied by a series of videos in which SC Highway Patrol Troopers discussed the importance of the aforementioned topics. All of the virtual CPS week information can be found at the following link: https://scdps.sc.gov/buckleupsc/safety_seat_law
	 5/18/2020-5/31/2020. SCDPS also continued to promote safety through its social media pages. Though the <i>Buckle Up, South Carolina (BUSC)</i> campaign is typically held in conjunction with the "<i>Click it or Ticket</i>" national campaign in May, the state postponed its coordinated education and enforcement mobilization to curb traffic fatalities related to restraint usage until August 2020. The resulting <i>Buckle Up, South Carolina (BUSC)</i> enforcement and education campaign featured a new television and radio spot, along with social media and outdoor/alternative media, to create a message of missed milestones as

To contract with the University of South Carolina to	The agreement between the University of South Carolina, Department of
conduct a statewide observational safety belt usage	Statistics and the SC Department of Public Safety, Office of Highway
survey by June 2020.	Safety and Justice Programs to perform a safety belt survey was effec-
	tively terminated per the agreement dated April 17, 2020. Due to the ter-
	minated agreement, and NHTSA's waiving of the requirement for states
	to conduct an annual seat belt survey during FFY 2020, a seatbelt survey
	was not conducted during this fiscal year.

Occupant Protection – Education

Subgrantee:	SC Department of Health and Environmental Control
Project Number:	OP-2020-HS-17-20
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.

Activities Funded/Implemented	Results
To maintain two (2) full-time Program Assistants (certi- fied Child Passenger Safety (CPS) Technician and In- structor) 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 cer- tifications, were maintained throughout the duration of the grant year. All neces- sary training supplies were purchased before the conclusion of the FFY 2020 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, 2020.	During the grant year, a total of 52 educational presentations on the State's Pri- mary Seat Belt law and the proper usage of seatbelts and child restraint devices were conducted. Through these presentations, the subgrantee was able to reach 1,326 individuals.
To conduct at least 12 NHTSA Certified CPS Technician classes by September 30, 2020.	During the grant year, a total of ten (10) NHTSA Certified CPS Technician classes were conducted, resulting in a total of 163 Technicians trained. Seven (7) classes were cancelled due to the COVID-19 pandemic.
To conduct at least six (6) continuing education classes to recertify CPS technicians by September 30, 2020.	During the grant year, a total of six (6) continuing education classes were con- ducted.
To establish at least five (5) new CPS Fitting Stations in the state by September 30, 2020.	During FFY 2020, a total of seven (7) new CPS fitting stations were established within the state. New stations were established at the following sites: Anderson Health Department, Whitney Fire Department, Calhoun County EMS, A Step Above Child Development Center, South Carolina State Fire, Hampton County Sheriff's Department, and Prisma Health-Laurens County Hospital.
To conduct at least 50 child safety seat events by September 30, 2020.	During the FFY 2020 grant year, 26 child safety seat events were conducted, re- sulting in a total of 183 seats checked. Due to the COVID-19 pandemic, SC DHEC CPS staff fell short of accomplishing this objective.
To fully participate in the 2020 statewide seat belt en- forcement and public information and education cam- paign, <i>Buckle up South Carolina (BUSC), it's the law and</i> <i>it's enforced</i> (May).	The Program Assistants employed through the grant were unable to actively par- ticipate in all aspects of the <i>BUSC</i> campaign due to the COVID-19 pandemic. However, the importance of using proper child passenger safety seats and seat belt usage are emphasized in all presentations, school transportation safety as- sessments, technician trainings, and CPS booth events.
To plan and conduct educational activities in support of the 2020 National Child Passenger Safety Week (Septem- ber).	During the grant period, the project staff participated in two (2) safety seat in- spections events in support of <i>National Child Passenger Safety Week</i> and sub- mitted CPS week information to DHEC Public Health Outreach for inclusion on

Occupant Protection - Operation Safe Ride SC Project Summary

To coordinate at least one (1) CPS roundtable meeting with CPS partners and stakeholders by September 30, 2020.	 the DHEC Facebook page, Twitter, and Public Health Blog. COVID-19 restricted almost all National CPS Week activities in SC and across the country. During the grant period, the subgrantee conducted two (2) CPS Roundtable meetings with SC CPS Instructors. The Roundtable meetings were held on November 22, 2019 and February 18, 2020. 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; capturing data from CPS events throughout the state; and the new CPS curriculum.
To promote seat belt usage by creating a one-page seat belt fact sheet that emphasizes how seat belts save lives and money by the end of the 1 st quarter. The fact sheet will be used to educate the public, community partners, stakeholders, and legislators on the importance of seat belt use. The document will be translated into Spanish and distributed in all 46 counties with a focus on drivers on rural roadways, where seat belt usage lags by the end of the first quarter.	A one-page seat belt fact sheet was produced by DHEC CPS staff and approved by the Office of Highway Safety and Justice Programs. The fact sheet was trans- lated into Spanish and met all outlined requirements. Grant staff disseminated the seat belt fact sheet to all 46 county health departments.
To promote the use of CPS fitting stations by designing and distributing CPS fitting station signs containing a highway safety message, e.g., Buckle Up SC, which en- courages the public to request a child safety seat check by the end of the second quarter.	A budget and programmatic revision was completed by DHEC staff and approved by the Office of Highway Safety and Justice Programs to promote statewide CPS fitting stations in a different manner. A decision was made to wrap the CPS program van with multiple occupant protection messages and to include a URL directing families to statewide fitting stations. Multiple pictures of the completed van were sent to the Office of Highway Safety and Justice Programs, and a photo has been included below.



To establish and lead the Diversity Outreach Project, which will develop strategies to increase seat belt/safety seat use statewide, especially in rural counties and those with a strong Hispanic and African American population. The group will focus its education and outreach efforts in Barnwell, Bamberg, Calhoun, Chester, Hampton, and Colleton counties and will convene by the end of the second quarter. Unfortunately, many of the plans, activities, community meetings, and outreach activities related to establishing the Diversity Outreach Project have been placed on hold due to the COVID-19 pandemic. Earlier in the grant year, DHEC staff planned multiple free safety seat inspections in the targeted counties that included child safety seat distribution when necessary. A meeting was also held with the ex-director of the Office of Minority Health (which is no longer feder-ally funded) within DHEC to assist with Diversity Outreach planning. The original plan was for DHEC community system developers (DHEC regional health department staff) to be involved in local diversity outreach planning as they are more familiar with the specific needs of the county; however, COVID-19 halted all diversity outreach planning. DHEC will work to fully accomplish this objective in the FFY 2021 grant year.

Occupant Protection – University of South Carolina Safety Belt Survey

NHTSA waived the requirement for States to conduct an annual seat belt survey during calendar year 2020, so the information provided below details the results of the state's 2019 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.

	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

Percentage Safety Belt Use By Demographic Category

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%). That 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 in 2019 compared to 2018 (91.2% to 86.9%), while the gap for rural/urban (91.0% to 90.1%) was similar to that of 2018.

	Occupant Pro	otection: Budget Sur	mmary		
Project Number(s)	Subgrantee	Project Title	Budget	Expendi- tures	Budget Source
OP-2020-HS-02-20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Manage- ment	\$189,577	\$139,662.06	FAST ACT NHTSA 402
M1HVE-2020-HS- 02-20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Manage- ment	\$418,000	\$390,651.01	405b
M1OP-2020-HS-02- 20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Seatbelt Survey *waiver utilized	\$0	\$0	405b
OP-2020-HS-17-20	SC Department of Health and Environ- mental Control	Operation Safe Ride SC	\$192,964	\$162,743.33	402
FAST Act/NHTSA 402 Total			\$382,541	\$302,405.39	402
Section 405b OP High FAST Act			\$418,000	\$390,651.01	405b
Total All Funds			\$800,541	\$693,056.40	All funds

Police Traffic Services Program Overview

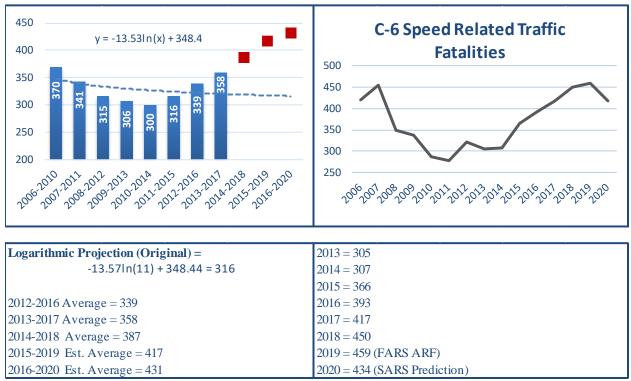
Police Traffic Services (PTS) Program Area

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 enhanced traffic enforcement activity. Enhanced traffic enforcement activity efforts are comprehensive and involve components such as selective enforcement, public education activities, and accountability standards. These efforts create 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 traffic fatalities by 0.3% from the 2013-2017 baseline average of 357 to 356 by December 31, 2020.



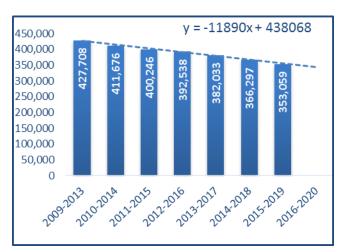


Note: Due to the FARS update to 2017 the logarithmic projection changed for the chart.

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2016-2020 average number of speeding-related fatalities will be 431, and 434 speeding-related fatalities are projected for 2020. Based on current projections, the state is not expected to meet its 2020 speed-related fatalities goal of 356. Because performance target C-6 was not met, the state will adjust its upcoming FFY 2022 HSP to better meet this performance target. In FFY 2021, the state will share the FFY 2020 Annual Report and approval letter with subgrantees. Resources which included best practices were provided for all new FFY 2021 subgrantees to assist them in the implementation of their programs, and enhanced monitoring efforts, which emphasize the importance of directing law enforcement activity in the locations where the fatal crashes are occurring, will be utilized in FFY 2021. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2022. Final data from CY 2020 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2022 performance targets are developed.

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 downward trend in speeding citations issued over the last seven data points seen below.





In 2019, the number of speeding citations issued was 330,174. This number represents a 0.78% increase from the 327,614 speeding citations issued in 2018.

Subgrantee:	SCDPS: Office of Highway Safety and Justice Programs
Project Number:	PT-2020-HS-05-20
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 enhanced traffic enforcement activity.

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%), four (4) Senior Accountants (25% each), one (1) Statistician (2.5%), one (1) Administrative Manager (2.37%), one (1) Project Development Coordinator (10%), and one (1) Special Programs Manager (20%).

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Activities Funded/Implemented	Results
To provide ongoing technical assistance to all PTS pro- grams, including responding to correspondence and re- vision requests, making monthly telephone contacts, desk-monitoring projects, and providing needed train-	Throughout the FFY 2020 grant period, on-going technical assistance was pro- vided to all PTS sub-grantees. Technical assistance included responding to corre- spondence and grant revision requests, making monthly contacts via telephone and email, and conducting desk-monitoring of all PTS projects.
ing and technical assistance to local project staff as re- quested.	
To assist in the development of new PTS grant project applications in targeted areas during the grant period.	During FFY 2020, 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 fol- lowing counties: Aiken, Anderson, Berkeley, Charleston, Dorchester, Georgetown, Greenville, Kershaw, Lancaster, Lexington, Oconee, Richland, Spartanburg, and York. The South Carolina Criminal Justice Academy also re- ceived funding to implement a statewide project that provided training to law en- forcement 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 as- signed deadlines.	During FFY 2020, the PTS sections of major highway safety documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the An- nual Report were completed by 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 PTS grant projects funded through the highway safety program during FFY 2020 received regular desk-monitoring throughout the grant period. All second and third year grant projects received at least one (1) on-site or virtual visit, and all first year grant projects received at least two (2) on-site/virtual visits.
To work with the OHSJP Public Affairs Coordinator in the development and implementation of a PI&E cam- paign for national and statewide highway safety cam- paigns such as <i>BUSC</i> (May 2020), and <i>Sober or Slam- mer!</i> (December 2019 and August 2020).	During the first quarter of the grant period, the OHSJP Public Affairs Coordinator and the Police Traffic Services Program Coordinator positions were vacant; how- ever, the <i>Sober or Slammer! campaign</i> was successfully implemented in December 2019.
	During the second quarter, a press release was scheduled for release prior to the <i>Buckle Up, South Carolina (BUSC)</i> campaign (May 2020); however, NHTSA waived states' requirements to participate in the <i>Click it or Ticket</i> national mobilization for FFY 2020 due to the COVID-19 pandemic. As such, the PI&E campaign

Police Traffic Services - Program Management Project Summary

component of <i>BUSC</i> was neither developed nor implemented to the extent it typically is. Although the PI&E component of the campaign was not addressed until August 2020, the state participated in enhanced seatbelt enforcement efforts and the SCDPS continued to promote safety through its social media pages during the month of May 2020.
In September 2020, Child Passenger Safety (CPS) week was conducted virtually. A media advisory was released one week prior to CPS week, and the event was promoted on the SCDPS website and through the use of paid social media. Written information was provided to the public related to the topics of car seat selection; car seat direction; car seat installation; car seat location; and car seat restraints. The information was accompanied by a series of videos in which SC Highway Patrol Troopers discussed the importance of the aforementioned topics. All of the virtual CPS week information can be found at the following link: https://scdps.sc.gov/buckleupsc/safety_seat_law

Police Traffic Services Program Overview

There were twenty-one (21) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2020. The twenty-one (21) grant-funded projects are listed below:

Project Number	Agency	Activity Hours
PT-2020-HS-08-20	Charleston County Sheriff's Office	3,120-4,992
PT-2020-HS-09-20	City of Columbia Police Department	3,120-4,992
PT-2020-HS-10-20	City of Anderson Police Department	1,560-2,496
PT-2020-HS-11-20	City of Goose Creek Police Department	1,560-2,496
PT-2020-HS-12-20	City of Cayce Department of Public Safety	3,120-4,992
PT-2020-HS-13-20	Dorchester County Sheriff's Office	1,560-2,496
PT-2020-HS-14-20	North Augusta Department of Public Safety	1,560-2,496
РТ-2020-НS-15-20	City of Charleston Police Department	1,560-2,496
PT-2020-HS-16-20	York County Sheriff's Office	3,120-4,992
PT-2020-HS-18-20	Summerville Police Department	3,120-4,992
PT-2020-HS-19-20	Berkeley County Sheriff's Office	3,120-4,992
РТ-2020-НЅ-20-20	Town of Mount Pleasant Police Department	1,560-2,496
PT-2020-HS-21-20	Lexington Police Department	1,560-2,496
РТ-2020-НS-22-20	Aiken DPS 3,120-4	
PT-2020-HS-28-20	Simpsonville Police Department 1,560-2	
РТ-2020-НЅ-29-20	Lancaster Police Department	1,560-2,496
PT-2020-HS-30-20	Georgetown County Sheriff's Office	3,120-4,992
РТ-2020-НS-32-20	Oconee County Sheriff's Office 1,560-	
PT-2020-HS-38-20	Fort Mill Police Department	1,560-2,496
PT-2020-HS-40-20	Moncks Corner Police Department	1,560-2,496
PT-2020-HS-41-20	Kershaw County Sheriff's Office 1,560-2,49	

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, and other moving violations that contribute to traffic collisions, and provide public information/education regarding traffic issues. The state contracted with twenty-one (21) law enforcement agencies to perform project activity hours during the grant period. Through the diligent and committed efforts of the officers assigned to perform activity hours, 199 public safety checkpoints were conducted; 22,784 traffic violation citations were written, and approximately 8,046 people were reached during 159 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 252 public safety checkpoints by September 30, 2020.	During the grant period, 199 public safety checkpoints were conducted. The COVID-19 pandemic affected the checkpoint operations of law enforcement agencies statewide beginning in mid-March.
To have a corresponding, appropriate increase in citations for vio- lations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2020, due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 7,302 traffic violation citations were written by subgrantees 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 enhanced traffic enforcement efforts. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide beginning in mid-March.
To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2020, due to enhanced traffic enforcement efforts over the grant period.	Subgrantees issued 12,961 speeding citations by September 30, 2020, due to enhanced traffic enforcement efforts over the grant period. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide beginning in mid-March.
To have a corresponding, appropriate increase in the number of ci- tations for safety belt and child restraint violations by September 30, 2020, due to enhanced traffic enforcement efforts over the grant period.	During the grant period, 2,203 citations for seat belt violations and 318 child restraint violation citations were issued by September 30, 2020. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide beginning in mid-March.
To conduct 252 traffic safety presentations for area schools, busi- nesses, military installations, churches, or civic groups by Septem- ber 30, 2020.	Subgrantees conducted 159 traffic safety presentations for 8,046 people in area schools, businesses, military installations, churches, and civic groups by September 30, 2020. The COVID-19 pandemic affected in-person educational presentations beginning in mid-March, as officers maintained safety measures to limit the spread of the virus.
To plan and conduct special enforcement and education activities in support of national and statewide highway safety initiatives, to in- clude <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (Sep- tember).	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 National Child Passenger Safety Week (September).
To participate actively in the local Judicial Circuit Law Enforce- ment Network (LEN).	During the grant period, all subgrantees participated actively in their local Ju- dicial Circuit LENs.
To participate in all aspects (enforcement, education, and media) of the <i>Sober or Slammer!</i> sustained DUI enforcement campaign, to in-	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)

clude at least one (1) specialized DUI enforcement activity (check- points/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christ- mas/New Year's 2019-2020 and Labor Day 2020 enforcement crackdowns.	per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2019-2020 and Labor Day 2020 enforcement crackdowns.
To comply with the provisions of SC state statute 56-5-6560 (report-	The subgrantees complied with the provisions of SC state statute 56-5-6560
ing data on non-arrest and non-citation traffic stops to the SCDPS).	(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-2020-HS-06-20
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%), four (4) Senior Accountants (25% each), one (1) Administrative Coordinator (7.25%), one (1) Program Coordinator II (20%), one (1) Administrative Manager (4.5%), one (1) Administrative Assistant (20%), two (2) Statisticians (2.5% and 3.3%), and one (1) Special Programs Manager (35%).

Activities Funded/Implemented	Results
To assist in developing and implementing statewide enforce- ment campaigns during the course of the grant period, to in- clude all Target Zero efforts, such as <i>Buckle Up</i> , <i>South Caro- lina. It's the law and it's enforced, Sober or Slammer!</i> and 100 Days of Summer Heat initiatives.	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, 2019. The cam- paign concluded on September 7, 2020. South Carolina local and state law enforcement agencies participated in the Christmas/New Year's <i>Sober or</i> <i>Slammer!(SOS)</i> mobilization, which ran from December 13, 2019–January 1, 2020; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's</i> <i>enforced (BUSC)</i> mobilization, which ran from May 18, 2020-May 31, 2020; <i>Operation Southern Shield</i> , which ran from July 19, 2020-July 25, 2020, and the Labor Day <i>Sober or Slammer! (SOS)</i> mobilization, which ran from August 21, 2020-September 7, 2020. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilizations, and the <i>BUSC</i> mobilization was substituted for the national <i>Click-It-or-Ticket</i> effort. The OHSJP Law Enforcement Liaison (LEL) and the Law Enforcement Man- ager assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations. COVID-19 restrictions resulted in the cancelation of some monthly and/or bi-monthly meetings and the alteration of enforcement events for some networks.
To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.	The Law Enforcement Liaison and the Law Enforcement Manager provided technical and program assistance for traffic safety and enforcement to 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.
To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.	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 en- forcement mobilizations through letters, emails, face-to-face conversations, and phone calls.
To continue to develop and maintain Law Enforcement Net- works (LEN) throughout the state.	Each of the state's 16 judicial circuits has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLEN. Each LEN has a coordinating agency which received a small grant

Police Traffic Services – Law Enforcement Coordination Project Summary

	award to fund LEN activities, such as meetings, reporting, and enforce- ment/media activities. The Law Enforcement Liaison and the Law Enforce- ment Manager attended the monthly or bi-monthly meetings held by each LEN.
To provide on-going technical assistance to Law Enforce- ment Network Coordinators in the state.	The Law Enforcement Liaison and the Law Enforcement Manager made weekly contacts with the Coordinator and/or Assistant Coordinator for each circuit via email, telephone, and face-to-face meetings. These contacts served to provide guidance, support, and assistance to ensure the success of each network.
To coordinate the awarding of Law Enforcement Network Sup- port 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 97% of the LEN meetings held throughout the grant period. Some networks met monthly and some met bi-monthly (every other month). At each meet- ing, the Law Enforcement Liaison or the Law Enforcement Manager pre- sented information on high-visibility enforcement mobilizations, possible grant application periods, traffic fatality statistics and trends, and other re- lated traffic safety information. Attendance at the LEN meetings is an im- portant part of the Law Enforcement Liaison's duties. COVID-19 re- strictions resulted in the cancelation of some monthly and/or bi-monthly meetings for some networks.
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 Liai- son 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 in- dicating project progress during the course of the grant year.	The Law Enforcement Manager submitted Quarterly Reports and a Final Narrative Report for the FFY 2020 grant period.

FFY 2020 Grant Period Enforcement Report: 10/1/2019 – 9/30/2020

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	94	County Agencies:	29
Other Agencies:	14		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	2,039
Number of Saturation Patrols Conducted:	3,832

DUI Arrests:	13,968	Speeding:	212,667
Assisted DUI Arrests:	286	Reckless Driving:	4,133
Safety Belt Citations:	53,214	Other Violations:	180,090
Child Safety Citations:	3,063		

2020 Law Enforcement Target Zero Challenge Report: 12/1/2019-9/7/2020

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	83	County Agencies:	26
Other Agencies:	13		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	1,974
Number of Saturation Patrols Conducted:	3,644

DUI Arrests:	13,565	Speeding:	205,826
Assisted DUI Arrests:	272	Reckless Driving:	4,003
Safety Belt Citations:	52,512	Other Violations:	177,878
Child Safety Citations:	2,963		

2019-2020 Christmas/New Year's SOS Enforcement Report: 12/13/2019-1/1/2020

Agencies Reporting:

	-		-
State Agencies:	3	Federal Agencies:	0
Local Agencies:	87	County Agencies:	27
Other Agencies:	11		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	260
Number of Saturation Patrols Conducted:	289

DUI Arrests:	1,111	Speeding:	14,019
Assisted DUI Arrests:	25	Reckless Driving:	228
Safety Belt Citations:	5,197	Other Violations:	14,720
Child Safety Citations:	282		

2020 BUSC Enforcement Report: 5/18/2020-5/31/2020

Agencies Reporting:

State Agencies:	3	Federal Agencies	0
Local Agencies:	74	County Agencies:	25
Other Agencies:	12		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	42
Number of Saturation Patrols Conducted:	227

DUI Arrests:	652	Speeding:	12,630
Assisted DUI Arrests:	7	Reckless Driving:	184
Safety Belt Citations:	2,775	Other Violations:	6,966
Child Safety Citations:	168		

2020 Operation Southern Shield Enforcement Report: 7/19/2020-7/25/2020

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	69	County Agencies:	21
Other Agencies:	12		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	21
Number of Saturation Patrols Conducted:	92

DUI Arrests:	253	Speeding:	3,834
Assisted DUI Arrests:	7	Reckless Driving:	77
Safety Belt Citations:	811	Other Violations:	3,217
Child Safety Citations:	54		

2020 Labor Day SOS Enforcement Report: 8/21/2020-9/7/2020

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	64	County Agencies:	20
Other Agencies:	11		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	54
Number of Saturation Patrols Conducted:	179

DUI Arrests:	795	Speeding:	12,516
Assisted DUI Arrests:	12	Reckless Driving:	264
Safety Belt Citations:	3,104	Other Violations:	8,159
Child Safety Citations:	139		

Police Traffic Services - Education/Training Projects

Subgrantee:	South Carolina Criminal Justice Academy (SCCJA)
Project Number:	РТ-2020-НЅ-07-20
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). The primary purpose of this project is 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 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.

Activities Funded/Implemented	Results
To maintain the four 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 2020 grant year.
To conduct at least 13 training classes in the field of Traffic Colli- sion Reconstruction by the end of the grant period.	During the grant period, nine (9) Traffic Collision Investigation courses were taught and 129 students trained. Of the nine (9) courses taught, two (2) were newly created traffic collision investigation courses: a three-day Advanced Collison Investigation course and a one-day Motorcycle/Pedestrian/Bicycle Reconstruction refresher. Several classes were cancelled due to the COVID-19 pandemic.
To conduct at least 48 training classes in the field of DUI Detec- tion and Breath Testing Certification by the end of the grant pe- riod.	During the grant period, the Traffic Safety Instructors taught nineteen (19) Basic Law Enforcement classes with 734 students. All 734 students received their SFST Practitioner and DMT Operator certifications. The Instructors also taught sixteen (16) DMT Operator classes with 158 students. Several training classes were cancelled due to the COVID-19 pandemic.
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 2020 grant period.	During the grant period, a total of 18 speed measurement device-related classes were taught and 183 officers successfully completed the training. Several classes were cancelled due to the COVID-19 pandemic.
The grant-funded TSO Instructors will attend highway safety-re- lated 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.	Due to the COVID-19 pandemic, all conferences and trainings that Traffic Safety Officers were scheduled to attend during the grant period were cancelled.
To train and certify at least five (5) Traffic Safety Instructors by the end of the FFY 2020 grant period.	During the grant period, two (2) officers received their TSI certifications. Three (3) officers were scheduled to receive their certifications; however, those individuals were unable to complete the last Reconstruction class, which was cancelled due to the COVID-19 pandemic.

Police Traffic Services – Traffic Safety Officer Program Project Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PT-2020- HS-05-20	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Manage- ment	\$129,835	\$126,150.71	NHTSA FAST ACT 402
PT-2020- HS-06-20	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$489,312	\$375,415.23	NHTSA FAST ACT/ 402
PT-2020- HS-07-20	SC Criminal Justice Academy	Traffic Safety Officer Program	\$381,454	\$353,147.37	FAST ACT /NHTSA 402
PT-2020- HS-08-20	Charleston County Sher- iff's Office	Charleston County Traffic/Service Speed Enforce- ment Unit	\$188,200	\$139,763	NHTSA FAST ACT/ 402
PT-2020- HS-09-20	City of Columbia Police Department	FY 2020 Enhancement of Traffic Division	\$132,949	\$81,533	FAST ACT /NHTSA 402
PT-2020- 10-20	City of Anderson Police Department	Traffic Enforcement Unit	\$90,604	\$39,211	FAST ACT /NHTSA 402
PT-2020- HS-11-20	City of Goose Creek Po- lice Department	Traffic Enforcement Officer	\$72,182	\$59,478	NHTSA FAST ACT 402
PT-2020- HS-12-20	City of Cayce	City of Cayce Traffic Safety Unit	\$159,864	\$134,060	FAST ACT /NHTSA 402

PT-2020- HS-13-20	Dorchester County Sher- iff's Office	Dorchester County Traffic Division Enhancement	\$90,306	\$75,899	NHTSA FAST ACT 402
PT-2020- HS-14-20	North Augusta Depart- ment of Public Safety	North Augusta Traffic Safety Unit	\$90,344	\$86,046	NHTSA FAST ACT 402
PT-2020- HS-15-20	City of Charleston	City of Charleston Speed Enforcement Initiative	\$153,873	\$72,053	NHTSA FAST ACT 402
PT-2020- HS-16-20	York County Sheriff's Office	Traffic Safety and Enforcement Unit	\$252,392	\$135,896	NHTSA FAST ACT 402
PT-2020- HS-18-20	Town of Summerville	Town of Summerville Traffic Enforcement Unit	\$142,544	\$132,612	NHTSA FAST ACT 402
PT-2020- HS-19-20	Berkeley County	Berkeley County Traffic Unit	\$303,294	\$113,311	NHTSA FAST ACT 402
PT-2020- HS-20-20	Town of Mount Pleasant	Mount Pleasant Traffic Enforcement Unit	\$178,797	\$125,637	NHTSA FAST ACT 402
PT-2020- HS-22-20	Aiken Department of Public Safety	Aiken Public Safety Police Traffic Safety Unit	\$174,822	\$134,500	NHTSA FAST ACT 402
PT-2020- HS-21-20	Lexington Police Depart- ment	Town of Lexington Police Traffic Services Enhancement	\$173,533	\$106,446	NHTSA FAST ACT 402
PT-2020- HS-28-20	Simpsonville Police De- partment	Simpsonville Police Department Traffic Safety Unit	\$121,703	\$111,668	NHTSA FAST ACT 402
PT-2020- HS-29-20	Lancaster Police Depart- ment	Lancaster Traffic Enforcement	\$126,345	\$67,031	NHTSA FAST ACT 402
PT-2020- HS-30-20	Georgetown County	Georgetown County Sheriff's Office Traffic Unit	\$257,601	\$170,277	NHTSA FAST ACT 402

PT-2020- HS-32-20	Oconee County Sheriff's Office	Oconee County Traffic Enforcement	\$130,399	\$99,068	NHTSA FAST ACT 402
PT-2020- HS-38-20	Fort Mill Police Depart- ment	Fort Mill Traffic Enforcement	\$60,810	\$52,036	NHTSA FAST ACT 402
PT-2020- HS-40-20	Moncks Corner Police Department	Moncks Corner Traffic Enforcement	\$89,334	\$74,160	NHTSA FAST ACT 402
PT-2020- HS-41-20	Kershaw County Sheriff's Office	Kershaw County Traffic Enforcement	\$71,392	\$71,392	NHTSA FAST ACT 402
402 Total			\$4,061,889	\$2,936,790.31	NHTSA FAST ACT 402

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 and 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 Pro-
	grams
Project Number:	TR-2020-HS-03-20
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 projects, 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, 44% of all collision reports submitted to the state are processed electronically through SCCATTS. Another 53% are submitted by the Highway Patrol through its new electronic system. 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 (75%), 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.

Activities Funded/Implemented	Results		
Citation Database Interface Project /Interface between SCCATTS, the SCDMV's South Carolina Uniform Traffic Ticket Information Exchange System and SCJD's Case Man- agement System.	SC Department of Public Safety (SCDPS), SC Department of		
The previous goal was to increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80%.	The total percentage of electronically-produced collision reports has increased to 97%. The future goal is to mandate the electronic reporting of all collision reports to achieve 100% electronically.		
To increase from 84% of vehicle identification numbers cap- tured to 93% by September 30, 2020.	Currently, 94.27% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 2.88% from the beginning of FFY 2020.		
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%. By May 2019, the reporting rate had increased to 90%; thus, the goal is now to maintain a reporting rate of at least 90% by September 30, 2020.	The TRCC coordinated the implementation of the SCCATTS- South Carolina Uniform Traffic Tickets Information Exchange System (SCUTTIES) e-Citation Database Interface Project be- tween 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 im- plemented January 1, 2018, the electronic submission of e-Cita- tions and the collection of dispositions substantially increased the reporting rate to 93% by June 2018. During FFY 2020, the re- porting rate remained at an average of 91%.		

Traffic Records and Data Program – Traffic Records Improvements Project Summary

Traffic Records Project: Budget Summary						
Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source	
TR-2020-HS-03-20	South Carolina Department of Public Safety: Office of Highway Safety and Jus- tice Programs	Traffic Records	\$84,250	\$34,881.85	402	
M3DA-2020-HS- 03-20	South Carolina Department of Public Safety: Office of Highway Safety and Jus- tice Programs	Traffic Records	\$1,153,766	\$456,483.61	405c	
Total All Funds			\$1,238,016	\$491,365.46	All funds	

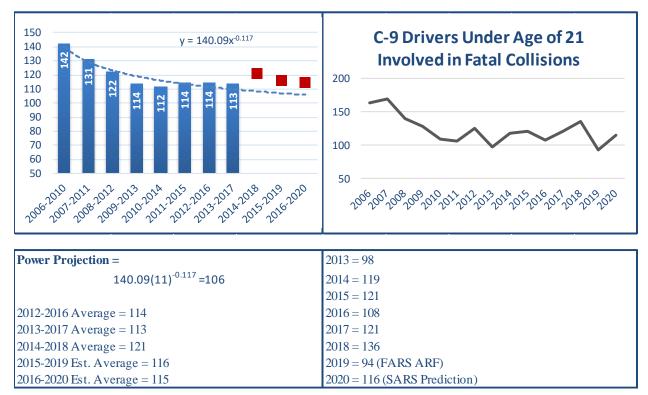
Community Traffic Safety Program Overview

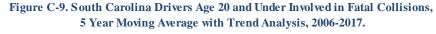
Community Traffic Safety Program

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 Goal:

To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2013-2017 baseline average of 113 to 112 by December 31, 2020.





The OHSJP projects that the 2016-2020 average number of drivers age 20 or younger involved in fatal crashes will be 115. The OHSJP predicts 116 drivers age 20 or younger will be involved in fatal crashes for 2020. Based on current projections, the state is not expected to meet its 2020 drivers age 20 and under involved in fatal crashes goal of 112. Because performance target C-9 was not met, the state will adjust its upcoming FFY 2022 HSP to better meet this performance target. In FFY 2021, the state will share the FFY 2020 Annual Report and approval letter with

subgrantees. Resources which included best practices were provided for all new FFY 2021 subgrantees to assist them in the implementation of their programs, and enhanced monitoring efforts, which emphasize the importance of directing law enforcement activity in the locations where the fatal crashes are occurring, will be utilized in FFY 2021. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2022. Final data from CY 2020 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2022 performance targets are developed.

Subgrantee:SCDPS: Office of Highway Safety and Justice ProgramsProject Number:SA-2020-HS-04-20Project 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, 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., Law Enforcement Liaison regional meeting, Governors Highway Safety Association Executive Seminar, Government Finance Officers Association (GFOA) Governmental Accounting and Financial Planning Conference, etc.).

OHSJP subgrantees received training throughout this grant project. The Program Coordinators, Grants Administration Accountants, 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 Grants Solicitation Workshop was held in January 2020 in Columbia to assist applicants in preparing applications for FFY 2021.

During FFY20 OHSJP and its contractor, 9Rooftops, formerly known as BFG Marketing, continued the expansion of social media efforts across all key program campaigns including the annual holiday *Sober or Slammer!* campaign in December 2019, as well as the sustained *Sober or Slammer!* campaign that ran from March through September 2020. Social media was also included in the *Vulnerable Roadway Users* campaign in June/July, *Operation Southern Shield* in July, the *Motorcycle Awareness* campaign that ran from July through September 2020, and the *Buckle Up* campaign in August. In addition, the OHSJP worked with the agency contractor to produce a two (2) part safety campaign regarding the consequences of impaired driving in a new *Sober or Slammer! Halloween* spot as well as the storyboard for a new *Thanksgiving Distracted Driving* two (2) part safety campaign. Though these campaigns were coordinated during FFY 2020, they were not aired until after the purchase of media time in FFY2021.

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-ofhome (OOH), video on YouTube, and connected and cable TV platforms, 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.

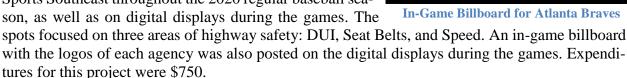
The OHSJP also addressed the issue of distracted driving in FFY 2020 through funding the placement of paid social media. The campaign featured arresting visuals that depicted what the aftermath could be as a result of driving distracted. The budget for this campaign was \$4,500 and ran November 19- December 1, 2019.



Distracted Driving and Operation Southern Shield Campaign Social Media Graphics

In July 2020, the OHSJP continued its participation in the NHTSA Region 4 speed enforcement and safe driving campaign, *Operation Southern Shield*. 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 \$24,000.

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 was 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 2020 regular baseball sea-



Myrtle Beach has been the host of the Carolina Country Music Festival (CCMF) in June for the past three years, and the event has become the largest three-day outdoor music festival on the East Coast. 9Rooftops saw this as an opportunity for the OHSJP to get the message of the dangers of impaired driving to a large audience traveling to/on South Carolina roadways for this event. Though a campaign was planned for this event, the CCMF was canceled for 2020 as a result of the COVID-19 pandemic.

A statewide motorcycle awareness campaign ran from June through September 2020. The campaign included one (1) Myrtle Beach bike rally in July and emphasized seven (7) priority counties



with the highest number of motorcycle fatalities in CY 2018. The campaign message was focused on generating awareness around blind spots; that motorcycles are everywhere. The campaign's graphic, which was also used in the previous 2019 campaign, 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.



2020 Motorcycle Awareness Campaign Banner

The OHSJP staff worked with the agency contractor to ensure that placement of all paid media efforts included Spanish-language channels, as well as other networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for the majority of the 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 project also planned an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2019. The 33rd Annual Victims' Memorial Service was scheduled to be held on April 25, 2020. However, as a result of the COVID-19 pandemic, the service has been postponed to a later date which remains undetermined. In an effort to pay tribute to the families impacted by this postponement, a post of acknowledgement and tribute to the victims' families was featured on the SCDPS Facebook page on April 25, 2020.

Other outreach efforts included planning of a booth display at the SC State Fair. The booth would have been hosted by SCHP and would have focused on recruitment; along with educational materials relevant to vulnerable roadway user safety and other significant highway safety issues. However, the booth display and event were canceled as a result of the COVID-19 pandemic.

The project funds one (1) Public Affairs Coordinator (90%), one (1) Administrative Assistant (20%), one (1) Special Programs Manager (20%), one (1) Program Coordinator II (20%), one (1) Administrative Coordinator (7.25%), one (1) Administrative Manager (2.38%), and one (1) Project Development Coordinator (50%).

Activities Funded/Imple-	Results
mented	
To send individuals to special- ized highway safety-related pro- grams by September 30, 2020.	Overall, this project has provided travel and/or registration fees for employees to attend high- way safety training programs around the country. During the quarter from October 2019 to December 2019, the Office of Highway Safety and Justice Programs (OHSJP) funded expenses for the OHSJP Director to attend the GHSA Executive Seminar and the GHSA Executive Board Meeting; the OHSJP Business Manager and the Highway Safety Accounting Supervisor to attend the Grants Tracking System Training; and the Grants Administration Accountant and the Highway Safety Accounting Supervisor to attend the GFOA Governmental Accounting and Financial Planning and the GFOASC Fall Conference. During the quarter from January 2020 to March 2020, the Office of Highway Safety and Justice Programs (OHSJP) funded expenses for the OHSJP Director, the OHSJP Business Manager, the Body-Worn Camera Coordinator, the Special Programs Manager, and the Law Enforcement Support Services Program Manager to attend the NHTSA Region 4 LEL Conference and registration fees for the South Carolina Highway Patrol (SCHP) Multi-disciplinary Accident Investigation Team (MAIT) to attend the 2020 EDR Summit and 2020 CDR Technician: Train the Trainer trainings. Due to the COVID-19 Pandemic, no staff members traveled under the Public Information, Outreach, and Training Grant, during the quarter from April 2020 to June 2020.
To plan, schedule, and conduct	A Project Management workshop was held in October 2019 at the Doubletree. Covered topics
a Project Management Course	included highway safety relationships, roles, and responsibilities of a project director, grant
for all Highway Safety Project	terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, property control, requests for payment, programmatic monitoring, reporting, and
Directors by the end of the first quarter of the grant period.	evaluation of statewide campaigns.
To promote national and state	The Office of Highway Safety and Justice Programs actively promotes state and national high-
highway safety emphasis pro-	way safety emphasis programs throughout the grant period using a variety of methods. The
grams by announcing training	OHSJP has utilized Law Enforcement Network (LEN) meetings, briefings, and special meet-
opportunities through the PIOT	ings with LEN Coordinators and Assistant Coordinators to provide training regarding state and
grant throughout the grant pe-	national mobilization campaigns. The OHSJP will continue to do this during the grant year as
riod.	occupant protection and impaired driving mobilizations are conducted.
To update the agency calendar	The OHSJP has worked with the agency's web developers and Communications department to
and newsletter to OHSJP	post and update a calendar online, push safety messaging on the agency's website and social media pages, and to share a weekly newsletter, which is emailed to every SCDPS staff member.

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

events, available on the SCDPS website.	
To conduct a statewide motorcy- cle safety campaign in 2020 to include an emphasis during the bike weeks in Horry County in May 2020.	The OHSJP executed a paid media effort to complement enforcement activities conducted by the SCHP during the Myrtle Beach Bike Week rally, which took place during the month of July in Horry County. The Atlantic Beach Bikefest rally, typically held in May, was canceled as a result of the COVID-19 pandemic. In addition, the OHSJP conducted a sustained media effort through September in counties that experienced an increase in motorcycle deaths in CY 2018. The campaign focused on drivers recognizing potential motorcyclists in their "blind spot". The re-used concept from the previous year was approved by the Motorcycle Safety Task Force during its meeting on June 8, 2020.
To promote School Zone Safety Week events during the month of August 2020.	The OHSJP planned to contact schools and law enforcement agencies to demonstrate and dis- tribute safety information to parents and children; however, restrictions were placed on hand- to-hand distribution of materials as a result of the COVID-19 pandemic. To compensate, the OHSJP posted back-to-school infographics, animations, and other educational information on the SCDPS social media pages during the month of August.
To conduct a Traffic Victims' Memorial Service for families of highway crash victims killed in the year 2019.	The Memorial Service was scheduled to be held on April 25, 2020; however, the service was postponed to a later date that remains undetermined as a result of the COVID-19 pandemic. In an effort to pay tribute to the families impacted by this postponement, a post of acknowledgement and tribute to the victims' families was featured on the SCDPS Facebook page on April 25, 2020.
To participate in state and na- tional activities/campaigns and establish an OHSJP presence at selected statewide events to reach young drivers (such as sporting events, music, and com- munity festivals).	The OHSJP was prepared to operate a booth at the Carolina Country Music Fest in September 2020. The plan was for the SCDPS to serve as a festival sponsor and for SCDPS staff to oper- ate a booth in the information tent. The booth would have served as a model for future booths/ exhibits at statewide events. However, the Carolina Country Music Festival was canceled, as a result of the COVID-19 pandemic. The OHSJP continuously identifies opportunities for com- munity outreach and coordinates with the SC Highway Patrol, local law enforcement agencies, schools, colleges, and other groups to provide information to the public. The OHSJP was able to join Georgia, North Carolina, and Tennessee, in the formation of the All South Highway Safety Team in 2020. The project was developed by the Georgia Governor's Office of High- way Safety. A series of television spots was 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 2020 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.
To conduct workshops to assist applicants in preparing applica- tions for the FFY 2021 grant year.	The FFY 2021 Grant Solicitation Workshop was held in January 2020 at the Doubletree.
To coordinate and implement,	The OHSJP coordinated a statewide Law Enforcement Target Zero Challenge with a number
with the assistance of the agency	of public information and education elements combined with high visibility enforcement ef-
contractor and the Impaired	forts that began in December 2019 and concluded in September 2020 with a Labor Day Week-
Driving Countermeasures Pro-	end Special featuring the Sober or Slammer! Message. The sustained media campaign began at
gram Coordinator, a statewide	the end of the second quarter, March 2020. After developing a new ad featuring a sequel to the
impaired driving mobilization campaign.	bar advertisement used in FFY 2019, the OHSJP used a variety of media – including social media, television, radio ads, digital media, and digital billboards – to alert citizens about the dangers and consequences of drinking and driving.
To develop statewide safety campaigns for other top contrib- uting factors to fatal collisions (including speeding, distracted driving, vulnerable roadway us-	The OHSJP coordinated and executed a paid social media effort to curb traffic fatalities related to distracted driving that ran from November 18-30, 2019. The campaign featured a "Don't drive distracted" tricycle ad, which was created in April 2019. The OHSJP also executed paid media efforts to curb traffic fatalities related to speeding and vulnerable roadway users. <i>Operation Southern Shield</i> is referred to as the speeding campaign, which was postponed to July 20-
ers, etc.) in FY 2020.	25, 2020 with a "Nowhere fast" message displayed on radio and social/digital media. The <i>Vul-nerable Roadway Users</i> campaign ran from June 8 – July 12, 2020 with a "Share the road" message displayed on outdoor/alternative media as well as social/digital media and radio. The OHSJP also coordinated and executed a paid media effort to curb traffic fatalities related to restraint usage. The <i>Buckle Up, South Carolina</i> education and enforcement campaign featured a new television and radio spot, along with social media and outdoor/alternative media, to create a message of missed milestones as a result of not buckling up. The new spot aired from August $3 - 23$, 2020. Each of these campaigns complemented enforcement activities by the SC Highway Patrol in counties that experienced an increase in fatalities in CY 2018.

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2020-HS-04-20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Train- ing	\$704,858	\$478,044.20	FAST ACT NHTSA 402
PS-2020-HS-04-20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Train- ing Pedestrian/Billboard Campaign	\$40,000	\$40,000	FAST ACT NHTSA 402
M9MA-2020-HS-04- 20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Aware- ness Campaign	\$44,165.73	\$44,165.73	405f
M11MA-2020-HS-04- 20	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Aware- ness Campaign	\$35,834.27	\$31,663.79	405f
Total All Funds			\$824,858	\$593,873.72	All funds
FAST ACT NHTSA 402			\$744,858	\$518,044.20	FAST ACT NHTSA 402
Section 405f Motorcyclist Aware- ness			\$80,000	\$75,829.52	405f

Motorcycle Safety Program Overview

Motorcycle Safety Program

In 2018, there were 142 motorcyclist fatalities on South Carolina's roadways. In an effort to decrease fatalities, a statewide motorcycle awareness campaign ran from June through September 2020. The campaign included one (1) Myrtle Beach bike rally in July and emphasized the seven (7) priority counties with the highest number of motorcycle fatalities in CY 2018: Horry, Charleston, Greenville, Richland, Lexington, Spartanburg, and Anderson. The campaign message focused on generating awareness around blind spots; that motorcycles are everywhere.

The campaign's graphic, which was also used in the previous 2019 campaign, 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.



Additionally, the state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2020 grant period. The MSTF met three times during the FFY 2020 grant period (March 9, 2020, June 8, 2020; and September 14, 2020). During the meetings, the task force discussed information pertinent to motorcyclist legislation, relevant statistical data, and approved the 2020 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:

1. To decrease motorcyclist* fatalities by 7.6% from the 2013-2017 baseline average of 157 to 145 by December 31, 2020.

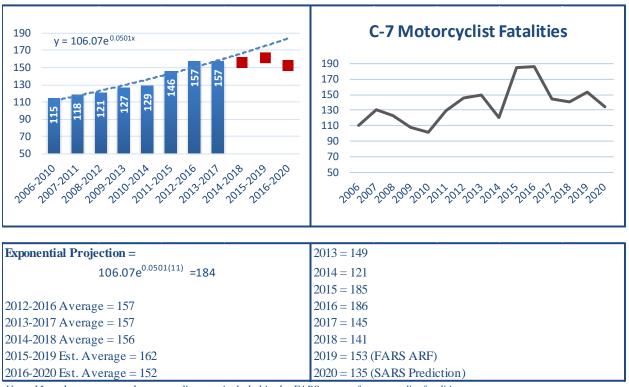


Figure C-7. South Carolina Motorcyclist Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2017.

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 2016-2020 average number of motorcyclist fatalities will be 152 (includes moped fatalities). The number of motorcyclist fatalities projected for 2020 is 135. Based on current projections, the state is expected to meet its 2020 motorcyclist fatalities goal of 145.

2. To decrease unhelmeted motorcyclist* fatalities by 0.9% from the 2013-2017 baseline average of 113 to 112 by December 31, 2020.

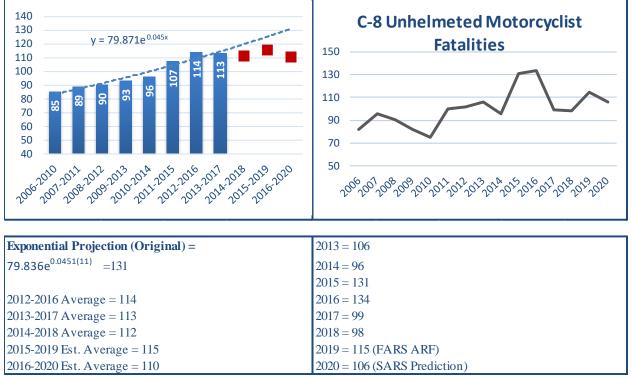


Figure C-8. South Carolina Unhelmeted Motorcyclist Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2017.

Notes: Moped operators and motorcyclists are included in the FARS count of motorcyclist fatalities. Due to the FARS update to 2017 the exponential projection changed for the chart.

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2016-2020 average number of un-helmeted motorcyclist fatalities will be 110. The SARS predicts 106 un-helmeted motorcyclist fatalities for 2020. Based on current projections, the state is expected to meet its 2020 un-helmeted motorcyclist fatalities goal of 112.

Motorcycle Safety Program Project

Subgrantee:	SCDPS: Office of Highway Safety and Justice Programs
Project Number:	M9MA-2020-HS-04-20 (Motorcyclist Awareness Campaign)
Project Title:	Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign. The campaign included one (1) Myrtle Beach bike rally in July and emphasized the seven (7) priority counties with the highest number of motorcycle fatalities in CY 2018: Horry, Greenville, Charleston, Spartanburg, Richland, Anderson, and Lexington. The campaign message focused on generating awareness around blind spots; that motorcycles are everywhere. 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.

Motorcycle Safety Program: Project Summary					
Activities Funded/Implemented	Results				
To conduct a statewide public information and education paid	The agency contractor, 9Rooftops, was utilized to conduct a				
media campaign to educate and increase the awareness of mo-	motorcycle safety campaign during the month of July for the				
torists and motorcyclists about motorcycle safety issues in 2020,	Myrtle Beach Bike Week Rally that included billboard, radio				
focusing on the seven (7) priority counties in SC that had the	and social paid advertising. In addition, the OHSJP conducted				
highest number of motorcyclist fatalities.	a sustained media effort from June through September 2020 in				
	seven (7) priority counties (including Horry County) that expe-				
	rienced the highest number of motorcyclist deaths in CY 2018.				
To continue the work of the Motorcycle Safety Task Force	The Motorcycle Safety Task Force (MSTF) met three (3) times				
(MTSF) during FFY 2020 to review and analyze motorcycle	during the FFY 2020 grant period. Pertinent legislation, statis-				
safety statistical information, make recommendations for im-	tical information, and motorcyclist issues were discussed dur-				
provement of motorcycle safety in the state, and develop action	ing the meetings.				
plans to implement projects that will reduce motorcyclist					
crashes, injuries, and fatalities in the state.	The OUCID encoded a mail and is effect to encode and				
To conduct a successful motorcycle safety public information	The OHSJP executed a paid media effort to complement en-				
and education campaign continued from CY 2007-CY 2019 in	forcement activities conducted by the SCHP during the Myrtle Beach Bike Week rally, which took place during the month of				
Horry County during the month of May 2020 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic	July in Horry County. The rally was originally scheduled for				
Beach Bike Fest).	May 2020 but was postponed due to the COVID-19 pandemic.				
Deach Dike Fest).	The Atlantic Beach Bikefest rally, typically held in May, was				
	canceled as a result of the COVID-19 pandemic. A sustained				
	media effort was conducted through September in counties that				
	experienced an increase in motorcycle deaths in CY 2018. The				
	campaign focused on drivers recognizing potential motorcy-				
	clists in their "blind spot".				
In partnership with the SCDOT, the OHSJP will again secure	The OHSJP did not partner with the SCDOT during FFY 2020				
the use of variable message signs around the state in designated	for the use of their variable message signs; however, the				
time periods during the motorcycle safety campaign effort.	SCDOT shared motorcycle safety messaging during the month of May 2020.				

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Motorcycle Safety Project: Budget Summary						
Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source	
M9MA-2020-HS- 04-20 M11MA-2020-HS- 04-20	South Carolina Department of Public Safety: Office of Highway Safety and Jus- tice Programs	Motorcyclist Awareness Cam- paign	\$80,000	\$80,000	405f	
Total All Funds			\$80,000	\$75,829.52	405f	

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 2013 to 2017. 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 0.8% from the 2013-2017 baseline average of 126 to 125 by December 31, 2020.

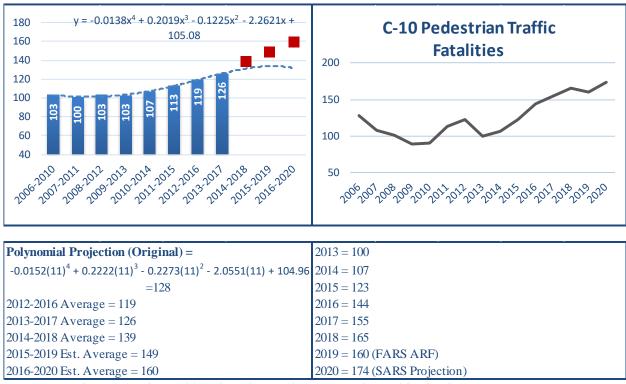


Figure C-10. South Carolina Pedestrian Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2017.

Note: Due to the FARS update to 2017 the polynomial projection changed for the chart.

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2016-2020 average number of pedestrian fatalities will be 160. The SARS predicts 174 pedestrian fatalities for 2020. Based on current projections, the state is not expected to meet its 2020 pedestrian fatalities goal of 125. Because performance target C-10 was not met, the state will adjust its upcoming FFY 2022 HSP to better meet this performance target. In FFY 2021, the state will share the FFY 2020 Annual Report and approval letter with subgrantees. Resources which included best practices were provided for all new FFY 2021 subgrantees to assist them in the implementation of their programs, and enhanced monitoring efforts, which emphasize the importance of directing law enforcement activity in the locations where the fatal crashes are occurring, will

be utilized in FFY 2021. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2022 and will utilize section 405h funds to address pedestrian and bicyclist safety issues. Final data from CY 2020 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2022 performance targets are developed.

2. To decrease bicyclist traffic fatalities by 5.6% from the 2013-2017 baseline average of 18 to 17 by December 31, 2020.

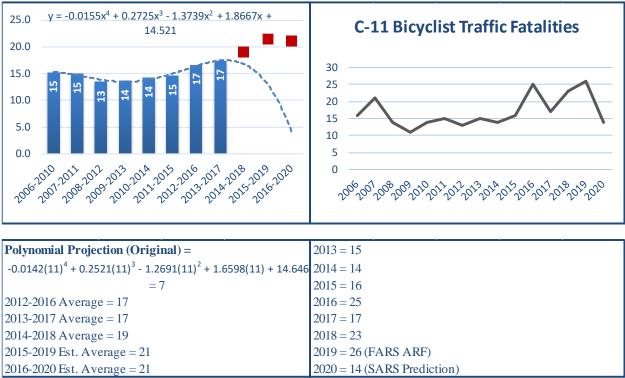
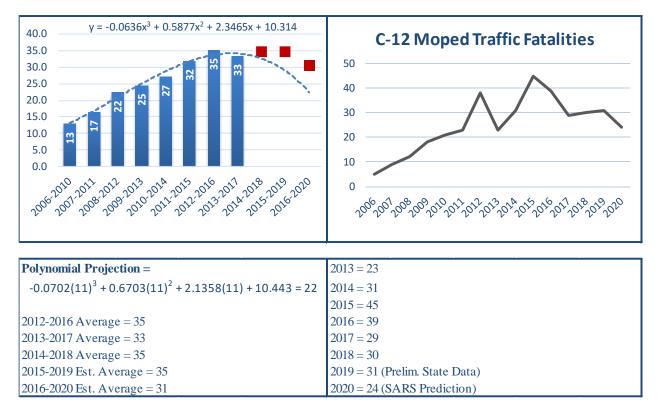


Figure C-11. South Carolina Bicyclist Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2017.

Note: Due to the FARS update to 2017 the polynomial projection changed for the chart.

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2016-2020 average number of bicyclist fatalities will be 21. The SARS predicts 14 bicyclist fatalities for 2020. Based on current projections, the state is expected to meet its 2020 bicyclist traffic fatalities goal of 17.

3. To decrease moped traffic fatalities by 2.9% from the 2013-2017 baseline average of 34 to 33 by December 31, 2020.





The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2016-2020 average number of moped fatalities will be 31. The SARS predicts 24 moped fatalities for 2020. Based on current projections, the state is expected to meet its 2020 moped traffic fatalities goal of 33.

Vulnerable Roadway Users Program Project

Subgrantee:	SCDPS: Office of Highway Safety and Justice Programs
Project Number:	PS-2020-HS-04-20
Project Title:	Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Bill- board 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 2020, 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 hundreds of safety presentations a year, attend hundreds of safety fairs and give thousands of interviews on various topics, including the topic of vulnerable roadway users.



The *Vulnerable Roadway Users* campaign was implemented and ran from June 8 – July 12, 2020 with a "You are not alone"

2020 Vulnerable Roadway Users Campaign Social Media Graphic

South Carolina. Stay alert and give extra ... more

message displayed on outdoor/alternative media as well as social/digital media and radio.

Vulnerable Roadway Users Project: Budget Summary						
Project Number	Subgrantee	Project Title	Budget	Expend- itures	Budget Source	
PS-2020- HS-04-20	South Carolina Depart- ment of Public Safety: Office of Highway Safety and Justice Pro- grams	Public Information, Out- reach and Training (Pe- destrian and Bicyclist Billboard Campaign)	\$40,000	\$40,000	FAST ACT NHTSA 402	
Total			\$40,000	\$40.000	All funds	

Paid Media Overview Distracted Driving Campaign (Fall 2019)

Media Buy Summary 2019 Fall Distracted Driving Campaign Flight Dates: November 19 – December 1, 2019 Campaign Overview

Distracted driving due to cell phone and digital media use is a growing primary contributing factor in deaths on SC roadways. According to South Carolina's Strategic Highway Safety Plan (SHSP), 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 the month of November. 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 media. The targeting aligned with adults 18 - 34 in ten (10) priority counties (Charleston, York, Spartanburg, Lexington, Horry, Orangeburg, Greenville, Anderson, Richland, and Cherokee). The SCDPS contractor reused the "Don't drive distracted" tricycle ad (created in April 2019) for paid social media containing a data-driven, strong antidistracted driving message.

Paid Social Media

- Included placements on both Facebook and Instagram
- Total Reach: 279,744
- Total Impressions: 916,954
- Total Ad Recall Rate was 15.34%

Total Media Spend: \$4,500

Total Campaign Expenditures: \$6,000



2019 - 2020 Sober or Slammer! Holiday Campaign

Media Buy Summary for 2019-2020 Christmas/New Year's SOS Campaign Flight Dates: December 11, 2019 – January 1, 2020 Campaign Overview

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* 2020 Target Zero Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2020 Target Zero Challenge effort, the Christmas/New Year's 2019-2020 portion of the Challenge ran from December 11, 2019 through January 1, 2020. 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.





2019-20 Sober or Slammer! Holiday Campaign Social Media Graphics

Campaign expenditures included cable television, connected television/programmatic video, radio, YouTube, social media, and out-of-home media. The primary target audience included men 21 - 34; second-ary target audience included adults 21 - 54 in twenty (20) priority counties (Greenville, Horry, Lexington, Richland, Anderson, Spartanburg, Charleston, Berkeley, York, Aiken, Laurens, Florence, Orangeburg, Beaufort, Lancaster, Dorchester, Pickens, Sumter, Darlington, and Kershaw).

A DUI enforcement television ad produced for Labor Day 2019 with the "Report Drunk Drivers. Call *HP." messaging and was distributed and broadcasted during the Christmas/New Year's 2019-2020 mobilization crackdown following the recommended NHTSA flight dates for airing. The spot included a translation into

Spanish. A Christmas tree was edited in the spot to reflect the holiday season, and the state's DUI campaign slogan/logo, *Sober or Slammer!* and the Target Zero/SCDPS logo appeared on the spot.

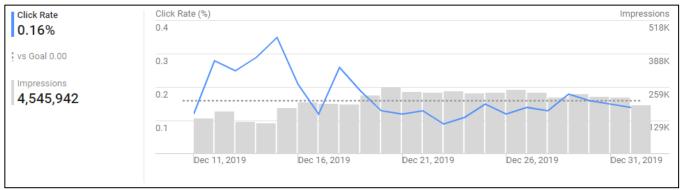
Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning Monday, November 18, 2019, and concluded by Monday, November 25, 2019. Post-campaign telephone surveys were conducted beginning Thursday, January 2, 2020, and concluded by Thursday, January 9, 2020.

Cable TV

- Buying demo was focused on Adults 25 54
- Schedule ran within Prime and weekend dayparts
- Spots ran across a variety of highly viewed networks such as: USA, ESPN, FX, HGTV, AE, NFL Network, Travel, BET, VH1, TNT, FOOD, and many more
- Total investment: \$40,239.52

Connected TV/Programmatic Video

- Planned Impressions: 2,237,752
- Purchased Impressions: 4,545,942
- Over delivery: 203%
- CTV impressions ran across Pluto TV, Vizio, Raycom Local TV stations, Samba TV, Sling TV, Samsung TV, NBCU & Roku
- Total investment: \$56,413



2019-20 Sober or Slammer! Holiday Campaign Connected TV Chart

Radio

- Buying demo was focused on men 21 34
- Schedules included Spanish language stations in two markets
- Estimated added value spots: 30%
- Total investment: \$32,740.30

YouTube

- Impressions: 1,438,354
- Views: 286,497
- View rate: 19.92%

• Total investment: \$24,940.41

Paid Social Media

- Included placements on both Facebook and Instagram
- Total Reach: 626,174
- Total Impressions: 4,381,061
- Total Ad Recall Rate was 5.37%
- Total investment: \$20,000

Platform	Reach	Impres- sion	Ad Recall Lift	Ad Recall Lift Rate	Cost-per-Ad Recall	Spent
General Audi- ence	580,735	2,941,401	30,800	5.30%	\$0.43	\$13,211
African Ameri- can	236,671	1,159,175	12,900	5.45%	\$0.42	\$5,380
Hispanic	53,312	280,485	3,050	5.72%	\$0.46	\$1,408

2019-20 Sober or Slammer! Holiday Campaign Paid Social Media Table

Programmatic Out-of-Home Media

- Venue Types: Bars, Billboards/Bulletins/Square, Gas stations/Pumps, Casual Dining
- Purchased Impressions: 2,727,273
- Total Impressions: 4,829,903
- Over delivery: 177%
- Total investment: \$46,010

Venue Type	Purchased Impressions	Actual Impressions Delivered		
Bars		2,003,218		
Billboards/Bulletins/Square	2,727,273	1,478,229		
Gas Stations/Pumps		567,517		

2019-20 Sober or Slammer! Holiday Campaign Out-of-Home Media Table

Mobile Retargeting

• Total investment: \$15,000

Total Media Spend: \$235,343.23 Total Campaign Expenditures: **\$306,220.71**

2020 Sober or Slammer! Campaign

Media Buy Summary for 2020 Sober or Slammer Campaign Flight Dates: March 2, 2020 – September 7, 2020* Campaign Overview

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 combined 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 2020 DUI crackdown and a monthly radio campaign in support of DUI enforcement weekends, led 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 2020 Law Enforcement Target Zero Challenge effort, this campaign focused on paid media from March 2020 through Labor Day 2020. Paid and earned media components were used to support the enforcement effort.

The agency contractor, 9Rooftops, created a social media messaging campaign to support the DUI enforcement effort, and the ads aired for radio and cable/connected television to educate the motoring public regarding the consequences of impaired driving. The messaging resonated with five separate audiences (general, youth, African American, Hispanic, and rural male) in twenty (20) priority counties (Greenville, Horry, Richland, Charleston, Spartanburg, Anderson, Lexington, Berkeley, Florence, Orangeburg, Aiken, York, Dorchester, Beaufort, Laurens, Sumter, Darlington, Lancaster, Pickens, and Kershaw). The new television spot featured a sequel to the bar scene public service announcement from FFY 2019. The new spot foreshadows two potential consequences of the couple driving after leaving the bar: a collision or the arrest of the gentleman. It ends with the couple requesting a rideshare. The spot ends with the "Dial *47 to Report Drunk Drivers" message, along with the Sober or Slammer, Target Zero, and SCDPS messaging. The ad ran on connected television from May 8 – 25, June 15 – July 12, July 20 – August 2, and August 17 – September 7; while cable television ran from August 17 – September 7. The ad aired on radio from March 9 – 22, May 11 – 25, June 15 – July 12, July 20 – August 2, and August 10 – September 7.



2020 Sober or Slammer! Campaign Graphic 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.

Campaign Graphic On Facebook and Instagram, an animated graphic featuring the "Drink. Drive. Die." and "Dial *47 to Report Drunk Drivers" messaging ran for several flights throughout the campaign period. Utilizing the brand awareness objective within Facebook and Instagram strategically increased awareness of brand messaging. Social media messaging ran from March 2 – April 5, May 11 – 25, June 15 – 28, and August 10 – September 7; while digital messaging ran from March 2 – April 12, May 11 – 25, June 15 – August 2, and August 10 – September 7.

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.

Cable TV

- Buying demo was focused on Adults 25 54
- Schedule ran within Prime and weekend dayparts
- Programming on TNT, AE, USA, TBS, MTV, VH1, TNT, and many more
- Total investment: \$69,790.95

Connected TV

- Impressions: 1,899,109
- Majority of inventory ran across internet based-TV platforms such as Viacom Networks, Philio and Sling TV
- Programming within these platforms include: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total investment: \$83,839 (See chart below)



Radio

- Buying demo was focused on adults 21 54
- Schedules ran within AM Drive, PM Drive, Evening and Weekend dayparts
- Buyers were able to negotiate 3,995 bonus spots
- Total investment: \$118,839.27

YouTube/ Google Display Network

- Impressions: 10,089,206 (YouTube), 4,774,242 (Google)
- Views: 2,159,736
- View rate: 21.41%
- Total investment: \$86,538.55

Paid Social Media

- Total Impressions: 21,953,886
- Total Ad Recall: 463,300
- Total investment: \$116,999.97

Digital Out-of-Home Media

- Venue types: Bars, Gas Stations, Convenience Stores, Liquor Stores, Billboards
- Planned Impressions: 3,199,567
- Achieved Impressions: 4,036,798
- Over-delivered impressions by 126%

	Planned Impres- sion	Achieved Impres- sions	Venue Share	Spend
Entertainment Bars Gas Stations Parking Garages Liquor Stores	-	124,286	3%	-
Retail C-Store	-	429,043	11%	-
Outdoor Billboards	-	3,483,469	86%	-
Total	3,199,567	4,036,798	100%	\$38,395

• Total investment: \$178,545.87 (See table below for more details)

Total Media Spend: \$570,714.61

Total Campaign Expenditures: **\$845,533.56**

*As a result of the protests in 2020, the FFY 2020 *Sober or Slammer!* campaign was temporarily paused from June 2 - 15, 2020.

2020 Buckle Up, South Carolina! Campaign

Media Buy Summary for 2020 BUSC Campaign Paid Social Media Flight Dates: August 3- August 23, 2020 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 typically conducted in conjunction with the *Click It or Ticket* national and regional enforcement mobilizations. The national campaign was rescheduled due to the COVID-19 pandemic. The goals of the *BUSC* 2020 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* 2020 blitz ran from May 24 –June 6, 2020.

The enforcement component focused heavily on rural and nighttime safety belt enforcement strategies. However, as a result of the COVID-19 pandemic, capacity restrictions were placed on filming for the new television spot. Therefore, the paid media portion of the campaign began on August 3, 2020 and ran through August 23, 2020. The public information and education component included paid and earned media to position safety belt usage enforcement as a key element of the SCDPS *Target Zero* initiative.

The new 30 second television spot aired on cable and connected television, as well as social and digital media. The spot featured a "missed milestones" message as a result of not buckling up and concluded with a trooper speaking a line with the "Buckle up, South Carolina. It's the law and it is enforced" message. The *Target Zero* logo, as well as the SCDPS logo, appeared on the spot. A new 30 second radio spot was also produced from the audio of the television spot.

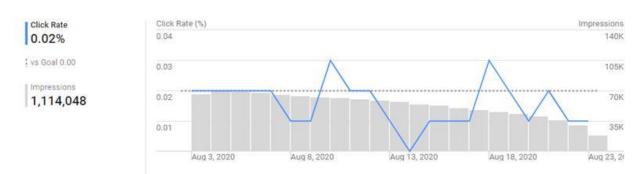
Paid media was focused on the following key counties: Greenville, Spartanburg, Charleston, Richland, Horry, Lexington, Anderson, Orangeburg, Berkley, Florence, Aiken, Dorchester, Sumter, Colleton, Laurens, Beaufort, Darlington, York and Jasper.

Cable TV

- 0:30 TV creative
- Buying demo was focused on Adults 25 54
- Schedule ran within Prime and weekend dayparts
- Programming on TNT, AE, USA, TBS, MTV, VH1, TNT, USA, and many more
- Total investment: \$71,361.83

Connected TV

- 0:30 TV creative
- Delivered impressions: 1,114,048
- Campaign over delivered by 4.4%
- Majority of inventory ran across internet-based TV platforms such as Philio, AT&T TV
- Programming within these platforms include: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total investment: \$48,000



2020 Buckle Up, South Carolina Campaign Connected Television Chart

Radio

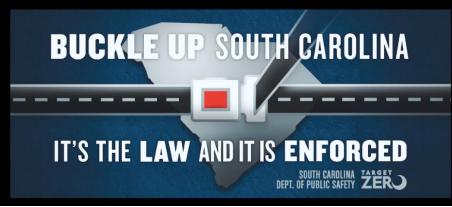
- Buying demo was focused on Adults 18-49
- Schedule ran within AM Drive, PM Drive, Evening and Weekend dayparts
- Buyers were able to negotiate 807 bonus spots
- Total investment: \$31,279.40

YouTube

- Impressions: 7,307,277
- Views: 1,443,063
- View rate: 19.75%
- Total investment: \$41,355

Paid Social Media

- Included placements on both Facebook and Instagram
- 0:15 Second Spots
- Total Reach: 999,167
- Total Impressions: 4,773,336
- Total Ad Recall Rate was 10%
- Total investment: \$15,743.50



2020 Buckle Up, South Carolina! Campaign Graphic

Total Media Spend: \$207,739.73 Total Campaign Expenditures: **\$390,651.01**

2020 All South Highway Safety Team Campaign

Media Buy Summary for 2020 All South Highway Safety Team Flight Dates July – September, 2020 Campaign Overview

The South Carolina Department of Public Safety (SCDPS) partnered with other states in the Southeast – Georgia, Tennessee, and North Carolina – in a series of highway safety spots made to air during the Atlanta Braves baseball games aired through the Fox Sports network. The effort was led by the Georgia Governor's Office of Highway Safety (GOHS) and featured all four states in a series of spots sharing a seatbelt message, an impaired driving message, and a speeding message.



2020 All South Highway Safety Team Campaign Video



2020 All South Highway Safety Team In-Game Billboard

Television

- Buying demo was focused on Adults 18 34
- Audience delivery up 37%

2020 PARTNERSHIP RECAP

<u>Elements</u>	Ordered	Posted	Additional Value
Live In-Game :30 Spots	110	127	\$61,200
Live Post-Game :30 Spots	55	57	\$3,000
Live Pre-Game :30 Spots	0	25	\$15,000
Live In-Game :30 Spots (Pre-Season)	0	7	\$10,500
Braves Re-Air	110	158	\$7,200
Live In-Game GameFlow	55	55	\$0
Live In-Game Billboard	55	55	\$0
Sports Programming ROS	225	799	\$28,700
Braves Streaming	1,092,000 IMPs	1,365,843 IMPs	\$5,900

Total Campaign Expenditures: \$41,387

2020 Motorcycle Awareness Campaign

Media Buy Summary for 2020 Statewide Motorcycle Awareness Campaign Campaign Dates: June 29 – July 19, 2020 Campaign Overview

According to South Carolina Collision Data, in 2018, there were 142 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) utilized a comprehensive paid media campaign that focused on Myrtle Beach motorcycle rallies in July and also complemented enforcement efforts throughout the year.



2020 Motorcycle Awareness Campaign Graphic

The sustained campaign occurred in June – September, 2020. The campaign reused the "blind spot" awareness message from FFY 2019, encouraging motorists to look out for motorcycles. The SCDPS *Target Zero* umbrella campaign is also incorporated.

Media was executed with a focus on seven priority counties identified in the 2020 South Carolina Highway Safety Plan. These counties were Horry, Charleston, Greenville, Richland, Lexington, Spartanburg, and Anderson. The messaging targeted adults age 21 - 54.

Safety Sponsored ...

South Carolina Department of Public

Paid Social Media

- Flight dates: June 29 September 13, 2020
- 0:30 Second Spots
- Included placements on both Facebook, Instagram, and Messenger
- Total Reach: 1,430,531
- Total Impressions: 9,292,910
- Ad Recall Rate: 19.12%
- Total investment: \$25,597.34

Programmatic Out-of-Home Media

- Flight dates: June 29 September 13, 2020
- Venue Types: Bars, Billboards, and C-Store & Gas Stations

2020 Motorcycle Awareness Campaign Social Media Graphic

- Planned Impressions: 2,727,273
- Achieved Impressions: 3,288,680
- Added Value: 21%
- Total investment: \$26,197.18

	Planned	Achieved		
Venue Type	Impressions	Impressions	Venue Share	Cost
Entertainment Bars		588,761	18%	-
Outdoor Billboards		2,327,566	71%	-
Retail C-Store & Gas Station		372,353	11%	-
Total	2,727,273	3,288,680	121%	\$30,000.00

2020 Motorcycle Awareness Campaign Out-of-Home Media Table



2020 Motorcycle Awareness Campaign Billboard

Total Media Spend: \$51,794.52

Total Campaign Expenditures: **\$75,829.52**

2020 Carolina Country Music Fest Recap

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 aged 15-24 represented 10.7 percent of drivers in traffic collisions and female drivers aged 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. The OHSJP was prepared to operate a booth in September 2020, serve as a festival sponsor, and operate a table in the information tent. However, as a result of the COVID-19 pandemic, the Carolina Country Music Festival was canceled for 2020.

Distracted Driving Campaign (Spring 2020)

Distracted driving due to cell phone and digital media use is a growing primary contributing factor in death on SC roadways. According to the state'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 aimed to implement a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities. The campaign would have positioned distracted driving –most notably using a phone while driving-- prevention as a key element of the SCDPS *Target Zero* initiative. However, as a result of the COVID-19 pandemic, the campaign was canceled for spring 2020.

2020 Vulnerable Roadway Users Campaign

Media Buy Summary for 2020 Vulnerable Roadway Users Campaign Flight Dates: June 15 – July 5, 2020 Campaign Overview

According to South Carolina Collision Data, in 2017, vulnerable roadway users (VRU - motorcyclists, pedestrians, bicyclists, and moped riders) accounted for 201, or 20.3%, of the state's 988 traffic deaths. During the five-year period from 2013-2017, there were a total of 88 bicyclist fatalities, 169 moped fatalities, and 629 pedestrian fatalities in South Carolina. In an effort to address the issue of VRU deaths on the state's roadways, the OHSJP reused the *Vulnerable Roadway Users* Campaign from FFY 2019 that focused on all

components of the VRU category (except motorcycles), with a heavy focus on pedestrian safety in FFY 2020. The campaign included radio, paid social and out-of-home efforts and reused the paid media message "You are not alone on the road", along with the *Target Zero* messaging. The ads targeted adults aged 18 - 34 in eight (8) priority counties (Beaufort, Charleston, Greenville, Horry, Richland, Berkeley, Lexington, and Spartanburg).

Paid Social Media

- Included placements on both Facebook, Instagram, and Messenger
- Total Reach: 759,424
- Planned Impressions: 2,878,909
- Achieved Impressions: 3,439,192
- Total Ad Recall Rate: 20.22%
- Total investment: \$17,262

Radio

- 0:30 Spots
- Purchased spots: 967
- Bonus spots: 517
- Added value: 35%
- Total investment: \$14,987.23

Truckside Out-of-Home Media

- Flight dates: June 8 July 12, 2020 (includes bonus coverage)
- Targeting matched the counties provided and messaging to support the campaign ran across 20 mobile trucks in Charleston, Columbia, Greenville Spartanburg, and Myrtle Beach.
- Total investment: \$36,537

Total Media Spend: \$68,786.23

Total Campaign Expenditures: \$88,211.23



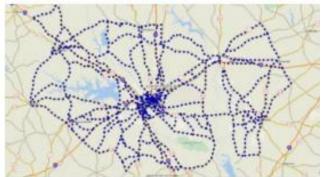
Social Media Graphic



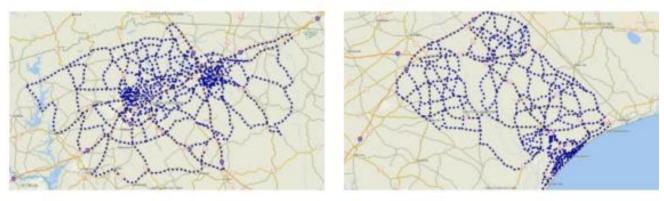
2020 Vulnerable Roadway Users Campaign Truck side Ad (Above), Truck Route by County (Below)



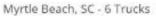
Charleston, SC - 3 Trucks



Columbia, SC - 5 Trucks



Greenville, SC - 6 Trucks



2020 Operation Southern Shield Campaign

Media Buy Summary for 2020 Operation Southern Shield Campaign Paid Social Media Flight Dates: July 20-25, 2020 Campaign Overview

According to the South Carolina Department of Public Safety's Strategic Highway Safety Plan, speed ranks among 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 2020. A statewide enforcement effort to reduce the number of speed-related traffic collisions and fatalities ran July 18-24, 2020, followed by a statewide education effort from July 20-25, 2020. 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.

The agency contractor, 9Rooftops, re-used the previous ads for paid social media containing a data-driven, strong anti-speeding enforcement message for *Operation Southern Shield*. The ads targeted social media and digital media users ages 18-34 statewide. The social media and digital video ads were distributed on Facebook and Instagram, as well as YouTube and included an animated component. The ad shared a "Don't speed. Arrive alive" message, along with the SCDPS and Target Zero messaging.

YouTube

- Impressions: 1,597,930
- Views: 292,676
- View rate: 18.32%
- Total investment: \$13,988.92

Paid Social Media

- Included placements on both Facebook, Instagram, and Messenger
- Single Image Spots
- Total Reach: 1,101,313
- Total Impressions: 2,211,593
- Total Ad Recall Rate was 9.8%
- Total investment: \$10,000

Total Media Spend: \$23,988.92 Total Campaign Expenditures: **\$39,943.92**



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



2020 Operation Southern Shield Campaign Social Media Graphic

2020 Sober or Slammer! Halloween Part I Campaign Production

Production Summary for 2020 Sober or Slammer! Halloween Part I Campaign Production July 1, 2020 – September 30, 2020 Production Overview

Statewide efforts to reduce the number of alcohol-impaired driving traffic collisions continued with the OHSJP's *Sober or Slammer! (SOS!) Halloween* enforcement, public information, and education campaign. Part I of the campaign focused on the production of a new media spot, along with media placement planning.

Production

The production plan entailed the creation of a new 0:30 second spot targeting adults 20-34 with a strong anti-impaired driving enforcement message. Though production planning occurred during FFY 2020, the spot did not air across Connected Television, or social and digital media, until FFY 2021.

The agency contractor, 9Rooftops, created a social media messaging advertisement to support the DUI enforcement effort and the ads to educate the motoring public regarding the consequences of impaired driving. The messaging was intended to resonate with four (4) distinct audiences (general, Caucasian, African American, and Hispanic males).

An outdoor advertising/programmatic Out-of-Home (OOH) advertisement was created to support the sustained DUI enforcement effort and the ads to educate the motoring public regarding the consequences of impaired driving. This messaging of the OOH advertisement was also designed to resonate with the four (4) previously identified audiences.

Total Campaign Expenditures: **\$70,560.07**

2020 Thanksgiving Distracted Driving Part I Campaign Conception

Conception Summary for 2020 Thanksgiving Distracted Driving Part I Campaign Conception July 1, 2020 – September 30, 2020 Conception Overview

In November of FFY 2021, the OHSJP implemented a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities with a special education effort. The campaign positioned distracted driving prevention as a key element of the SCDPS *Target Zero* initiative. Part I of the *Thanksgiving Distracted Driving* campaign focused on the conception of a new media spot for connected and cable television and radio, along with media placement planning.

Conception

The conception plan included creation of a new 0:30 second spot targeting adults 18-34 with a strong anti-distracted driving message. Though conception occurred during FFY 2020, the spot did not air across Connected and Cable Television, or radio and social and digital media, until FFY 2021.

Total Campaign Expenditures (Media Planning Fee + Agency Fees): **\$98,565**

Attitudinal Survey Results

SCDPS DUI Enforcement Campaign Awareness and Impact Study

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 9Rooftops.

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 December 11, 2019 through January 1, 2020. 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. Winter Holiday 2019-2020

Overview

Awareness of and support for **SCDPS's DUI Enforcement Campaign** continues to be very strong.

- 87% feel that drunk driving is a serious safety issue (Q1) and the overwhelming majority (57%) 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).
- ✓ 91% support the strong enforcement of DUI laws in South Carolina (Q5) and 90% support the implementation of a DUI enforcement program/ campaign in the state (Q15).
- 67% agree that law enforcement is making a big effort to crack down on drinking and driving in the state (Q10).
- ✓ 59% say they have seen or heard one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis (Q12).

Impacts of the Campaign are evidenced in both driver perceptions and behaviors.

- The proportion of drivers who categorize *drinking and driving* as a *very serious* offense increased significantly after the campaign (from 56% to 63%) (Q1c).
- Two out of three (66%) believe that people who drive after drinking will be caught at least half the time (slightly higher after the Campaign) (Q8).

• Half (49%) indicated the Campaign influences them not to drink and drive (an additional 14% say that they already do not drink and drive). (Q16).

Despite its continued strength, however, comparisons to historical trends suggest the Enforcement Campaign may be weakening in penetration.

- The percentage of respondents aware that SC law enforcement is cracking down on drunk driving is at an all-time low; and
- The proportion of drivers who say they have seen or heard advertisements for the Campaign is at the lowest level in 10 years.

Concerns about DUI and support for a DUI Enforcement Campaign, however, continue to be very strong.

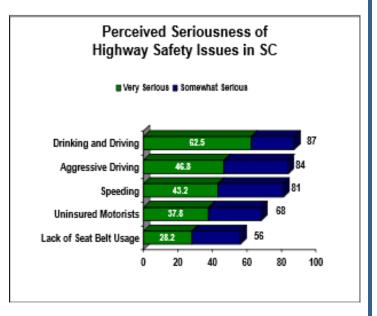
Detailed Findings

Perceptions of DUI as a Driver Safety Issue

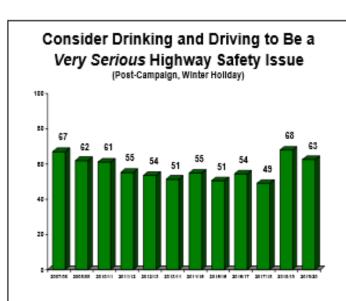
Respondents were asked to rate the seriousness of five different driver safety issues in the state, including: speeding, aggressive driving, drinking and driving, lack of seatbelt usage, and uninsured motorists (Q1).

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).

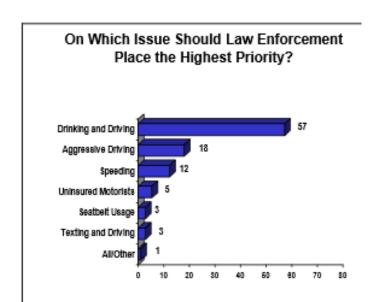
Fully 87% consider *drinking and driving* to be a *serious* problem on the state's roads and highways.



 Nearly two out of three (63%) consider drinking and driving to be a very serious problem, up significantly compared to the pre-campaign period (56%) and near the all-time high set last year.

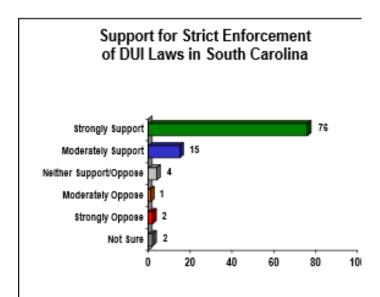


Drinking and driving is also the overwhelming choice when drivers are asked which <u>one</u> highway safety issue should be given the highest priority by law enforcement. Overall, 57% choose DUI compared to 18% for aggressive driving, 12% for speeding, 5% for uninsured motorists, and 3% for seatbelt usage. (Q2)

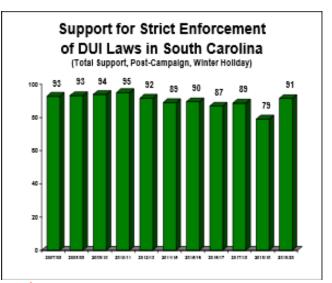


Support for and Expectations of South Carolina DUI Enforcement Efforts

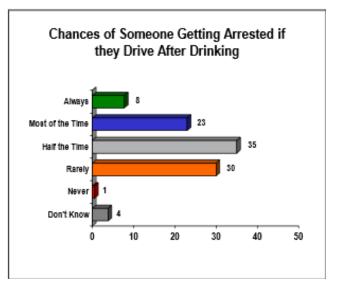
 Nine out of ten (91%) identify support for strict enforcement of the state's DUI laws, with 76% identifying strong support. (Q5)



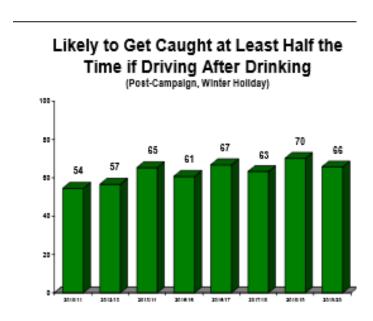
Support is at the highest level since 2013.



• Overall, approximately a third of respondents say DUI offenders will be caught *always* (8%) or *most of the time* (23%). An additional 35% think DUI offenders get caught *about half the time*, while 31% say they are *rarely or never* caught. (Q8)



Historical data suggest there have been incremental gains in expectations of DUI offenders being caught. In 2010/2011 just over half (54%) of respondents identified positive expectations for DUI enforcement success. Over the past two years, it has averaged 68%.



Most believe that if you are found guilty of driving under the influence, you will face serious consequences such as *going to jail* (51%), *losing your license* (48%), and/or *fine/ticket/citation* (39%). (Q9)

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

- Going to jail (51%);
- ✓ Losing driver's license (48%); and/or

✓ Getting a fine/ticket/citation (39%). Secondary consequences include:

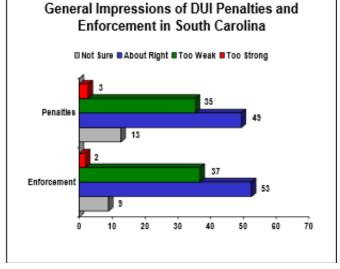
- ✓ Higher insurance rates (16%);
- ✓ Appearance in court (9%);
- ✓ Community service (8%);
- Having a felony/police record (6%) or probation (7%);
- ✓ Car impounded (4%); and/or
- ✓ A range of "other" consequences (12%).

One out of ten (10%) says consequences from a DUI conviction are *not much* and 11% say they *don't know* what type of consequences drivers can expect. (Q9)

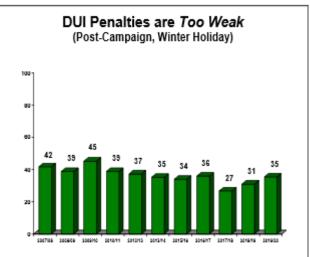
For the most part, South Carolina drivers feel that DUI penalties and enforcement in

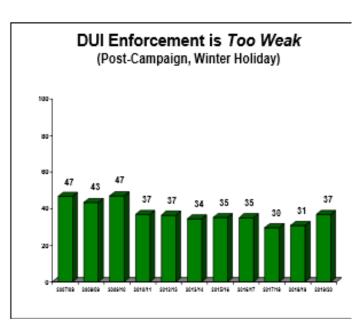
the state are *about right* or could be even stronger:

- 49% say they feel penalties for DUI are about right and 35% say they are too weak, (Q6) and
- ✓ 53% say that **enforcement** is *about right*, while 37% feel it is *too weak*.



The proportion of respondents indicating DUI penalties and/or enforcement are *too weak* dropped incrementally between 2007 and 2019, suggesting that more feel the state's efforts on target. There is a bit of a bump up again this year perhaps suggesting support for additional efforts.

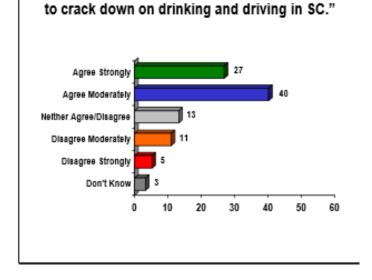




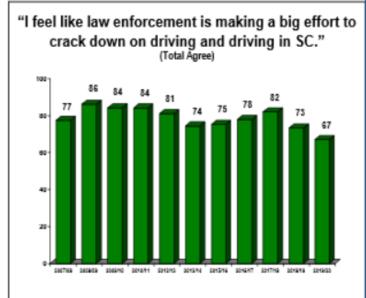
DUI Enforcement Campaign Awareness

• Two out of three (67%) agree that law enforcement in South Carolina is making a big effort to crack down on drunk drivers. (Q10)

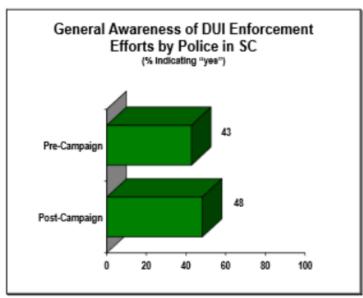
"I feel like law enforcement is making a big effort



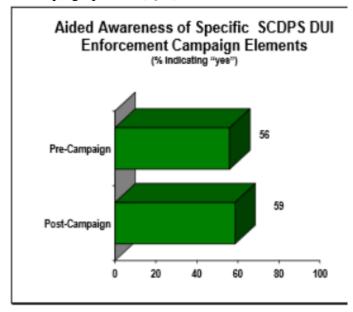
After reaching a high of 86% in 2008/2009, the proportion of drivers aware of the crackdown has softened somewhat; it is currently at its lowest point.



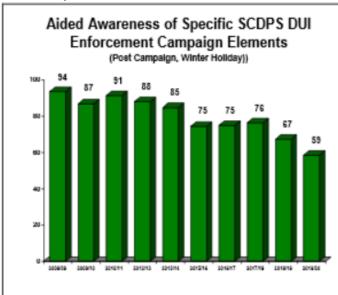
• Study respondents were asked if they have seen or heard anything about alcohol-impaired driving enforcement by police in general, not linked to specific campaigns by name. Overall, 48% of respondents say they have. This represents a significant increase compared to the pre-campaign period. (Q11)



• When asked on an <u>aided basis</u> specifically about **SCDPS DUI Enforcement Campaign** elements, 59% 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 moderately compared to the pre-campaign period. (Q12)



Historical trends indicate that aided awareness has dropped significantly over the past few years and is at a 10-year low.



SCDPS DUI Enforcement Campaign Message Communication

• Among those who say they have seen or heard elements of the **SCDPS DUI Enforcement Campaign**, (N=234), 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=234)

To stop DUIs	51%
To warn people of the	
consequences of drinking	
and driving	22
Raise awareness of SC DUI laws	15
Driving drunk kills	9
If you drink and drive, you'll go	
to jail	4
To encourage safe driving	2
Other	7

• Among those who report seeing or hearing any of the SCDPS DUI Enforcement Campaign elements (n=234), 69% say they saw the Campaign on television, 58% saw billboards, and 41% heard radio ads. (Each of these is down somewhat from last year.)

Point of sale/gas stations (21%), social media (15%), newspaper (12%), friends/relatives (11%), on big trucks (8%), and at schools (6%) are also key sources of campaign/message exposure. (Q14)

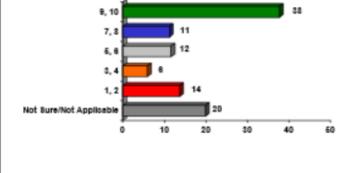
SCDPS DUI Enforcement Campaign Impacts on Perceptions and Behaviors

• As already noted, shifts from the "pre" to the "post" period identify heightened concerns with the seriousness of DUI and awareness of general DUI enforcement efforts:

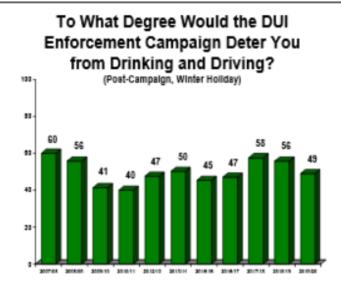
- Consideration of *drinking and driving* as a *very serious* highway safety issue increased between the "pre" and "post" campaign periods (from 56% to 63%) (Q1c).
- General awareness of alcohol-impaired driving/drunk driving enforcement by police increased significantly between the "pre" and "post" campaign periods (from 43% to 48%) (Q11);
- In addition, findings indicate the Campaign has a positive impact on driving behaviors.

Overall, 49% 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). (Q16)

To What Degree Would the DUI Enforcement Campaign Deter You from Drinking and Driving? (rating on 10-point scale, 10 = major deterrent)

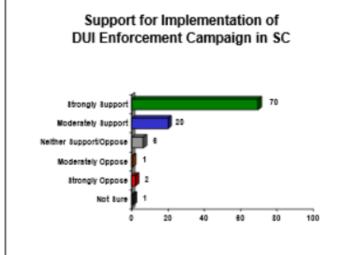


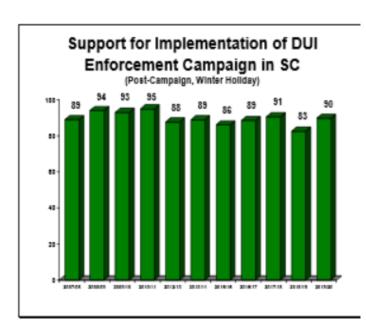
The proportion of respondents saying they would be influenced by the Campaign has varied somewhat over time. The past three years, however, have been above average levels.



Overall Support for SCDPS DUI Enforcement Campaign

• Regardless of their awareness of the Campaign and/or its impact on their behavior, approximately nine out of ten (90%) say they support the implementation of this type of DUI Enforcement Program and Campaign by South Carolina; 70% indicate they *strongly support* it. (Q15)





Personal vs. Peer Drinking Behaviors

- Overall, 62% of respondents admit to drinking alcoholic beverages at least occasionally; 37% say they drink alcohol at least once a month. (Q3) By contrast, 59% say friends neighbors and/or co-workers they're around most often have had alcohol to drink within the last 30 days. (Q17)
- Twelve percent (12%) of respondents admit to driving a motor vehicle within two hours of drinking alcoholic beverages within the past 60 days. (Q4)

By comparison, 24% 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 2020-FINAL Page: 1 Report Date: 12/29/2020

Posted:	12/29/2020

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # La Vouchers #	cher Vouch
NHTSA								
164 Trans	sfer Funds							
164 Alcoh	nol							
	164AL-2020-00-00-00	164 Transfer Funds Holding Ac	\$.00	\$.00	\$.00	\$2,429,263.39	0	
	164AL-2020-00-00-00		\$.00	\$.00	\$.00	\$2,429,263.39	0	
	164 AlcoholTotal		\$.00	\$.00	\$.00	\$2,429,263.39	0	
164 Paid I	Media							
	164PM-2020-HS-25-20	164 Impaired Driving Paid Medi	\$472,019.61	\$472,019.61	\$.00	\$.00	1 VOU-	18 Dec-22-20
	164PM-2020-HS-25-20		\$472,019.61	\$472,019.61	\$.00	\$.00	1 VOU-	18 Dec-22-20
	164 Paid MediaTotal		\$472,019.61	\$472,019.61	\$.00	\$.00	1 VOU-	-18 Dec-22-2
164	Transfer FundsTotal		\$472,019.61	\$472,019.61	\$.00	\$2,429,263.39	1 VOU	-18 Dec-22-2
FAST Act	NHTSA 402							
Planning a	and Administration							
1	PA-2020-HS-01-20	OHSJP PLANNING AND ADMINISTRAT	\$115,178.23	\$115,178.23	\$.00	\$.00	14 VOU-	14 Dec-04-20
1	PA-2020-HS-01-20		\$115,178.23	\$115,178.23	\$.00	\$.00	14 VOU-	14 Dec-04-20
	Planning and AdministrationTotal		\$115,178.23	\$115,178.23	\$.00	\$.00	14 VOU	-14 Dec-04-2
Occupant	Protection							
	OP-2020-HS-02-20	OHSJP OCCUPANT PROTECTION OP-	\$139,662.06	\$139,662.06	\$.00	\$.00	14 VOU-	14 Dec-04-20
	OP-2020-HS-02-20		\$139,662.06	\$139,662.06	\$.00	\$.00	14 VOU-	14 Dec-04-20
	OP-2020-HS-17-20	SC DHEC OPERATION SAFE RIDE *O	\$162,743.33	\$162,743.33	\$.00	\$.00	4 VOU-	16 Dec-18-20
	OP-2020-HS-17-20		\$162,743.33	\$162,743.33	\$.00	\$.00	4 VOU-	16 Dec-18-20
Occu	pant ProtectionTotal		\$302,405.39	\$302,405.39	\$.00	\$.00	15 VOU	-16 Dec-18-2
Pedestria	n/Bicycle Safety							
1	PS-2020-HS-04-20	OHSJP PIOT PEDESTRIAN/BICYCLE	\$40,000.00	\$40,000.00	\$.00	\$.00	1 VOU-	16 Dec-18-20

State: South Carolina

2020-FINAL

Page: 2 Report Date: 12/29/2020

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	PS-2020-HS-04-20		\$40,000.00	\$40,000.00	\$.00	\$.00	1	VOU-16	Dec-18-2020
P	edestrian/Bicycle SafetyTotal		\$40,000.00	\$40,000.00	\$.00	\$.00	1	VOU-16	Dec-18-2020
Police Tra	ffic Services								
	PT-2020-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$2,862,793.43	0		
	PT-2020-00-00-00		\$.00	\$.00	\$.00	\$2,862,793.43	0		
	PT-2020-HS-05-20	OHSJP POLICE TRAFFIC SERVICES	\$126,150.71	\$126,150.71	\$.00	\$.00	14	VOU-14	Dec-04-2020
	PT-2020-HS-05-20		\$126,150.71	\$126,150.71	\$.00	\$.00	14	VOU-14	Dec-04-2020
	PT-2020-HS-06-20	Law Enforcement Coordination	\$375,415.23	\$375,415.23	\$.00	\$.00	15	VOU-15	Dec-10-2020
	PT-2020-HS-06-20		\$375,415.23	\$375,415.23	\$.00	\$.00	15	VOU-15	Dec-10-2020
	PT-2020-HS-07-20	SCCJA TSO PROGRAM *PTS-TSO	\$353,147.37	\$353,147.37	\$.00	\$.00	7	VOU-17	Dec-22-2020
	PT-2020-HS-07-20		\$353,147.37	\$353,147.37	\$.00	\$.00	7	VOU-17	Dec-22-2020
	PT-2020-HS-08-20	Charleston County S.O. *PTS-E	\$139,763.00	\$139,763.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-08-20		\$139,763.00	\$139,763.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-09-20	City of Columbia *PTS-EU/P	\$81,533.00	\$81,533.00	\$.00	\$.00	6	VOU-18	Dec-22-2020
	PT-2020-HS-09-20		\$81,533.00	\$81,533.00	\$.00	\$.00	6	VOU-18	Dec-22-2020
	PT-2020-HS-10-20	City of Anderson *PTS-EU/	\$39,211.00	\$39,211.00	\$.00	\$.00	3	VOU-17	Dec-22-2020
	PT-2020-HS-10-20		\$39,211.00	\$39,211.00	\$.00	\$.00	3	VOU-17	Dec-22-2020
	PT-2020-HS-11-20	Goose Creek P.D. *PTS-EU/PTS-	\$59,478.00	\$59,478.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-11-20		\$59,478.00	\$59,478.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-12-20	City of Cayce *PTS-EU/PTS-	\$134,060.00	\$134,060.00	\$.00	\$.00	3	VOU-16	Dec-18-2020
	PT-2020-HS-12-20		\$134,060.00	\$134,060.00	\$.00	\$.00	3	VOU-16	Dec-18-2020
	PT-2020-HS-13-20	Dorchester County S.O. *PTS-	\$75,899.00	\$75,899.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-13-20		\$75,899.00	\$75,899.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-14-20	City of North Augusta *PTS-E	\$86,046.00	\$86,046.00	\$.00	\$.00	4	VOU-18	Dec-22-2020

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State: South Carolina

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	PT-2020-HS-14-20		\$86,046.00	\$86,046.00	\$.00	\$.00	4	VOU-18	Dec-22-2020
	PT-2020-HS-15-20	City of Charleston *PTS-EU/PT	\$72,053.00	\$72,053.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-15-20		\$72,053.00	\$72,053.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-16-20	York County S.O. *PTS-EU/PTS-O	\$135,896.00	\$135,896.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-16-20		\$135,896.00	\$135,896.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-18-20	Town of Summerville *PTS-EU	\$132,612.00	\$132,612.00	\$.00	\$.00	3	VOU-18	Dec-22-2020
	PT-2020-HS-18-20		\$132,612.00	\$132,612.00	\$.00	\$.00	3	VOU-18	Dec-22-2020
	PT-2020-HS-19-20	Berkeley Co SO *PTSE	\$113,311.00	\$113,311.00	\$.00	\$.00	3	VOU-16	Dec-18-2020
	PT-2020-HS-19-20		\$113,311.00	\$113,311.00	\$.00	\$.00	3	VOU-16	Dec-18-2020
	PT-2020-HS-20-20	Mount Pleasant Police Dept *P	\$125,637.00	\$125,637.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-20-20		\$125,637.00	\$125,637.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-21-20	Lexington Police Department	\$106,446.00	\$106,446.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-21-20		\$106,446.00	\$106,446.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-22-20	Aiken Dept of Public Safety *	\$134,500.00	\$134,500.00	\$.00	\$.00	4	VOU-18	Dec-22-2020
	PT-2020-HS-22-20		\$134,500.00	\$134,500.00	\$.00	\$.00	4	VOU-18	Dec-22-2020
	PT-2020-HS-28-20	Simpsonville Police Dept **PT	\$111,668.00	\$111,668.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-28-20		\$111,668.00	\$111,668.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-29-20	Lancaster Police Department	\$67,031.00	\$67,031.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-29-20		\$67,031.00	\$67,031.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-30-20	Georgetown County S.O. *PTS-	\$170,277.00	\$170,277.00	\$.00	\$.00	3	VOU-17	Dec-22-2020
	PT-2020-HS-30-20		\$170,277.00	\$170,277.00	\$.00	\$.00	3	VOU-17	Dec-22-2020
	PT-2020-HS-32-20	Oconee County S.O. *PTS-EU/P	\$99,068.00	\$99,068.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-32-20		\$99,068.00	\$99,068.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-38-20	Fort Mill Police Dept *PTS-EU	\$52,036.00	\$52,036.00	\$.00	\$.00	4	VOU-16	Dec-18-2020

State: South Carolina

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	PT-2020-HS-38-20		\$52,036.00	\$52,036.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-40-20	Moncks Corner Police Dept *PT	\$74,160.00	\$74,160.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-40-20		\$74,160.00	\$74,160.00	\$.00	\$.00	4	VOU-17	Dec-22-2020
	PT-2020-HS-41-20	Kershaw County S.O. *PTS-EU/P	\$71,392.00	\$71,392.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
	PT-2020-HS-41-20		\$71,392.00	\$71,392.00	\$.00	\$.00	4	VOU-16	Dec-18-2020
Police	e Traffic ServicesTotal		\$2,936,790.31	\$2,936,790.31	\$.00	\$2,862,793.43	18	VOU-18	Dec-22-2020
Traffic Re	ecords								
	TR-2020-HS-03-20	OHSJP Traf Rec Improvements *	\$34,881.85	\$34,881.85	\$.00	\$.00	12	VOU-13	Nov-06-2020
	TR-2020-HS-03-20		\$34,881.85	\$34,881.85	\$.00	\$.00	12	VOU-13	Nov-06-2020
	Traffic RecordsTotal		\$34,881.85	\$34,881.85	\$.00	\$.00	12	V0U-13	Nov-06-2020
Safe Com	munities								
	SA-2020-HS-04-20	OHSJP PIOT *PIOT-S	\$478,044.20	\$478,044.20	\$.00	\$.00	16	VOU-19	Dec-28-2020
	SA-2020-HS-04-20		\$478,044.20	\$478,044.20	\$.00	\$.00	16	VOU-19	Dec-28-2020
S	afe CommunitiesTotal		\$478,044.20	\$478,044.20	\$.00	\$.00	16	VOU-19	Dec-28-2020
FAS	T Act NHTSA 402Total		\$3,907,299.98	\$3,907,299.98	\$.00	\$2,862,793.43	19	VOU-19	Dec-28-2020
FAST Act	405b OP High								
405b Hig	h HVE								
	M1HVE-2020-00-00-00	405B Holding Account *M1HVE	\$.00	\$.00	\$.00	\$115,910.46	0		
	M1HVE-2020-00-00-00		\$.00	\$.00	\$.00	\$115,910.46	0		
	M1HVE-2020-HS-02-20	OP BUCKLE UP CAMPAIGN *OP PE	\$390,651.01	\$390,651.01	\$.00	\$.00	1	VOU-16	Dec-18-2020
	M1HVE-2020-HS-02-20		\$390,651.01	\$390,651.01	\$.00	\$.00	1	VOU-16	Dec-18-2020
	405b High HVETotal		\$390,651.01	\$390,651.01	\$.00	\$115,910.46	1	VOU-16	Dec-18-2020
405b Hig	h Alcohol								
	M1*AL-2020-HS-25-20	405B Imp Driving Countermeasur	\$248,898.95	\$248,898.95	\$.00	\$.00	1	VOU-17	Dec-22-2020

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1 VOU-17 1 VOU-17 2 VOU-17	Dec-22-2020 Dec-22-2020 Dec-22-2020
2 VOU-17	Dec-22-2020
0	
0	
0	
0	
0	
0	
14 VOU-14	Dec-04-2020
0	
0	
4 VOU-16	Dec-18-2020
4 VOU-16	Dec-18-2020
14 VOU-14	Dec-04-2020
	0 0 0 14 VOU-14 14 VOU-14 14 VOU-14 14 VOU-14 0 0 4 VOU-16 4 VOU-16

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Last Last Program Area Forwarded into Next FY Total # Vouchers Description Obligated Voucher Project Expended Unexpended Voucher Posted # M4HVE-2020-HS-25-20 \$193,128.96 \$193,128.96 14 VOU-14 \$.00 \$.00 Dec-04-2020 City of Charleston *M4HVE \$.00 \$.00 4 VOU-16 M4HVE-2020-HS-37-20 \$78,342.00 \$78,342.00 Dec-18-2020 M4HVE-2020-HS-37-20 \$78,342.00 \$78,342.00 \$.00 4 VOU-16 Dec-18-2020 \$.00 M4HVE-2020-HS-44-20 City of Cayce *M4HVE \$57,001.00 \$57,001.00 \$.00 \$.00 3 VOU-16 Dec-18-2020 M4HVE-2020-HS-44-20 \$57,001.00 \$57,001.00 \$.00 \$.00 3 VOU-16 Dec-18-2020 M4HVE-2020-HS-45-20 Spartanburg PD *M4HVE \$32,953.00 \$32,953.00 \$.00 \$.00 4 VOU-18 Dec-22-2020 M4HVE-2020-HS-45-20 \$32,953.00 \$32,953.00 \$.00 \$.00 4 VOU-18 Dec-22-2020 M4HVE-2020-HS-46-20 City of Goose Creek *M4HVE \$64,726.00 \$64,726.00 \$.00 \$.00 4 VOU-16 Dec-18-2020 M4HVE-2020-HS-46-20 4 VOU-16 \$64,726.00 \$64,726.00 \$.00 \$.00 Dec-18-2020 M4HVE-2020-HS-47-20 Berkeley Co SO *M4HVE \$76,366.00 \$76,366.00 \$.00 \$.00 4 VOU-16 Dec-18-2020 M4HVE-2020-HS-47-20 \$76,366.00 \$76,366.00 \$.00 \$.00 4 VOU-16 Dec-18-2020 M4HVE-2020-HS-48-20 Florence CO SO *M4HVE \$61,961.00 \$61,961.00 \$.00 \$.00 4 VOU-16 Dec-18-2020 M4HVE-2020-HS-48-20 \$61,961.00 \$61,961.00 \$.00 \$.00 4 VOU-16 Dec-18-2020 M4HVE-2020-HS-49-20 Lancaster CO SO *M4HVE \$73,930.00 \$73,930.00 \$.00 \$.00 4 VOU-17 Dec-22-2020 M4HVE-2020-HS-49-20 \$73,930.00 4 VOU-17 \$73,930.00 \$.00 \$.00 Dec-22-2020 M4HVE-2020-HS-50-20 Town of Summerville *M4HV \$62,450.00 \$62,450.00 \$.00 \$.00 3 VOU-18 Dec-22-2020 M4HVE-2020-HS-50-20 \$62,450.00 \$62,450.00 \$.00 \$.00 3 VOU-18 Dec-22-2020 M4HVE-2020-HS-52-20 Bluffton Police Department \$68,671.00 \$68,671.00 \$.00 \$.00 2 VOU-17 Dec-22-2020 M4HVE-2020-HS-52-20 \$68,671.00 \$68,671.00 \$.00 \$.00 2 VOU-17 Dec-22-2020 M4HVE-2020-HS-54-20 City of Hartsville *M4HVE \$37,406.00 \$37,406.00 \$.00 \$.00 4 VOU-17 Dec-22-2020 M4HVE-2020-HS-54-20 \$37,406.00 \$37,406.00 \$.00 \$.00 4 VOU-17 Dec-22-2020 \$1.016.068.96 \$1.016.068.96 \$.00 \$1,474,564.80 405d High HVETotal 18 VOU-18 Dec-22-2020 405d High Court Support M4CS-2020-HS-27-20 SC Comm on Prosecution Coord. \$122,528.33 \$122,528.33 4 VOU-17 Dec-22-2020 \$.00 \$.00

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	M4CS-2020-HS-27-20		\$122,528.33	\$122,528.33	\$.00	\$.00	4 V	OU-17	Dec-22-2020
	M4CS-2020-HS-36-20	City of Goose Creek Prosecutor	\$63,539.00	\$63,539.00	\$.00	\$.00	4 V	/OU-16	Dec-18-2020
	M4CS-2020-HS-36-20		\$63,539.00	\$63,539.00	\$.00	\$.00	4 V	/OU-16	Dec-18-2020
	M4CS-2020-HS-39-20	Sixth Circuit Solicitor's DUI	\$73,418.00	\$73,418.00	\$.00	\$.00	4 V	/OU-16	Dec-18-2020
	M4CS-2020-HS-39-20		\$73,418.00	\$73,418.00	\$.00	\$.00	4 V	/OU-16	Dec-18-2020
	M4CS-2020-HS-51-20	Fixth Judicial Circuit Solici	\$46,332.00	\$46,332.00	\$.00	\$.00	2 V	/OU-16	Dec-18-2020
	M4CS-2020-HS-51-20		\$46,332.00	\$46,332.00	\$.00	\$.00	2 V	/OU-16	Dec-18-2020
	M4CS-2020-HS-53-20	Berkeley County DUI Prosecutor	\$61,185.00	\$61,185.00	\$.00	\$.00	6 V	/OU-17	Dec-22-2020
	M4CS-2020-HS-53-20		\$61,185.00	\$61,185.00	\$.00	\$.00	6 V	OU-17	Dec-22-2020
405d Hig	gh Court SupportTotal		\$367,002.33	\$367,002.33	\$.00	\$.00	10 V	0U-17	Dec-22-2020
405d High	h Paid/Earned Media								
	M4PEM-2020-HS-25-20	ID Countermeasures PAID MEDIA	\$459,126.59	\$459,126.59	\$.00	\$.00	3 V	/OU-19	Dec-28-2020
	M4PEM-2020-HS-25-20		\$459,126.59	\$459,126.59	\$.00	\$.00	3 V	/OU-19	Dec-28-2020
40	5d High Paid/Earned MediaTotal		\$459,126.59	\$459,126.59	\$.00	\$.00	з V	/OU-19	Dec-28-2020
405d High	h Training								
	M4TR-2020-HS-26-20	CJA Imp Dr Countermeasures Tra	\$134,964.74	\$134,964.74	\$.00	\$.00	7 V	OU-17	Dec-22-2020
	M4TR-2020-HS-26-20		\$134,964.74	\$134,964.74	\$.00	\$.00	7 V	OU-17	Dec-22-2020
40	5d High TrainingTotal		\$134,964.74	\$134,964.74	\$.00	\$.00	7 V	/OU-17	Dec-22-2020
405d Imp	aired Driving High								
	M4X-2020-HS-23-20	MADD Midlands *M4X	\$65,505.00	\$65,505.00	\$.00	\$.00	4 V	/OU-15	Dec-10-2020
	M4X-2020-HS-23-20		\$65,505.00	\$65,505.00	\$.00	\$.00	4 V	OU-15	Dec-10-2020
	M4X-2020-HS-42-20	MADD Midlands *M4X	\$67,225.00	\$67,225.00	\$.00	\$.00	4 V	/OU-15	Dec-10-2020
	M4X-2020-HS-42-20		\$67,225.00	\$67,225.00	\$.00	\$.00	4 V	OU-15	Dec-10-2020
4	05d Impaired Driving HighTotal		\$132,730.00	\$132,730.00	\$.00	\$.00	4 V	00-15	Dec-10-2020

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
FAST Act 405d Impaired Driving HighTotal		\$2,109,892.62	\$2,109,892.62	\$.00	\$1,474,564.80	19	VOU-19	Dec-28-2020	
FAST Act	405f Motorcycle Prog	grams							
405f Moto	orcyclist Awareness								
1	M9MA-2020-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$.00	0		
1	M9MA-2020-00-00-00		\$.00	\$.00	\$.00	\$.00	0		
1	M9MA-2020-HS-04-20	PIOT MOTORCYCLE AWARENESS *M9	\$44,165.73	\$44,165.73	\$.00	\$.00	1	VOU-16	Dec-18-2020
	M9MA-2020-HS-04-20		\$44,165.73	\$44,165.73	\$.00	\$.00	1	VOU-16	Dec-18-2020
	405f Motorcyclist AwarenessTotal		\$44,165.73	\$44,165.73	\$.00	\$.00	1	VOU-16	Dec-18-2020
FAST	T Act 405f Motorcycle ProgramsTotal		\$44,165.73	\$44,165.73	\$.00	\$.00	1	VOU-16	Dec-18-2020
FAST Act	405f Motorcycle Safe	ety Programs							
405f Safe	ty Motorcyclist Awar	eness							
1	M11MA-2020-HS-04-20	PIOT MOTORCYCLE AWARENESS *M1	\$31,663.79	\$31,663.79	\$.00	\$.00	1	VOU-16	Dec-18-2020
	M11MA-2020-HS-04-20	1	\$31,663.79	\$31,663.79	\$.00	\$.00	1	VOU-16	Dec-18-2020
405	5f Safety Motorcyclist AwarenessTotal		\$31,663.79	\$31,663.79	\$.00	\$.00	1	VOU-16	Dec-18-2020
405f Moto	orcycle Safety Progra	ams							
	M11X-2020-00-00-00	FAST Act 405f Motorcycle Safe	\$.00	\$.00	\$.00	\$36,181.90	0		
1	M11X-2020-00-00-00		\$.00	\$.00	\$.00	\$36,181.90	0		
40	05f Motorcycle Safety ProgramsTotal		\$.00	\$.00	\$.00	\$36,181.90	0		
	T Act 405f Motorcycle Safety ProgramsTotal		\$31,663.79	\$31,663.79	\$.00	\$36,181.90	1	VOU-16	Dec-18-2020
FAST Act	405h Nonmotorized	Safety							
405h Non	motorized Safety								
1	FHX-2020-00-00-00	FAST Act 405h Nonmotorized Saf	\$.00	\$.00	\$.00	\$317,293.91	0		
1	FHX-2020-00-00-00		\$.00	\$.00	\$.00	\$317,293.91	0		
	405h Nonmotorized SafetyTotal		\$.00	\$.00	\$.00	\$317,293.91	0		

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Forwarded into Next FY Total # Last Last Voucher Project Description Obligated Expended Program Area Unexpended Posted Vouchers Voucher # FAST Act 405h Nonmotorized SafetyTotal \$.00 \$.00 \$.00 \$317,293.91 0 NHTSATotal \$7,661,075.30 \$7,661,075.30 \$.00 \$8,628,258.68 19 VOU-19 Dec-28-2020 Total \$7,661,075.30 \$7,661,075.30 \$.00 \$8,628,258.68 19 VOU-19 Dec-28-2020