

# South Dakota FFY2021 Highway Safety Plan



SOUTH DAKOTA  
DEPARTMENT  
OF PUBLIC SAFETY

prevention ~ protection ~ enforcement

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## Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

- S. 405(b) Occupant Protection: **No**
- S. 405(e) Distracted Driving: **No**
- S. 405(c) State Traffic Safety Information System Improvements: **Yes**
- S. 405(f) Motorcyclist Safety Grants: **No**
- S. 405(d) Impaired Driving Countermeasures: **Yes**
- S. 405(g) State Graduated Driver Licensing Incentive: **No**
- S. 405(d) Alcohol-Ignition Interlock Law: **No**
- S. 405(h) Nonmotorized Safety: **No**
- S. 405(d) 24-7 Sobriety Programs: **Yes**
- S. 1906 Racial Profiling Data Collection: **No**

## Highway safety planning process

### Data Sources and Processes

All of the data presented and analyzed in this report are from the South Dakota Accident Records System or the Fatality Analysis Reporting System maintained by the National Highway Traffic Safety Administration. This South Dakota Accident Records System is collected and maintained by the South Dakota Office of Highway Safety. In addition, citation data is based on reports from the South Dakota Unified Judicial System and data points related to seatbelt use or drawn from the annual Statewide Seatbelt Use Report. South Dakota Office of Highway Safety also consults and coordinates with the South Dakota Department of Transportation in establishing specific performance measures as they relate to certain problem areas and strategies. Performance targets for 2017-2021 were established by evaluating long-term trends for each of the course measures to create goals that were aggressive yet attainable. Countermeasures were chosen to target the specific problem areas we have identified in the state.

### Processes Participants

Due to the COVID-19 pandemic, the South Dakota Office of Highway Safety had to cancel the four grant training workshops for FFY2021. Law enforcement agencies statewide and past community subrecipients received email correspondence on how to apply for a FFY2021 Highway Safety grant.

## Description of Highway Safety Problems

Given that its 884,659 residents<sup>[1]</sup> are distributed over 77,121 square miles of terrain, South Dakota remains one of the nation's most sparsely populated states. The markedly rural character of South Dakota's landscape presents distinctive challenges to traffic crash prevention and management. Altogether, rural roads and highways comprise 96.0% of the 81,969 total roadway miles that crisscross the state, and in 2019, rural travel accounted for 69.9% of all vehicle miles traveled<sup>[2]</sup>. The difficulties associated with designing and administering effective highway safety programs across a rural geography amplify the need for well-focused, systematic planning efforts. Further, it follows that the physical dispersion of South Dakota's drivers brings about a marked need for motor vehicle transportation.

Through the lens of major traffic crash indicators, observers of highway safety outcomes witnessed an especially encouraging year of improvements. Of the 20,390 traffic crashes reported through the South Dakota Accident Reporting System (SDARS) data system in 2019, positive directionalities were observed across a wide range of outcomes measures.

- In total, 102 traffic crash fatalities were recorded in South Dakota in 2019, a substantial decrease from the 130 in 2018.
- The number of serious injuries recorded in 2019 represents a decrease of 8.6% from the analogous 2018 total. Of the 4, 872 non-fatal traffic crash injuries sustained in 2019, only 520 were considered serious or incapacitating.

- The 2019 statewide fatality rate of 1.03 is 21.3% lower than the rate in 2018.
- A total of 42 unrestrained passenger vehicle occupants were killed in traffic crashes in 2019, a 28.8% decrease from 2018 (59).
- The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above decreased 46.7% from 2018 to 2019; the total number of crashes involving intoxicated drivers, however, stayed the same.
- A total of 26 individuals were killed in 2019 as a result of traffic crashes involving at least one speeding driver, a decrease of 48% since 2018. Three of these fatalities were pedestrians.
- There were only 11 motorcyclist fatalities in 2019, a 31.2% decrease from 2018. Of those fatalities, 6 were unhelmeted.
- 17 drivers under the age of 21 were involved in a fatal traffic crash in 2019, the same number as in 2018. 18 fatalities resulted from these crashes, an 18.2% decrease since 2018 (22).
- The number of annual bicyclist fatalities in South Dakota is consistently very low. There was only one reported in 2019.

These positive outcomes are in spite of the fact that both population and vehicle miles traveled in South Dakota continued to increase in 2019. This increase alone ushers in an opportunity for a rise in traffic crashes in South Dakota. The positive outcomes also occurred in spite of a continued prevalence of rural over urban travel in South Dakota. It should be noted, however, that there were two areas in which South Dakota did not see improvements in 2019.

- The number of pedestrian and pedalcyclist fatalities in South Dakota remains quite small with only 9 pedestrian fatalities in 2019, however five-year averages for this measure are starting to increase slightly.
- The 2019 estimate for statewide estimated safety restraint usage on all road types was 75.2%, a 3.7% decrease from 2018 (78.9%). It is worth noting that 2018 was 4.1% higher than the reported usage in 2017, so the higher 2018 value may be a bit of an outlier. The 2019 value is still slightly higher than the 2017 percentage.

These accomplishments point to the overall effectiveness of the Office of Highway Safety in South Dakota. Through the design, coordination, and monitoring of effective prevention strategies and countermeasures, and by working in cooperation with an alliance of statewide partners, the Office of Highway Safety seeks to vigorously pursue its mission to minimize economic and human loss resulting from traffic crashes.

<sup>[1]</sup> [US Census Bureau estimate for 2019](#)

<sup>[2]</sup> <http://www.sddot.com/transportation/highways/traffic/docs/VMTAllvehicles.pdf>

## Methods for Project Selection

Typically, the South Dakota Office of Highway Safety provides four grant training workshops throughout the state every year. Potential applicants attend these workshops in order to understand the application process and the rules and requirements of the Highway Safety grant program. Due to the COVID-19 pandemic, the Office of Highway Safety was unable to host the grant training workshops. All law enforcement and community applications are reviewed by Office of Highway Safety employees. Applications that are approved to be a part of the Highway Safety Plan demonstrate a Highway Safety related problem along with proven countermeasures that will be deployed to prevent injuries and fatalities on South Dakota's roadways.

## List of Information and Data Sources

All of the data presented and analyzed in this report are from the South Dakota Accident Records System or the Fatality Analysis Reporting System maintained by the National Highway Traffic Safety Administration. This South Dakota Accident Records System is collected and maintained by the South Dakota Office of Highway Safety. In addition, citation data is based on reports from the South Dakota Unified Judicial System and data points related to seatbelt use or drawn from the annual Statewide Seatbelt Use Report.

## Description of Outcomes

The 2021 plan begins with a broad data presentation organized around the core outcome and core behavior measures required as mandatory reporting items by NHTSA. Interlaced into this section are the performance goals established by the Office of Highway Safety through collaboration with external partners. In developing and implementing the strategies and plans of the Highway Safety Plan and the Strategic Highway Safety Plan, the Office of Highway Safety has worked in coordination with the South Dakota Department of Transportation (SDDOT). All the data presented and analyzed in this report are from the Federal Accident Records System or the South Dakota Accident Records System. The later data is collected and maintained by the South Dakota Office of Highway Safety. Due to significant improvements in our ability to collect crash reports (approximately 95% of reports are submitted electronically), there is little to no delay in the uploading of these reports. This allows the data to be readily available for performance monitoring throughout the year. Lee Axdahl, the Director of Highway Safety also serves on the steering committee for the development of the Strategic Highway Safety Plan, which helps to ensure that the efforts are coordinated. For each of the core outcome measures addressed in the plan, supporting data is provided to justify the established goals. Goals are made in relation to long-term projections as well as the most recent year's data points.

## Performance report

### Progress towards meeting State performance targets from the previous fiscal year's HSP

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress
13	Number of distracted driving fatalities (FARS)	In Progress



Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

**2020 Performance Goal**

**Goal Statement:** Decrease the traffic fatalities five-year average to 126.4 or less for 2016-2020.

**Current Value (2014-2018):** 129

**Current Status:** *In Progress*

**Key Observations from 2019 Data**

- In total, 102 traffic crash fatalities were recorded in South Dakota in 2019, a decrease from the 130 in 2018.
- Similar to previous years, the vast majority (90.2%) of traffic crash fatalities in South Dakota in 2019 were motorists, as opposed to pedestrians or pedalcyclists.

**Recent Data**

Of the 20,390 motor vehicle traffic crashes reported in South Dakota in 2019, 88 (0.43% of total crashes) resulted in at least one fatality. In total, 102 traffic crash fatalities were recorded in South Dakota in 2019, a decrease from 130 in 2018. Of these fatalities, 90 (88.2%) were sustained by residents of South Dakota. As was the case in previous years, the majority of fatalities were the vehicle operators. In 2019, 70 fatalities (68.6%) of all traffic crash fatalities, were operators of motor vehicles.

Table 1 presents basic fatality counts and annual percentage changes from 2015 to 2019. Figure 1 provides a visual representation of fatalities in South Dakota over the same period, as expressed through five-year averages.

<b>Table 1. Annual Traffic Crash Fatalities: 2015-2019</b>		
	Fatalities	% Change
2015	134	-2.3%
2016	116	-13.4%
2017	129	+11.2%
2018	130	+0.01%
2019	102	-21.5%

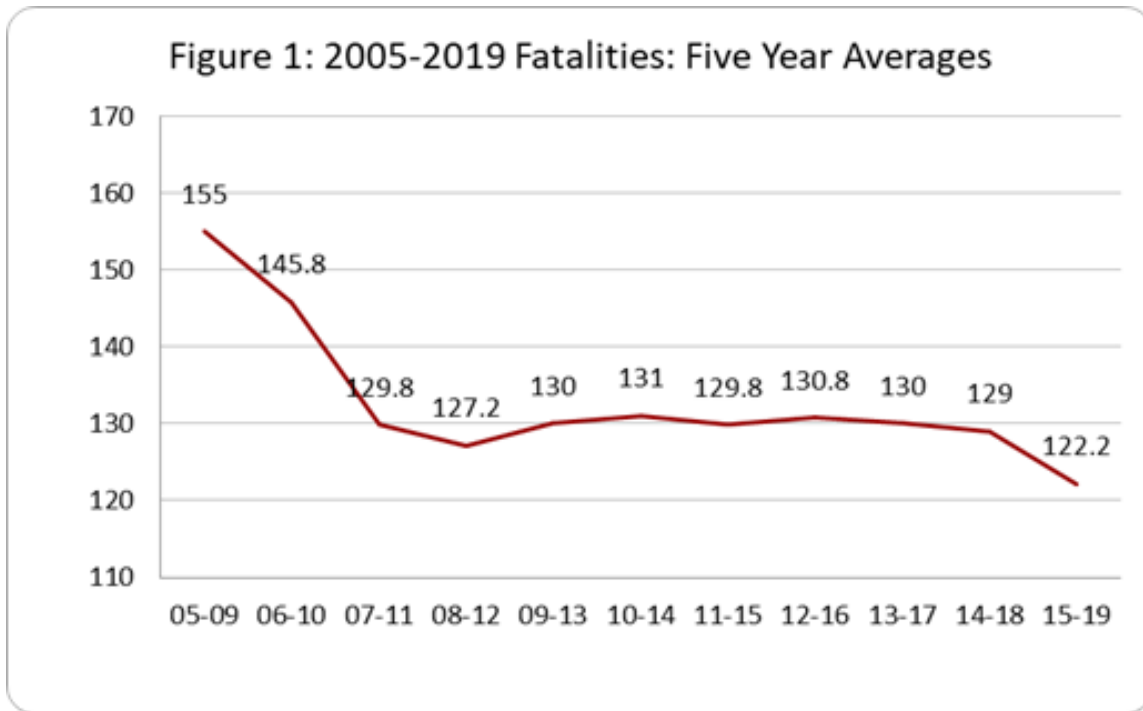


Figure 2 presents traffic crash fatalities by unit type for 2019. From this data, it can be seen that the vast majority of traffic crash fatalities in South Dakota are motorists, as opposed to pedestrians or pedalcyclists. With regard to the 102 traffic crash fatalities recorded in 2019, 92 (90.2%) were motor vehicle occupants with the largest percentages coming from light trucks (28.4%), passenger cars (20.6%), SUVs (15.7%), and motorcycles (10.8%). Of all motor vehicle occupant fatalities, 70.6% (72) were male. Occupants and operators aged 21-30 years accounted for 23.5% (24) of all occupant fatalities, the highest of any 10-year age span group. 64.7% (66) of fatalities occurred on roads where the speed limit was 55 or greater. Finally, 79.4% (81) of 2019 traffic crash fatalities occurred on rural roadways while the remaining 20.6% (21) occurred on urban roadways. Reporting on core measure C-3 will go further in elaborating on the overwhelmingly rural nature of South Dakota’s road system and describing the implications of this condition on traffic crash outcomes.

Figure 2: Fatalities by Unit Type: 2019

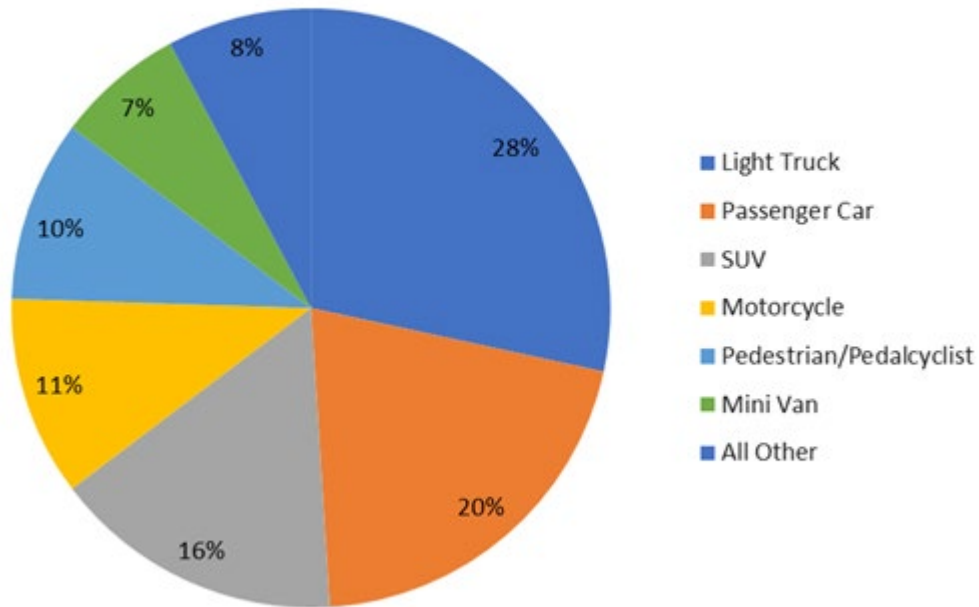


Table 2 displays calculated values for a modified per capita measure of traffic crash fatalities: total fatalities per 100,000 in-state population. This metric provides a relative indicator of fatality incidence, indexed to dynamic population counts. The figures presented in this table supply another means by which to examine trending features with respect to traffic crash fatalities in South Dakota. By this measure, the state fatality rate decreased 21.8% last year and has witnessed a 52.5% cumulative improvement in fatality outcomes since 2006.

Table 2. Total Fatalities per 100,000 In-State Population: 2006-2019 <sup>[1]</sup>				
	Population Estimate	Total Fatalities	Per 100,000 Population	Annual % Change
2006	787,380	191	24.26	--
2007	795,689	146	18.35	-24.4%
2008	804,194	121	15.05	-18.0%
2009	812,383	131	16.13	7.2%

2010	814,180	140	17.20	6.6%
2011	824,082	111	13.47	-21.7%
2012	833,354	133	15.96	18.5%
2013	844,877	135	15.98	0.1%
2014	853,175	136	15.94	-0.2%
2015	858,469	134	15.49	-2.8%
2016	865,454	116	13.40	-13.5%
2017	869,666	129	14.83	10.7%
2018	882,235	130	14.74	-0.7%
2019	884,659	102	11.53	-21.8%

[1] That each of the major “per unit denominators” commonly used in traffic crash reporting (such as population counts, registered vehicle counts, and registered driver counts) are unavoidably mis-specified is a well-worn topic. It is commonly acknowledged that no single per unit measure is both broadly and consistently inclusive of and only of those indexing units most relevant to the primary “numerator” measure. Indeed, population figures may be construed as a biased control factor due to the tendency for in-state fatality counts to include out-of-state motorists. However, in-state population is favored here due to its straightforward parsimony and its inter-state definitional reliability.

### Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

#### Program-Area-Level Report

#### 2020 Performance Goal

**Goal Statement:** Decrease the serious traffic injuries five-year average to 667.4 or less for the 2016-2020 time period.

**Current Value (2014-2018):** 789

**Current Status:** *In Progress*

## Key Observations from 2019 Data

- 4,872 non-fatal traffic crash injuries were sustained in 2019, 520 of which were serious or incapacitating. (This total includes 2643 “possible” injuries included in the South Dakota Crash Data).
- The number of serious injuries recorded in 2019 represents a decrease of 8.61% from the analogous 2018 total.

## Recent Data

A grand total of 4,974 injuries were sustained as a result of traffic crashes in 2019, 102 (2.05%) of which were ultimately fatal. Of non-fatal injuries, 520 (10.7%) were serious or incapacitating. The number of serious injuries recorded in 2019 (520) represents an 8.61% decrease from the same figure in 2018 (569); this is the fourth year in a row in which we have seen a sizable decrease in the number of serious injuries. The decrease in total non-fatal injuries was 0.12%.

Table 3 displays frequency counts and average annual changes for all non-fatal injuries and serious injuries from 2015–2019. Figures 4 and 5 present five-year average trend lines for total non-fatal injuries (Figure 3) and serious injuries (Figure 4). As can be seen in the graphs, the five-year average for total and serious injuries have both continually decreased since the 2005-2009 time-period.

<b>Table 3. Annual Traffic Crash Non-Fatal Injuries, Total and Serious: 2015-2019</b>				
	Total Injuries	% Change	Serious Injuries	% Change
2015	5,525	+8.6%	803	+8.8%
2016	5,166	-6.5%	692	-13.8%
2017	5,448	+5.5%	649	-6.2%
2018	5,008	-8.1%	569	-12.3%
2019	4,974	-0.68%	520	-8.61%

Figure 3. Five-Year Total Injury Averages: 2005-2019

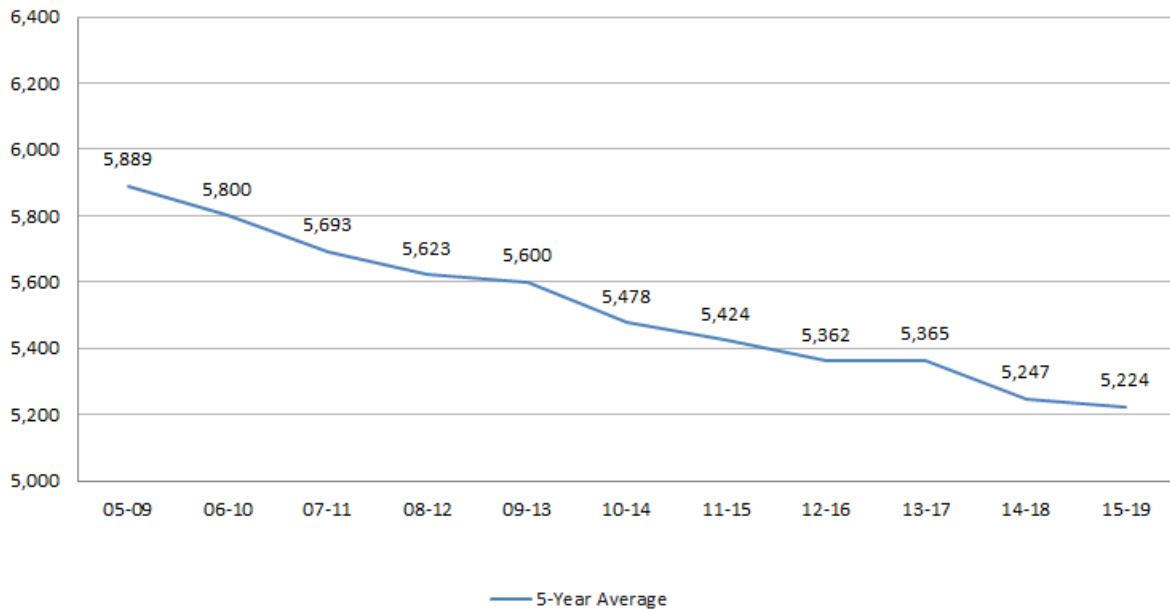
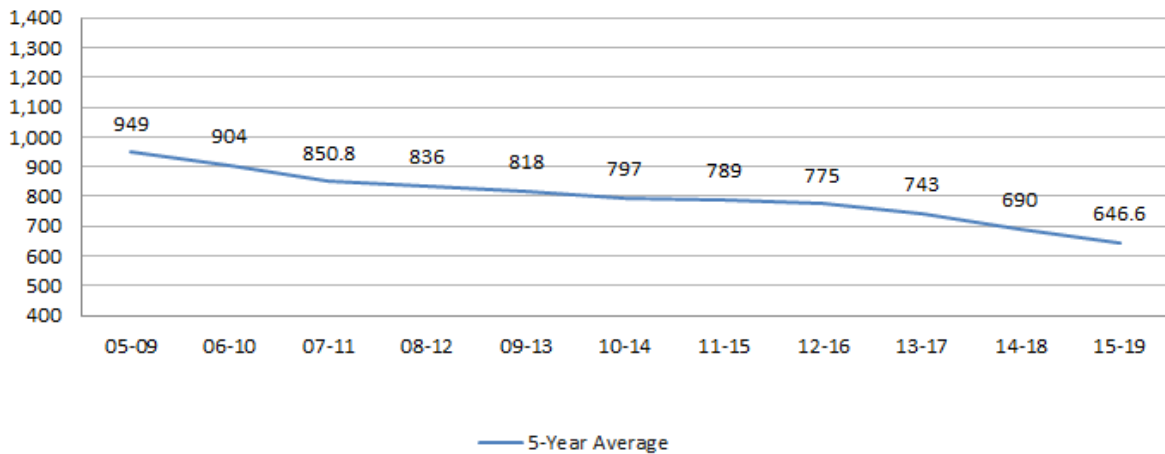


Figure 4. Five-Year Serious Injury Averages: 2005-2019



Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

**2020 Performance Goals**

**Goal Statement (a):** Decrease the five-year average fatalities/VMT to an average rate of 1.28 or less for 2016-2020.

**Current Value (2014-2018):** 1.36

**Current Status:** *In progress*

**Goal Statement (b):** Decrease the five-year average rural fatalities/VMT to an average rate of 1.57 or less for 2016-2020.

**Current Value (2014-2018):** 1.67

**Current Status:** *In progress*

**Goal Statement (c):** Decrease the five-year average urban fatalities/VMT to an average rate of 0.59 or less for 2016-2020.

**Current Value (2014-2018):** .65

**Current Status:** *In progress*

### **Key Observations from 2019 Data**

- Since such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways.
- The 2019 statewide fatality rate of 1.03 is 21.3% lower than the rate in 2018. The most recent five-year average fatality rate has decreased 31.0% from the 2005-2009 average.
- Injury-to-fatality ratios suggest that rural crashes remain more likely than urban crashes to produce fatalities, all else being equal.

### **Recent Data**

South Dakota's highway system is dominated by vastness. The state's geographic expansiveness and sparse population combine to result in a marked reliance on travel by rural roadways. In 2019, South Dakota's state and local governments maintained 81,969 miles of roadways, 96.0% of which (78,669) were designated by the state Department of Transportation as rural. In addition, 69.9% of all vehicle miles traveled in South Dakota occurred on rural highways and streets. Table 4 exhibits basic figures for miles of roadways and vehicle miles traveled (VMT) in South Dakota for 2019. Overall, the 9.9 billion total VMT figure for 2019 represents an increase of 2.1% from the 9.7 billion VMT figure for 2018.

	Values	% of Total
Rural Miles	78,669.040	95.97%
Urban Miles	3,300.05	4.03%
Total Miles	821,969.09	100%
Rural VMT	6,926,458,375	69.90%
Urban VMT	2,982,768,472	30.10%
Total VMT	9,909,226,847	100%

Since such a large proportion of South Dakota’s roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways. Table 5 provides fatality and injury rate figures for 2015–2019, segmented by location type. (“Fatality rate” is defined here as the number of fatalities per 100 million vehicle miles traveled. Likewise, “injury rate” expresses the number of injuries (all severity levels, not including fatalities) per 100 million vehicle miles traveled.)

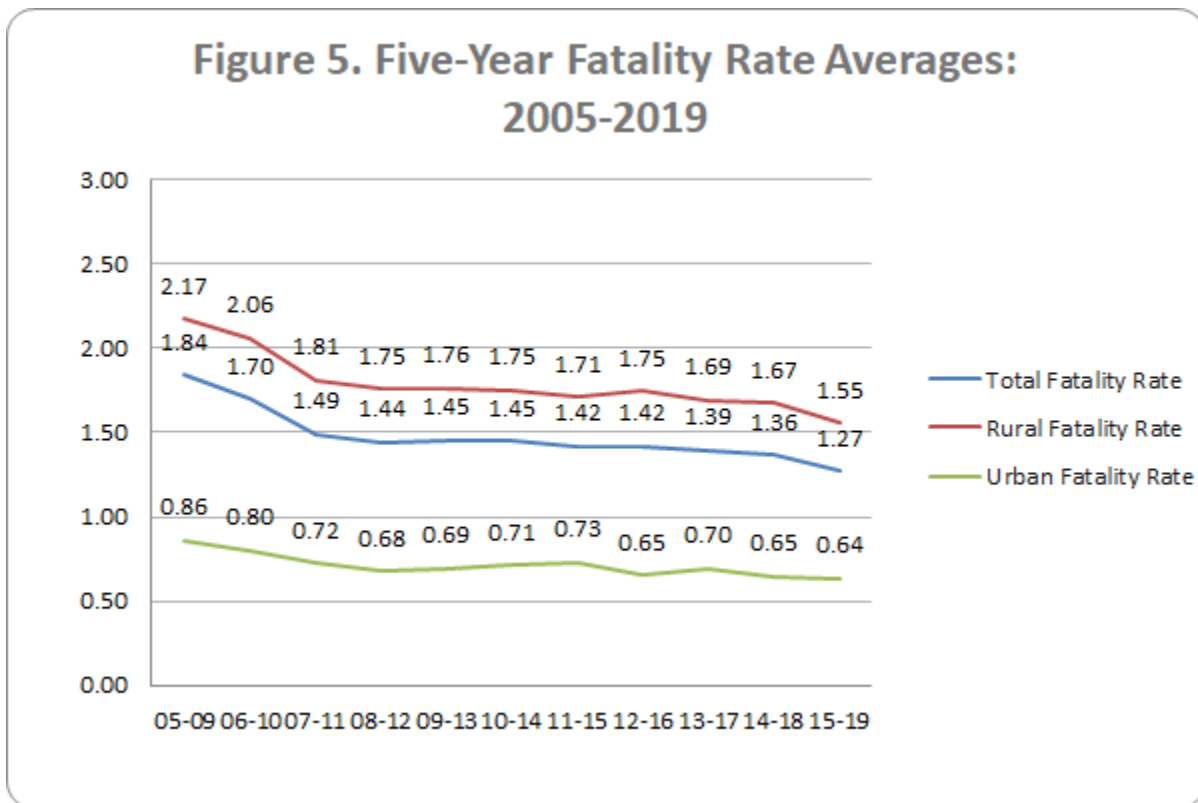
	Total Fatality Rate	Rural Fatality Rate	Urban Fatality Rate	Total Injury Rate	Rural Injury Rate	Urban Injury Rate
2015	1.42	1.730	0.72	59.16	35.50	114.66
2016	1.23	1.61	0.42	54.58	33.31	104.00
2017	1.34	1.54	0.86	57.03	33.30	111.21
2018	1.34	1.71	0.48	51.62	28.68	104.81
2019	1.03	1.17	0.70	49.17	27.60	99.20
% Change ('18 to '19)	-21.31%	-31.58%	45.83%	-4.98%	-3.77%	-5.35%

\* Rural + Urban fatalities/injuries may not add to total, because some accident reports include no rural/urban designation



In 2019, 23.6 non-fatal injuries were recorded for each fatality in rural areas. By contrast, 141.7 non-fatal injuries per fatality were recorded in urban areas. Like the rural-urban disparities in basic fatality rates, the above injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal. This observation implies that states like South Dakota, whose distinctively rural composition produces unique geographic contexts, face unique challenges to effective traffic crash management.

Figure 5 demonstrates a mostly downward trend across five-year averages for total, rural, and urban fatality rates since the initial 2005-2009 average. As expected, average rural fatality rates are substantially higher than comparable urban fatality rates for each of the last ten time periods. The reasons for this tendency are at least partially intuitive, including but not limited to the characteristically higher allowable rates of speed on rural roadways and the increased transit time required for emergency responders to arrive at crash sites.



Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

**2020 Performance Goal**

**Goal Statement:** Decrease the unrestrained passenger vehicle occupant fatalities five-year average to 62.6 or less for 2016- 2020.

**Current Value (2014-2018):** 62

**Current Status:** In progress

**Key Observations from 2019 Data**

- A total of 42 unrestrained passenger vehicle occupants were killed in traffic crashes in 2019, a 28.8% decrease from 2018 (59).
- In 2019, 57.3% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 15.5% of restrained occupants suffered an injury or fatality.
- 64.3% of all unrestrained driver fatalities in passenger vehicles in 2019 were sustained by males.

**Recent Data**

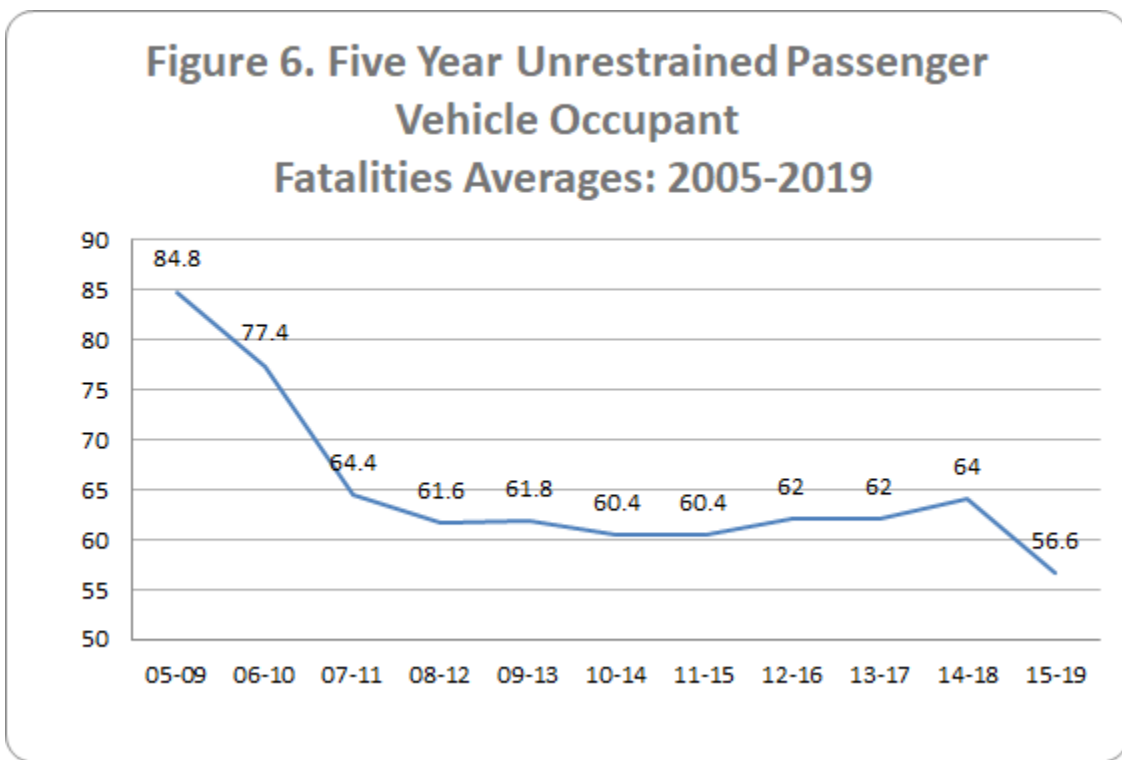
In 2019, 26,356 passenger vehicle occupants were involved in traffic crashes, 1,322 of which were unrestrained. (Here, “unrestrained” passengers are those not wearing a seatbelt or shoulder harness, as well as a child occupant not properly secured in a child restraint system. The restraint usage status was unknown for 1,997 individuals.) Of these unrestrained occupants whose injury status was known, 42 (3.2%) were killed, 145 (11.0%) sustained a serious injury, and 570 (43.1%) received other injuries. (“Other” injuries include those recorded as having “possible” injuries.) Altogether then, 57.3% of these occupants suffered an injury, fatal or otherwise. By contrast, only 15.5% of restrained passenger vehicle occupants involved in a traffic crash sustained an injury or fatality. Table 6 presents crash outcome figures for all unrestrained passenger vehicle occupants in South Dakota from 2015–2019. Figure 6 presents five-year averages from 2005 to 2019 of unrestrained passenger vehicle occupant fatalities.

	Fatalities	Serious Injuries	Other Injuries	No Injuries	Total
2015	60	228	567	544	1399
2016	58	296	752	670	1776
2017	64	163	565	527	1319
2018	59	220	610	555	1444
2019	42	145	570	565	1322

2019 (%)	3.2%	11.0%	43.1%	42.7%	100.0%
All Years (%)	3.9%	14.5%	42.2%	39.4%	100.0%

\*Passenger vehicle includes Cargo Van (10,000 pounds or less), light truck, mini-van, passenger van with seats for 8 or less including driver, passenger car, single unit truck (10,000 pounds or less) van/bus with seats for 9-15 people including driver and SUVs.

(<https://www.fhwa.dot.gov/policy/ohpi/vehclass.htm>)



South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. In 2019, zero children under the age of five were killed as passenger vehicle occupants. Seven children under the age of five suffered serious injuries; two of these children were unrestrained.

Of the 77 passenger vehicle occupants 5 or over that sustained fatal injuries, 42 (54.5%) were unrestrained. (“Unrestrained” includes those who used no restraint or youth restraint system used improperly.) Within these occupants, males accounted for 64.3% (27) of all unrestrained fatalities and 69.9% (100) of all unrestrained serious injuries of passenger vehicle occupants 5 or older.

In 2019, 36.4%% (28) of all passenger vehicle occupants sustaining a fatal injury were either partially or totally ejected from the vehicle. Of the 96 passenger vehicle occupants who were partially or totally ejected from the vehicle during a crash, 74.0% (71) suffered a serious injury or fatality. Finally, among those who were partially ejected, only 20% (2) had been restrained; 80% (8) were unrestrained. A substantial majority (93.0%) of those who were totally ejected were unrestrained, though the restraint status is unknown for 4.7% of those ejected. Table 7 presents 2018 data on ejection status by restraint usage for passenger vehicle occupants only (all ages).

<b>Table 7. Ejection Status by Restraint Usage: 2019*</b>				
	Not Ejected	Partially Ejected	Totally Ejected	Total
None	4.2%	80.0%	93.0%	4.5%
Belt/harness	87.6%	20.0%	1.2%	87.3%
Other, Unreported, Unknown	8.0%	0.0%	4.7%	8.0%
Youth restraint used improperly	0.0%	0.0%	0.0%	0.0%
Youth restraint used properly	0.2%	0.0%	1.2%	0.2%
Grand Total	100.0%	100.0%	100.0%	100.0%
*This table does not include individuals for whom injury data was unknown or missing.				

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **In Progress**

Program-Area-Level Report

**2020 Performance Goal**

**Goal Statement:** Decrease the five-year average for BAC related fatalities to 41.7 or less for 2016-2020.

**Current Value (2014-2018): 35.4**

**Current Status:** *In progress*

## Key Observations from 2019 Data

- The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above decreased 46.7% from 2018 to 2019; the total number of crashes involving intoxicated drivers, however, stayed the same.
- In 2019, 66.7% of fatalities (16) involving at least one driver or motorcycle operator with a BAC of .08 or above were sustained by intoxicated drivers themselves.

## Recent Data

In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher. (Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as “intoxicated drivers.”). Altogether, 20,390 traffic crashes were reported in 2019, 512 of which involved at least one driver with a BAC reading of .08 or above. In other words, 2.5% of all accidents involved at least one driver with a BAC of .08 or higher. A total of 856 individuals were involved in these crashes.

Table 8 shows annual figures and percentage changes for crashes involving at least one driver or motorcycle operator with a BAC reading of .08 or higher, compared to figures for total crashes.

	BAC Crashes	Total Crashes	% Total Crashes that were BAC Crashes	% Annual Change in BAC Crashes
2015	477	17,789	2.7%	0.0%
2016	477	17,497	2.7%	0.0%
2017	526	18,380	2.9%	+10.3%
2018	485	19,045	2.5%	-13.8%
2019	512	20,390	2.5%	+0.0%

\*BAC Crashes refer to those crashes wherein at least one driver was found to have a BAC level of .08 or higher.

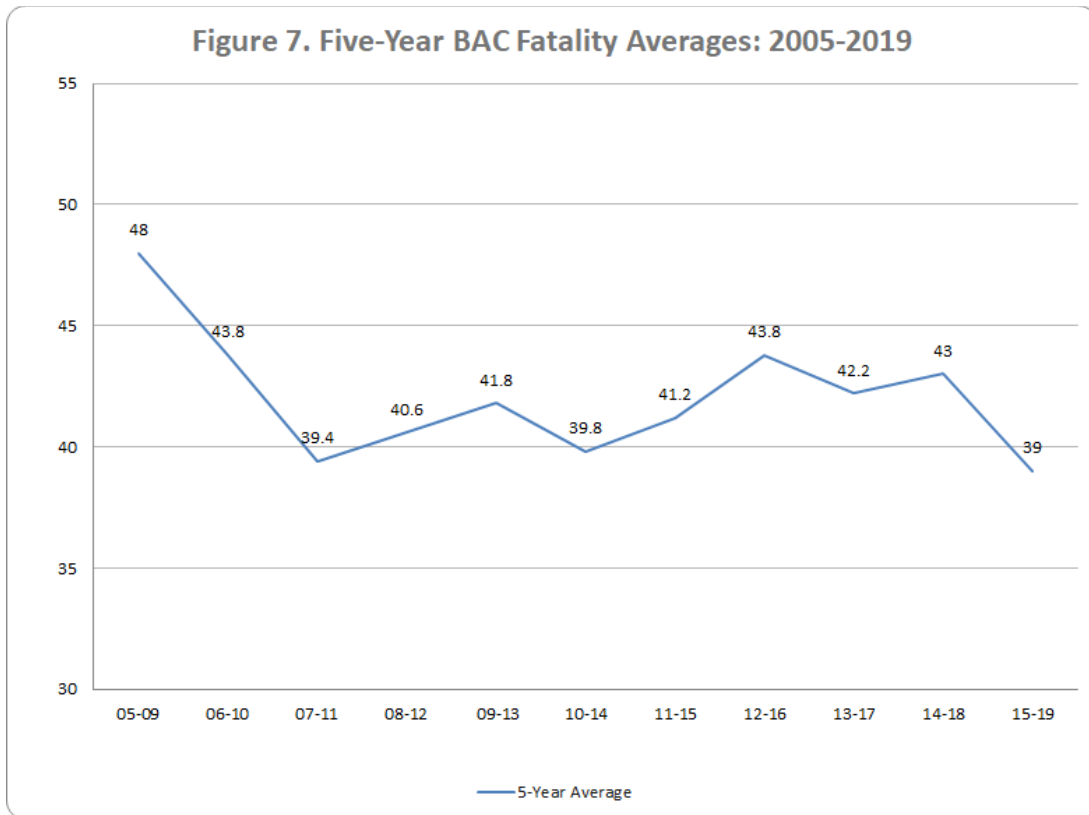
Table 9 presents frequency counts of fatalities and injuries resulting from traffic crashes involving at least one driver with a BAC reading of .08 or higher. From 2005–2019, 632 fatalities and 1143 serious injuries were sustained in crashes involving at least one operator exceeding the legal BAC limit. In 2019 alone, 24 fatalities and 49 serious injuries were reported in analogous traffic crashes. The fatality figure represents a 46.7% decrease from 2018 (45). However, the total number of accidents involving a driver with a BAC of .08 or above actually increased 6%.

Of the fatalities resulting from crashes with at least one intoxicated driver, 16 (67.7%) were themselves drivers with a BAC level of .08 or higher. Among drivers with a BAC of .08 or higher that were also fatalities, 87.5% (14) carried an in-state driver's license; 31.3% (5) were operating without or under a revoked or suspended license; 75% (12) were male; and 25% (4) were 25 years old or younger.

**Table 9. Injury Outcomes for Individuals Involved in BAC Crashes: 2005-2019**

	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2005	70	74	120	143	395
2006	67	83	192	181	511
2007	44	68	152	225	483
2008	35	75	187	328	625
2009	54	81	207	361	703
2010	37	80	199	367	683
2011	33	88	211	401	733
2012	44	104	268	382	798
2013	41	81	250	491	863
2014	44	68	216	452	780
2015	44	74	276	475	869
2016	46	80	296	476	898
2017	36	73	239	411	759
2018	45	65	165	504	779
2019	24	49	220	563	856
2019 (%)	5.78%	8.34%	21.18%	64.70%	100.00%
All Years (%)	6.2%	11.1%	30.2%	52.6%	100.0%

Figure 7 displays five-year averages for fatalities reported from 2005–2019. Fatalities resulting from these traffic crashes accounted for 23.5% of all fatalities recorded in 2019.



Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

**2020 Performance Goal**

**Goal Statement:** Decrease the five-year average for speeding related fatalities to 34.7 or less for 2016-2020.

**Current Value (2014-2018):** 36.2

**Current Status:** *In progress*

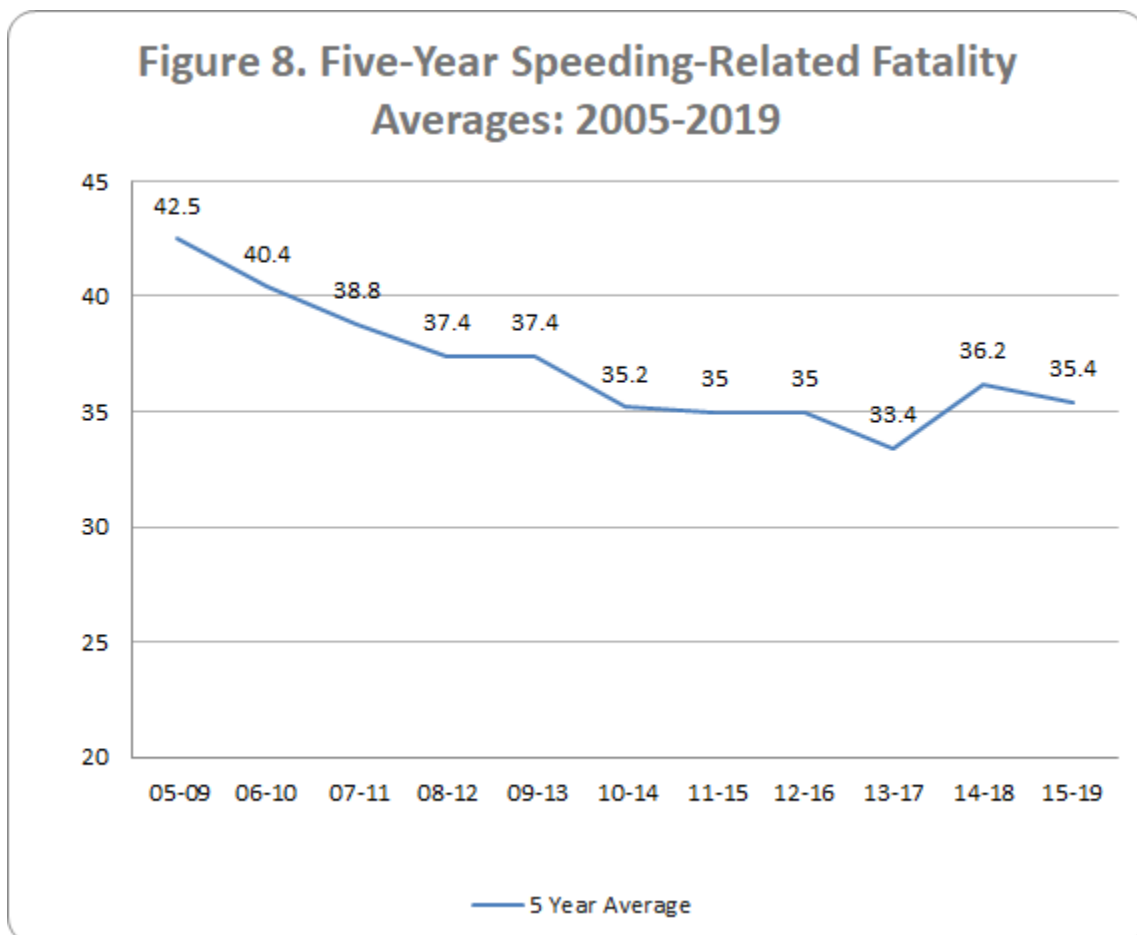
**Key Observations from 2019 Data**

- A total of 26 individuals were killed in 2019 as a result of traffic crashes involving at least one speeding driver. This figure has decreased by 48% since 2018.

- 88.5% of speeding-related fatalities in 2019 were sustained by motor vehicle occupants; 11.5% of these fatalities were pedestrians.
- 76.9% of speeding-related fatalities in 2019 occurred on rural roadways.

### Recent Data

In 2019, 2468 traffic crashes occurred that involved at least one speeding driver (12.1% of all reported traffic crashes); a total of 3,881 people were involved. Of these individuals, 26 (0.7%) sustained fatal injuries, 122 (3.1%) suffered serious but non-fatal injuries, and 664 (17.1%) received non-serious injuries. This means that 25.5% percent of South Dakota's traffic crash fatalities were sustained in roadway incidents involving at least one speeding driver. 88.5% of speeding-related fatalities in 2019 were sustained by motor vehicle occupants; 11.5% of these fatalities were pedestrians. Figure 8 displays the five-year averages for speeding-related fatalities during the 2005–2019 period.





## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

### Program-Area-Level Report

#### 2020 Performance Goal

**Goal Statement:** Decrease the five-year average for motorcyclist fatalities to 19.6 or less for 2016-2020.

**Current Value (2014-2018):** 20.4

**Current Status:** *In progress*

#### Key Observations from 2019 Data

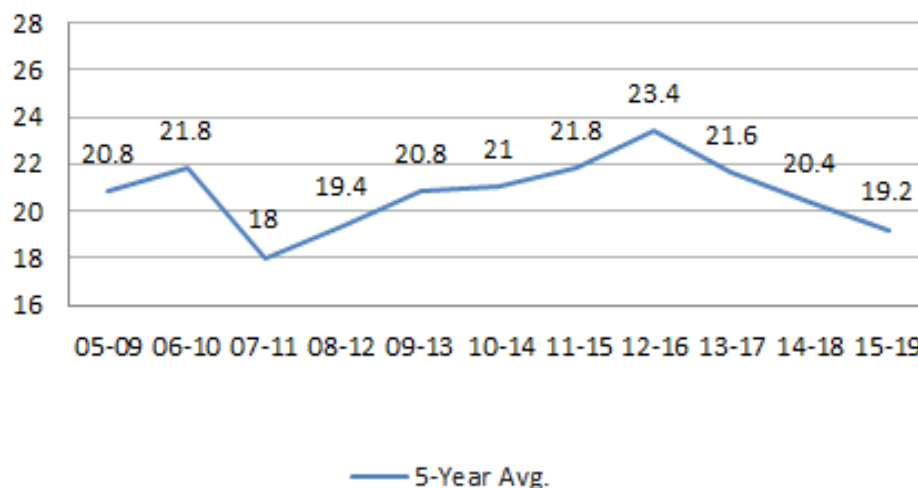
- Motorcycles were involved in only 1.8% of traffic crashes in 2019, however motorcyclists accounted for (11) 10.8% of all fatalities.
- Of the 14 fatalities sustained in traffic crashes involving motorcycles in 2019, 11 (78.6%) were suffered by motorcycle occupants, all of which were the motorcycle operators.
- 9 (81.8%) of the motorcyclist fatalities recorded in 2019 were incurred by males.

#### Recent Data

In 2019, 362 traffic crashes involving motorcycles were reported, amounting to approximately 1.8% of all traffic crashes. (In sections C7 and C8, references to “motorcycles” and “motorcycle operators/occupants” also include mopeds and moped operators/occupants. For simplicity, the term “motorcycle” alone is used.) Of the 571 people involved in these accidents 58.8% (336) received non-fatal injuries as a result of these crashes, and 14 people (2.5%) were killed. The above fatality count of 14, represents 13.7% of all fatalities reported in 2019. Of the 14 fatalities, 78.6% (11) were motorcyclists and 100% (11) of those were motorcycle operators. Thus, despite only being involved in 1.8% of traffic crashes in 2019, motorcyclists accounted for 10.8% of all fatalities. Figure 9 displays five-year averages for motorcycle fatalities (motorcycle occupants only) for 2005-2019.

The average age of motorcyclists suffering fatal injuries was 43.6 years. Of the 11 motorcyclist fatalities in 2019, 6 (54.5%) were age 40 or older and 9 (81.8%) were males. Just under a third of the fatalities (27.3%) occurred during the three-week time span including the week prior to, the week of, and the week after the 2019 Sturgis Motorcycle Rally (August 2-11, 2019). Of the 11 motorcycle operators that were killed, 8 (72.7%) were licensed in South Dakota and one (9.1%) of the motorcycle operators suffering fatal injuries had a blood alcohol content reading of .08 or above.

**Figure 9. Five-Year Motorcyclists Fatality Averages: 2005-2019**



Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

### 2020 Performance Goal

**Goal Statement:** Decrease the unhelmeted motorcyclist fatalities five-year average to 14.7 or less for 2016-2020.

**Current Value (2014-2018):** 13.8

**Current Status:** *In progress*

### Key Observations from 2019 Data

- Of the 11 motorcyclist fatalities in 2019, 6 (54.5%) were sustained by unhelmeted motorcyclists.
- 2 of the 6 unhelmeted motorcyclist fatalities (33.3%) recorded in 2019 were sustained by out-of-state motorcyclists.
- Males accounted for 83.3% (5) of the unhelmeted motorcyclist fatalities recorded in 2019.

### Recent Data

Table 10 presents comparative crash outcomes data for helmeted and unhelmeted motorcyclists from 2015-2019. The percentage of helmeted fatalities decreased from 3.4% in 2017 to 2.6% in

2018, but the percentage of unhelmeted fatalities increased slightly from 2.8% to 3.3% over the same period. It should be noted, though, that the low n-values in these categories may be too small to justify the formation of practical inferences based on these figures alone.

Unhelmeted Motorcycle Occupants					
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2015	22	103	226	63	414
2016	15	94	161	101	371
2017	10	72	155	127	364
2018	11	72	111	81	275
2019	6	67	105	79	257
2019 (%)	2.33%	26.07%	40.86%	30.74%	100.00%
All Years (%)	3.81%	24.27%	45.09%	26.83%	100.00%
Helmeted Motorcycle Occupants					
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2015	9	62	122	50	243
2016	6	33	92	25	156
2017	6	52	95	25	178
2018	4	36	84	27	151
2019	3	28	76	22	129
2019 (%)	2.33%	21.71%	58.91%	17.05%	100.00%
All Years (%)	3.27%	24.62%	54.73%	17.39%	100.00%
* There were 23 cases where the helmet status of the motorcyclist was unknown, including one fatality; they are not included in this table					

The 6 unhelmeted fatalities in 2019 included four motorcyclists (66.7%) carrying a South Dakota driver’s license. The 40 and older age group constituted 50% (3) of all unhelmeted motorcyclist fatalities; 83.3% (5) of unhelmeted fatalities were sustained by males.

**Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Progress: **In Progress**

**Program-Area-Level Report**

**2020 Performance Goal**

**Goal Statement:** Decrease the drivers age 20 or younger involved in fatal crashes five-year average to 16.6 or less for 2016-2020.

**Current Value (2014-2018): 16.8**

**Current Status:** *In progress*

**Key Observations from 2019 Data**

- 17 drivers under the age of 21 were involved in a fatal traffic crash in 2019, the same number as in 2018.
- 18 fatalities resulted from crashes where drivers under the age of 21 were involved, a decrease since 2018. This includes 10 of the drivers under 21.

**Recent Data**

Table 11 provides yearly counts and annual change figures of drivers under 21 involved in traffic crashes resulting in at least one fatality. As can be seen from the table, the number of drivers under 21 involved in fatal crashes is the same as it was in 2018.

<b>Table 11. Drivers Under 21 Involved in Fatal Crashes: 2015-2019</b>		
	<b>Drivers Under 21</b>	<b>Annual % Change</b>
2015	14	-39.1%
2016	20	42.9%
2017	10	-50.0%
2018	17	70.0%
2019	17	0%

Of the 17 drivers under age 21 involved in fatal traffic crashes in 2019, 10 of them (58.8%) were killed; 16 of them (94.1%) were from South Dakota; 10 (58.8%) were male; and none recorded a positive blood alcohol content reading. (In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.) 5 of the 17 drivers (29.4%) were operating a passenger car, 7 (41.2%) were operating light trucks, 2 (11.8%) were operating motorcycles, 2 (11.8%) were operating a SUV, and one driver was operating a tractor/semi-trailer.

Figure 10 provides a slightly different perspective on fatalities involving drivers under the age of 21 through the lens of five-year averages. As is illustrated in this figure, the five-year averages declined slowly, but steadily over this period.

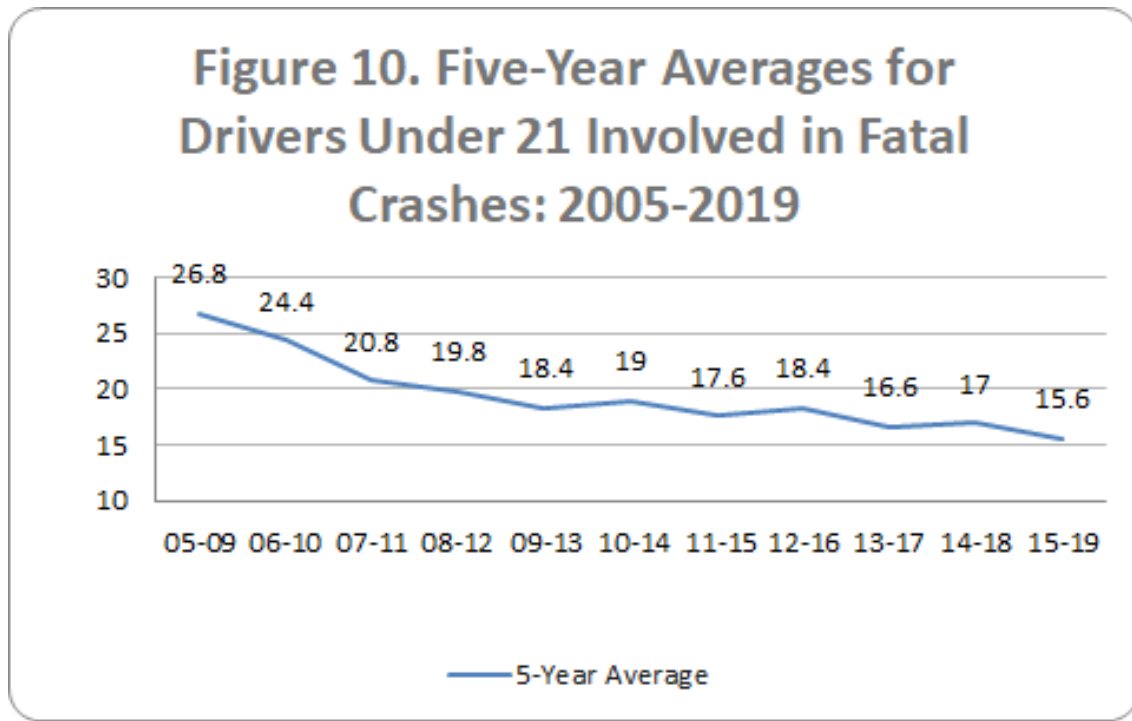


Table 12 presents fatality rates, expressed as fractions of total in-state population counts, for years 2015-2019. This table indicates that 18 fatalities resulted in 2019 from traffic crashes involving a driver under 21 years old, down from 22 in 2018. Additionally, the 2019 fatality rate of 2.03 fatalities per 100,000 in population is lower than last year. (It is worth nothing though that this does not take into account changes in the proportion of the population that are under 21.)

	Population Estimate	Fatalities from Crashes Involving a Driver Under 21	Per 100,000 Population
2015	858,469	14	1.63

2016	865,454	25	2.88
2017	869,666	14	1.61
2018	882,235	22	2.49
2019	884,659	18	2.03

**Performance Measure: C-10) Number of pedestrian fatalities (FARS)**

Progress: **In Progress**

**Program-Area-Level Report**

**2020 Performance Goal**

**Goal Statement:** Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2016-2020, despite expected increases in population.

**Current Value (2014-2018):** 8.2

**Current Status:** *In progress*

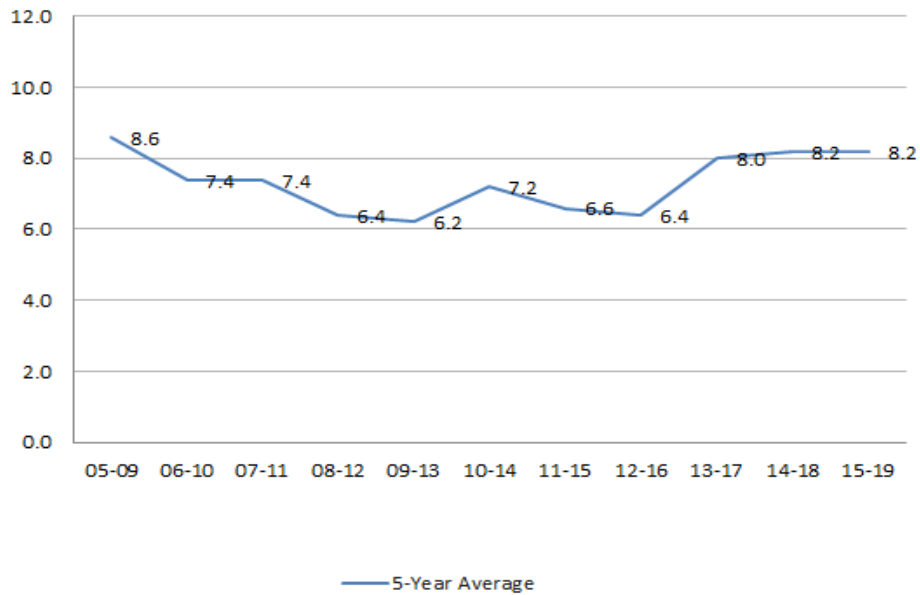
**Key Observations from 2019 Data**

- Since 2005, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 6-8 fatalities per year; 9 were reported in 2019.

**Recent Data**

Pedestrian fatalities are highly uncommon in South Dakota. Only 41 pedestrian fatalities were recorded in the state from 2015 through 2019; this includes 9 such fatalities in 2019, a slight decrease from 2018. Since 2005, the number of annual pedestrian fatalities has fluctuated around an average of 6-8 fatalities per year with the current five-year average for 2015-2019 at 8.2 pedestrian fatalities. Figure 11 presents trend data for pedestrian fatalities from 2005–2019, as expressed by five-year averages.

**Figure 11. Five-Year Pedestrian Fatality Averages: 2005-2019**



In 2019, 281 pedestrians were involved in traffic crashes. These crashes resulted in 9 pedestrian fatalities, 25 serious injuries, and 113 other injuries. One traffic crash produced two pedestrian fatalities. None of the pedestrian fatalities had reported blood alcohol contents of higher than .08 at the time of the crash.

Finally, Table 13 displays pedestrian fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, in the five most recent years, roughly 0-1 pedestrians per 100,000 in-state population have been killed in motor vehicle crashes each year. The 2019 figure of 1.02 shows a decrease from the 2018 figure of 1.13.

<b>Table 13. Pedestrian Fatalities per 100,000 In-State Population: 2015-2019</b>			
	Population Estimate	Pedestrian Fatalities	Per 100,000 Population
2015	858,469	5	0.58
2016	868,799	4	0.46
2017	869,666	10	1.15
2018	882,235	10	1.13
2019	884,659	9	1.02

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

**2020 Performance Goal**

**Goal Statement:** Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2016-2020, despite expected increases in population.

**Current Value (2014-2018):** 0.6

**Current Status:** *In progress*

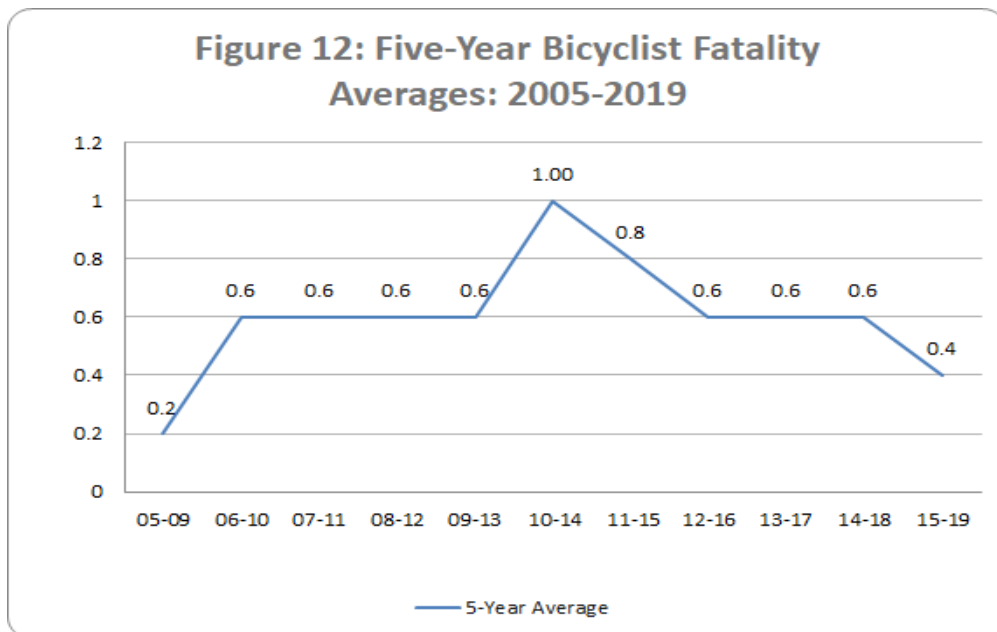
**Key Observations from 2019 Data**

- The number of annual bicyclist fatalities in South Dakota is consistently very low. There was one reported in 2019.

**Recent Data**

Bicycle fatalities are highly uncommon in South Dakota. Only 8 bicyclist fatalities were recorded in the state since 2005. There was one bicyclist fatality in 2019. Since 2005, the five-year average of bicyclist fatalities has remained at 1 fatality or less per year.

Figure 12 presents trend data for bicyclist fatalities from 2005–2019, as expressed by five-year averages. Given the very low number of fatalities per year though, the changes in the averages are a bit misleading. Since most years have zero fatalities, any one year with a fatality can inflate the averages for the entire time it is included in the average.





Of the 78 total bicyclists involved in crashes in 2019, 43 (55.1%) were male, 54 (69.2%) were over the age of 20, and a significant majority, 74 (94.9%) were not wearing a helmet.

Finally, Table 14 displays bicyclist fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, over the five most recent years no more than one bicyclist has ever been killed in a year, and, in general, there are very few bicyclist fatalities.

<b>Table 14. Bicycle Fatalities per 100,000 In-State Population: 2015-2019</b>			
	Population Estimate	Bicycle Fatalities	Per 100,000 Population
2015	858,469	1	0.12
2016	865,454	0	0.00
2017	869,666	0	0.00
2018	882,235	0	0.00
2019	884,659	1	0.11

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **In Progress**

Program-Area-Level Report

### 2020 Performance Goal

**Goal Statement:** Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 80.0% by December 31, 2020.

**Current Value:** 75.2%

**Current Status:** *In Progress*

### Recent Data

In June of 2019, the South Dakota Office of Highway Safety contracted with the Upper Great Plains Transportation Institute to conduct a statewide observational survey following methodological guidelines spelled out in NHTSA’s Uniform Criteria for State Observational Surveys of Seat Belt Use. The underlying purpose of the annual survey is to observe safety restraint use of all drivers, right front passengers, and children under the age of five traveling on rural and urban highways and interstates. The 2019 report, *Seatbelt Use in South Dakota, June 2019* serves as the primary source document for all information presented in this section.

From the sixteen counties selected from the sampling pool, a total of 30,363 automobile occupants were observed during the week of June 10-16, 2019. After weighing averages to account for VMT, the 2019 statewide estimated safety restraint use on all road types was 75.2%. This represents a decrease of 3.7 percentage points from the 2018 statewide weighted estimate of 78.9%. It is worth noting, however, that the use percentage is higher than the reported figure for 2017 and the 78.9% in 2018 was higher than most recent data. Table 15 exhibits the observed restraint use figures for 2015-2019.

<b>Table 15. Observed Restraint Use by Year 2015-2019</b>	
2015	73.60%
2016	74.20%
2017	74.80%
2018	78.90%
2019	75.20%
% Change 2018-2019	-3.70%

**Performance Measure: Number of distracted driving fatalities (FARS)**

Progress: **In Progress**

**Program-Area-Level Report**

2020 Performance Goal:

**Goal Statement:** Maintain the five-year average for distracted driving fatalities to 7.5 or less for 2016-2020.

**Current Value (2018):** 5

**Current Status:** In progress

This is our second year to assess and report on distracted driving. According to available FARS data for 2018, we had 5 fatal crashes in 2019 that were recorded as the result of a distracted driver. This is a slight decrease from the 7 crashes we had in 2017. Those 5 crashes resulted in 6 fatalities. Table 16 displays the results for these first two years of data. Caution is advised in interpreting the percentage changes as the overall numbers are very small. As we have more data on this measure, we will begin to track and report on five-year averages as well as more nuanced patterns for this measure.

	Fatal crashes	Fatalities
2017	7	7
2018	5	6
% Change from 2017-2018	-28.6%	-14.3%

## Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
1	C-1) Number of traffic fatalities (FARS)	5 Year	2017	2021	125.2
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2017	2021	656.7
3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2017	2021	1.24
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	61.9
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2017	2021	41.2
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	34.2
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	19.3
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	14.5
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	16.4

10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	7.00
11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2017	2021	1.00
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2021	2021	76.9
13	Number of distracted driving fatalities (FARS)	5 Year	2017	2021	7.50
14	Traffic Records Completeness	Annual	2021	2021	100.00

### Performance Measure: C-1) Number of traffic fatalities (FARS)

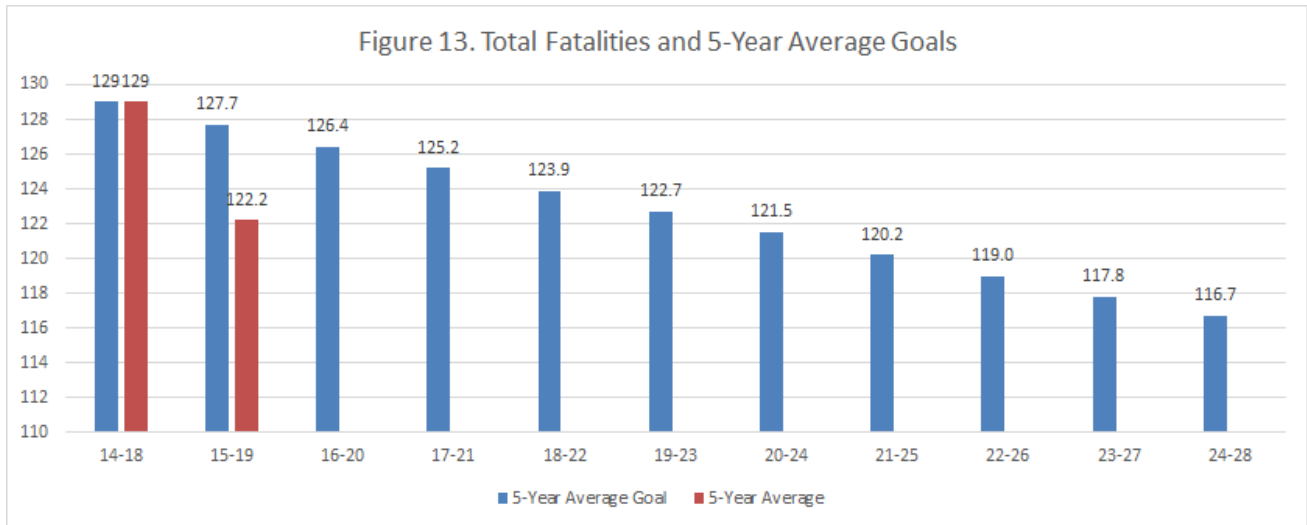
#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2021	Numeric	125.2	5 Year	2017

#### Performance Target Justification

**2021 Performance Goal Statement:** Decrease the traffic fatalities five-year average to 125.2 or less for 2017-2021.

**State Goal Calculations** South Dakota's goals for fatalities are based on five-year averages. The goal for each performance year was informed by historical data in order to meet goals related to longer-term trends. Last year we established new long-term goals to guide our activities for the coming years. Figure 13 displays these new goals. If met, the five-year average for fatalities would decrease 10% over the next 10 years. We feel this goal is achievable because we were able to reduce fatalities by 16% over the past 10 years. We also feel that is ambitious given the more recent decrease in the slope of the negative trend. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for fatalities to 125.2 or less.



Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2021	Numeric	656.7	5 Year	2017

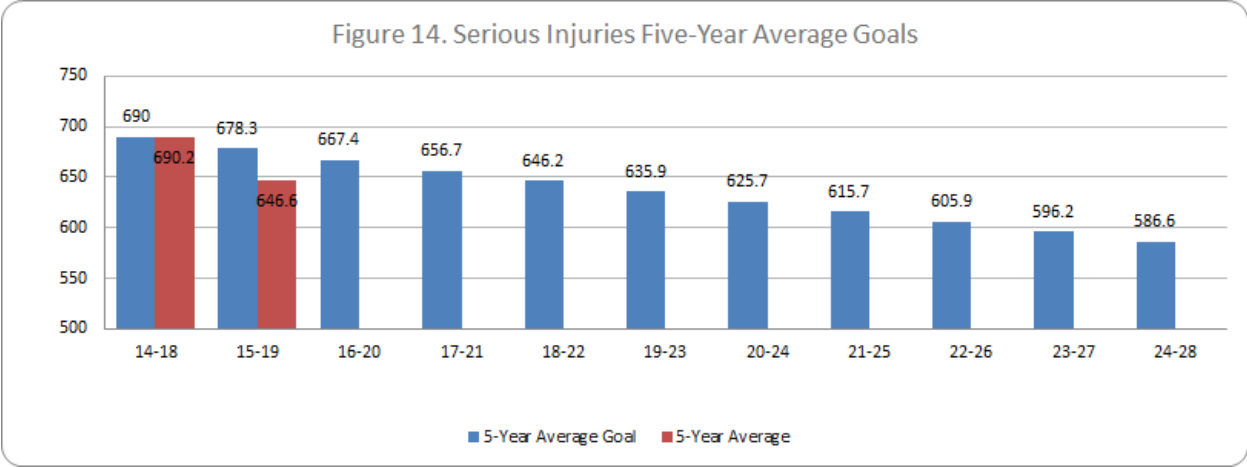
Performance Target Justification

**2021 Performance Goal**

- Decrease the serious traffic injuries five-year average to 656.7 or less for the 2017-2021 time period.

**State Goal Calculations**

Last year we established new goals to guide our activities for the next 10 years. Figure 14 displays these new goals as well as current values. If met, the five-year average for serious injuries would decrease 15% over the next 10 years. We feel this goal is achievable because we were able to reduce fatalities by 27% over the past 10 years. We also feel that is ambitious given that it will result in over 100 fewer serious injuries per year. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for serious injuries to 656.7 or less.



**Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)**

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2021	Numeric	1.24	5 Year	2017

**Performance Target Justification**

**2021 Performance Goals**

- (a) Decrease the five-year average fatalities/VMT to an average rate of 1.24 or less for 2017-2021.
- (b) Decrease the five-year average rural fatalities/VMT to an average rate of 1.52 or less for 2017-2021.
- (c) Decrease the five-year average urban fatalities/VMT to an average rate of 0.58 or less for 2017-2021.

**State Goal Calculations**

The goals for fatalities per VMT are calculated directly from the state goals for fatalities, expected projections in state Vehicle Miles Traveled, and average proportion of fatalities in Urban versus Rural areas. Since 2009, the total VMT has increased at an average rate of 1.01%. Using this rate, the estimated VMT for calendar year 2020 is 9,899,368,799. If the goal for the five-year average of fatalities of 125.2 or less is reached, the fatalities per VMT will be 1.24 or lower for 2017-2021. On average 86% of fatalities occur in rural areas and the rural VMT is expected to increase by 1.01% as well. Taken together we can calculate a rural fatalities/VMT goal for the 2017-2021 time

period of 1.52 or lower. The urban fatalities per VMT goal for the 2017-2021 five-year average will be 0.58 fatalities per Urban VMT or lower.

**Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2021	Numeric	61.9	5 Year	2017

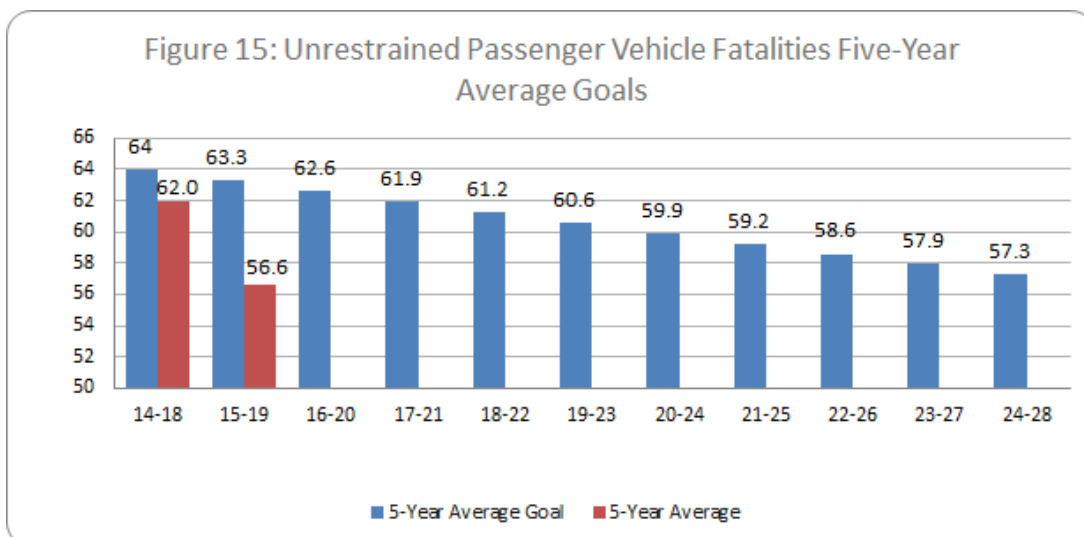
**Performance Target Justification**

**2021 Performance Goal**

- Decrease the unrestrained passenger vehicle occupant fatalities five-year average to 62.6 or less for 2017- 2021.

**State Goal Calculations**

Last year we established new goals to guide our activities for the next 10 years. Figure 15 displays these new goals and recent figures. If met, the five-year average for unrestrained passenger vehicle fatalities would decrease 10.5% over the next 10 years. We feel this goal is achievable because we were able to reduce fatalities by 25.6% over the past 10 years. We also feel that is ambitious given the more recent flattening of the trend line. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for unrestrained passenger vehicle fatalities to 61.9 or less.



Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2021	Numeric	41.2	5 Year	2017

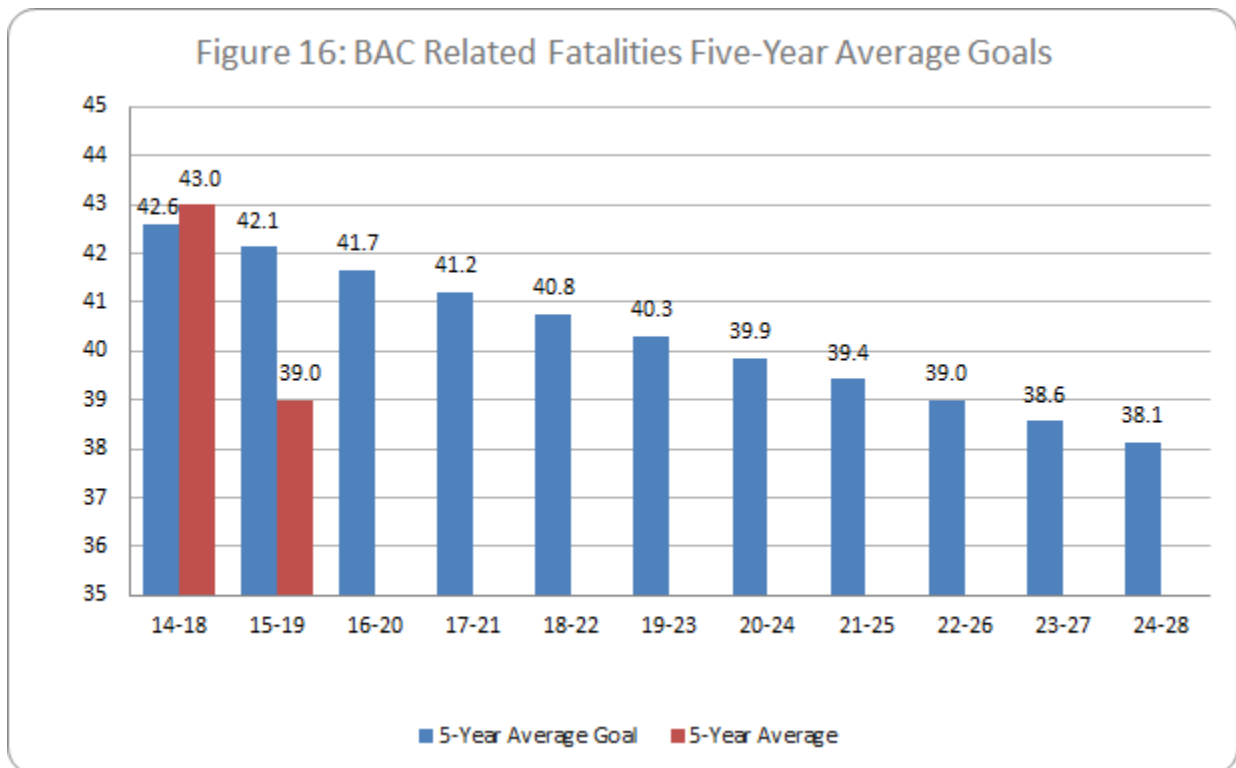
Performance Target Justification

**2021 Performance Goal**

- Decrease the alcohol impaired driving fatalities five-year average to 41.2 or less for 2017-2021.

**State Goal Calculations**

Last year we established new goals to guide our activities for the next 10 years. Figure 16 displays these new goals as well as current figures. If met, the five-year average for BAC related fatalities would decrease 10.5% over the next 10 years. We feel this goal is both achievable and ambitious given the trend over the last 10 years. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for BAC related fatalities to 41.2 or less.





Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2021	Numeric	34.2	5 Year	2017

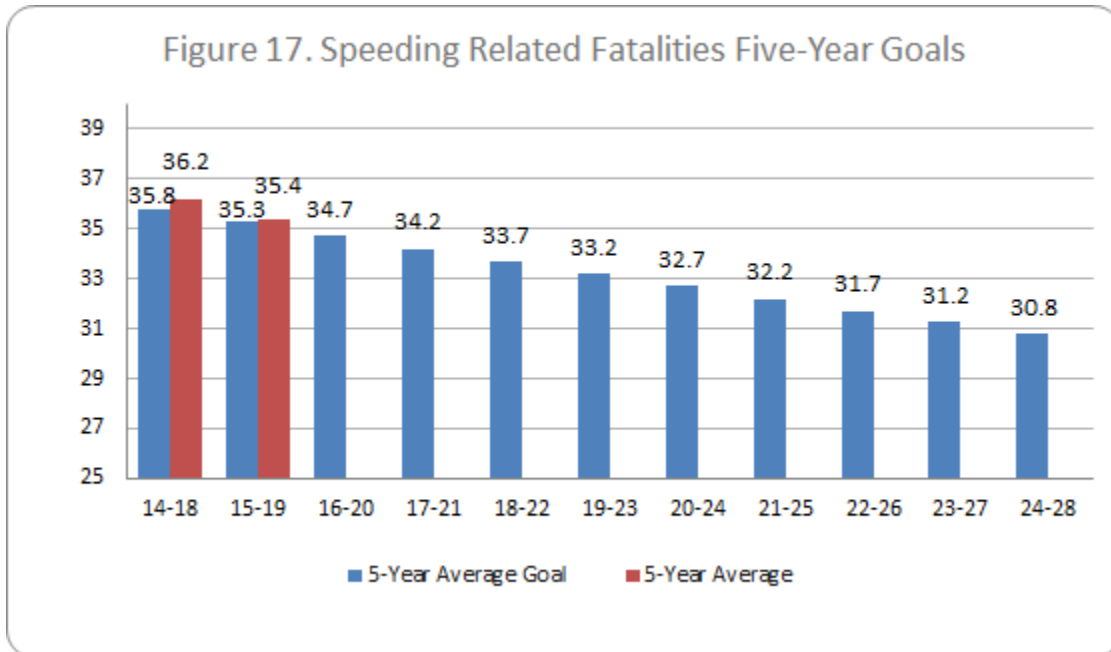
Performance Target Justification

2021 Performance Goal

- Decrease the speeding related fatalities five-year average to 34.2 or less for 2017-2021.

State Goal Calculations

Last year we established goals for the next 10-years. In establishing these goals, displayed with current values in Figure 17, we utilized information from the previous time frame. If met, the five-year average for speeding related fatalities would decrease 14% over the next 10 years. We feel this goal is both achievable and ambitious given the trend over the last 10 years. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for speeding related fatalities to 34.2 or less.



Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2021	Numeric	19.3	5 Year	2017

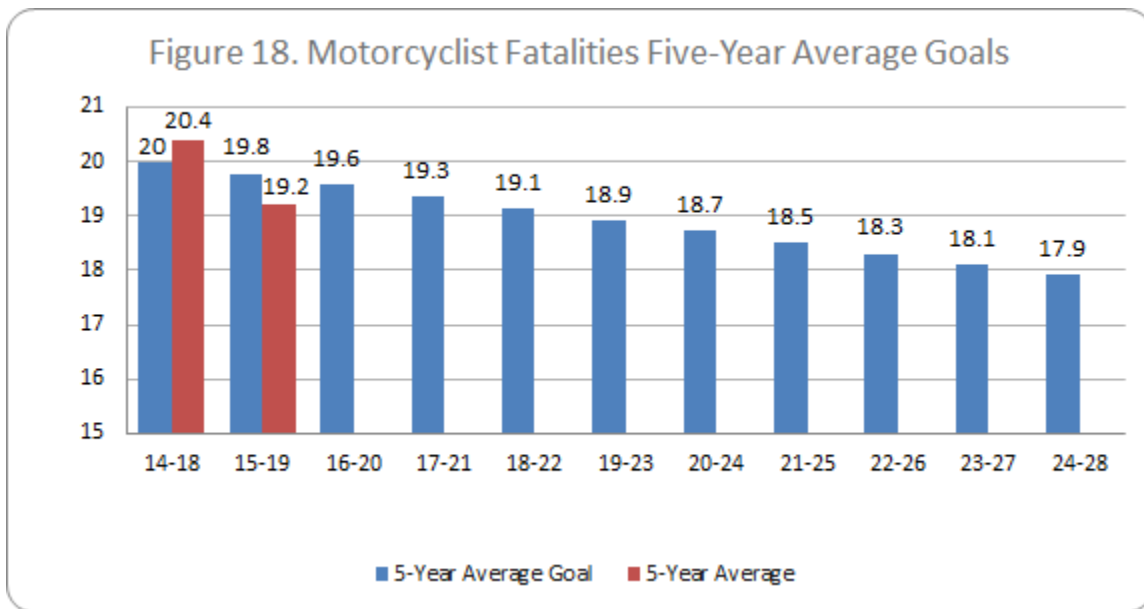
Performance Target Justification

2021 Performance Goal

- Decrease the five-year average for motorcyclist fatalities to 19.3 or less for 2017-2021.

State Goal Calculations

Last year we established new goals for the next 10 years. These goals along with current values are displayed in Figure 18. If met, the five-year average for motorcyclist fatalities would decrease 10% over the next 10 years. We feel this goal is both achievable and ambitious given the trend over the last 10 years. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for motorcyclist fatalities to 19.3 or less.



## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2021	Numeric	14.5	5 Year	2017

### Performance Target Justification

#### 2021 Performance Goal

- Decrease the unhelmeted motorcyclist fatalities five-year average to 14.5 or less for 2017-2021.

#### State Goal Calculations

For the purposes of establishing a goal, unhelmeted motorcyclist fatalities must be considered as a subset of motorcyclist fatalities. On average, unhelmeted motorcyclists incur 75% of motorcyclist fatalities. Since the five-year average goal for overall motorcyclist fatalities for the 2017-2021 time period is 19.3 or less, the corresponding figure for unhelmeted motorcyclist fatalities will be 14.5 or less. While it would also be possible to reduce unhelmeted fatalities as a proportion of overall motorcycle fatalities, the lack of a mandatory helmet law in SD and the number of motorcyclist fatalities incurred by operators from out of state make this an unrealistic approach. Hence, our primary objective will be to reduce motorcycle fatalities as a whole.

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2021	Numeric	16.4	5 Year	2017

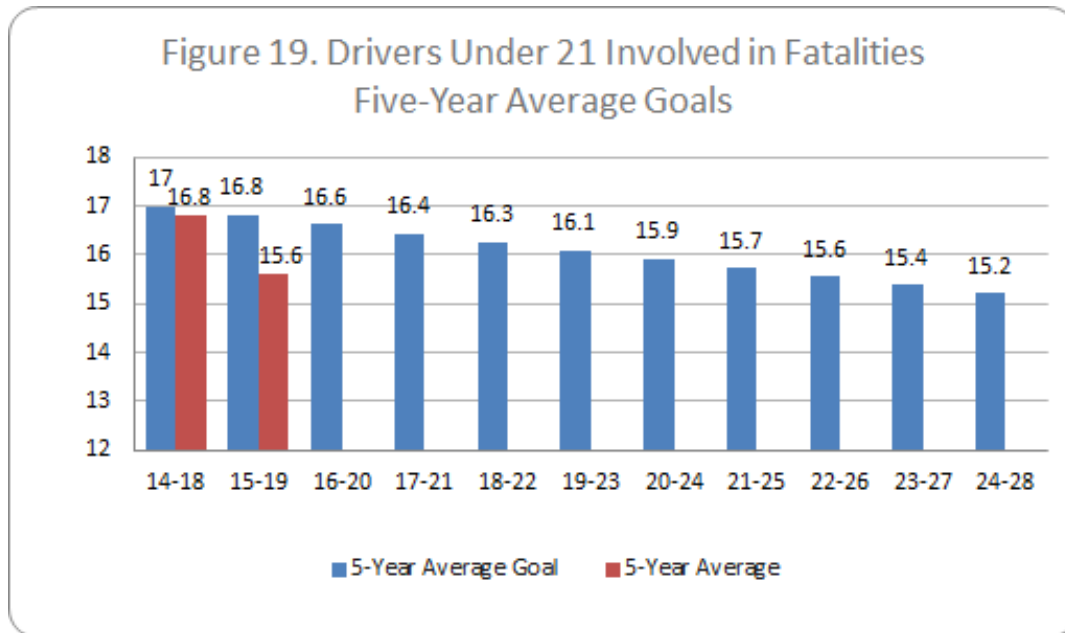
### Performance Target Justification

#### 2021 Performance Goal

- Decrease the drivers age 20 or younger involved in fatal crashes five-year average to 16.4 or less for 2017-2021.

## State Goal Calculations

Figure 19 displays our goals and current values for the next 10 years. If met, the five-year average for drivers under 21 involved in fatalities would decrease 10.5% over the next 10 years. We feel this goal is both achievable and ambitious given the trend over the previous 10-year time frame. In order to meet our goal for 2017-2021, we would need to decrease the five-year average for drivers under 21 involved in fatalities to 16.4 or less.



## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2021	Numeric	7.00	5 Year	2017

### Performance Target Justification

#### 2021 Performance Goal

- Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2017-2021, despite expected increases in population.

## State Goal Calculations

The number of pedestrian fatalities in South Dakota is so small that analysis of statistical differences or the creation of projections is inappropriate. While South Dakota will continue to

strive to reduce the likelihood of pedestrian fatalities, given the vastness of our state and large VMT, zero pedestrian fatalities would be an unrealistic goal. As such, the goal for the 2017-2021 five-year average is simply to maintain the already miniscule 7 pedestrian fatalities or less per year. We have started to see an increase in the last two years, so our goal will be to return this figure to the previous level.

**Performance Measure: C-11) Number of bicyclists fatalities (FARS)**

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2021	Numeric	1.00	5 Year	2017

**Performance Target Justification**

**2021 Performance Goal:**

- Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2017-2021, despite expected increases in population.

**State Goal Calculations**

The number of bicyclist fatalities in South Dakota is so small that analysis of statistical differences or the creation of projections is inappropriate. While South Dakota will continue to strive to reduce the likelihood of bicyclist fatalities, given the vastness of our state and large VMT, permanently sustaining zero bicyclist fatalities for every year would be an unrealistic goal. As such, the goal for the 2017-2021 five-year average is simply to maintain the already miniscule 1 fatality or less per year.

**Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2021	Percentage	76.9	Annual	2021

## Performance Target Justification

### 2021 Performance Goal

- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 76.9% by December 31, 2021.

### State Goal Calculations

The improvement in seatbelt usage from 2017 to 2018 allowed us to establish an ambitious goal of 80% for 2020. However, the observed seatbelt usage for 2019 returned to levels more analogous with the years prior to 2018 (75.2%). While the observed restraint use percentage has witnessed a steady increase over the last five years, the large jump to 80% appears unrealistic. Our current goal for 2021 of 76.9% reflects an increase of 1.1% over the next two years. We see this as an aggressive but feasible goal in line with previous rates of progress.

## Performance Measure: Number of distracted driving fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of distracted driving fatalities (FARS)-2021	Numeric	7.50	5 Year	2017

## Performance Target Justification

### 2021 Performance Goal

- Maintain the five-year average for distracted driving fatalities to 7.5 or less for 2017-2021.

### State Goal Calculations

The number of fatalities resulting from distracted driving is a relatively new outcome measure for us. Based on the available FARS data, our goal is to maintain the five-average for distracted driving fatalities at 7.5 or less for the 2017-2020 time period. This is the same as our goal for 2016-2021. As we are able to aggregate more data, we will develop more systematic goals for this measure.

## Performance Measure: Traffic Records Completeness

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Traffic Records Completeness	Percentage	100.00	Annual	2021

## Performance Target Justification

### 2021 Performance Goal

- Maintain 100% traffic records completeness for 2017-2021.

Primary performance attribute: Timeliness

Core traffic records data system to be impacted: TraCS/LEOS

**Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

I certify: Yes

#### **A-1) Number of seat belt citations issued during grant-funded enforcement activities**

Seat belt citations: **11,523**

Fiscal Year A-1: **2019**

#### **A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Impaired driving arrests: **10,289**

Fiscal Year A-2: **2019**

#### **A-3) Number of speeding citations issued during grant-funded enforcement activities**

Speeding citations: **42,892**

Fiscal Year A-3: **2019**

## Program areas

### Program Area: Distracted Driving

#### Description of Highway Safety Problems

South Dakota does not currently record distracted driving behaviors as they relate to traffic crash outcomes in a way that allows for systematic analysis. However, NHTSA's published research on distracted driving has demonstrated the criticality of this program area. We will utilize the evidence-based countermeasure strategies already proposed by NHTSA.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	125.2
2021	Number of distracted driving fatalities (FARS)	2021	5 Year	7.50

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Media (Paid and Earned)-DD

#### Countermeasure Strategy: Media (Paid and Earned)-DD

Program Area: **Distracted Driving**

#### Project Safety Impacts

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

#### Linkage Between Program Area

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

#### Rationale

This is a widely accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
002	Media Non-Alcohol

#### Planned Activity: Media Non-Alcohol

Planned activity number: **002**

#### Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state



developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

**Intended Subrecipients**

Lawrence & Schiller

Office of Highway Safety-Non-Alcohol Media

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Media (Paid and Earned)-DD
Media (Paid and Earned)-MC
Media (Paid and Earned)-OP
Media (Paid and Earned)-SP

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$1,000,000.00	\$250,000.00	\$1,000,000.00

**Program Area: Impaired Driving (Drug and Alcohol)**

**Description of Highway Safety Problems**

**Key Observations from 2019 Data**

The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above decreased 46.7% from 2018 to 2019; the total number of crashes involving intoxicated drivers, however, stayed the same.

In 2019, 66.7% of fatalities (16) involving at least one driver or motorcycle operator with a BAC of .08 or above were sustained by intoxicated drivers themselves.

**Recent Data**

In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher. (Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as “intoxicated drivers.”). Altogether, 20,390 traffic crashes were reported in 2019, 512 of which involved at least one driver with a BAC reading of .08 or above. In other words, 2.5% of all crashes involved at least one driver with a BAC of .08 or higher. A total of 856 individuals were involved in these crashes.

Of the fatalities resulting from crashes with at least one intoxicated driver, 16 (67.7%) were themselves drivers with a BAC level of .08 or higher. Among drivers with a BAC of .08 or higher that were also fatalities, 87.5% (14) carried an in-state driver’s license; 31.3% (5) were operating without or under a revoked or suspended license; 75% (12) were male; and 25% (4) were 25 years old or younger.

**Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	41.2
2021	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2021	5 Year	16.4

**Countermeasure Strategies in Program Area**

<b>Countermeasure Strategy</b>
Community Training, Enforcement and Communication-IMP
High Visibility Enforcement-IMP
Highway Safety Office Program Management-IMP
Judicial Related Education or Activity-IMP
Media (Paid and Earned)-IMP

**Countermeasure Strategy: Community Training, Enforcement and Communication-IMP**  
 Program Area: **Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

These programs keep drinking drivers off of South Dakota roadways, create alternative punishments, and generate community outreach activities to prevent problem drivers from getting behind the wheel.

**Linkage Between Program Area**

These are well-accepted alternatives and previously approved activities to remove problem drivers from the roadways.

**Rationale**

The rationale is based upon consultation with state traffic safety partners to achieve the highest possible reduction of problem drivers utilizing state roads within allowable federal funding constraints.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
001	Alternative Transportation
004	Prevention and Interdiction

**Planned Activity: Alternative Transportation**

Planned activity number: **001**

**Planned Activity Description**

Provide support to remove drinking drivers from the roads by offering alternative transportation for a safe ride home. Alternative transportation will be offered Friday and Saturday nights, along with special events or holidays that do not occur on those nights. Provide ongoing awareness and education about binge drinking, drinking and driving, as well as other alcohol-related items. Universities will collaborate with on and off campus entities to provide awareness materials throughout the year.

**Intended Subrecipients**

South Dakota School of Mines and Technology

South Dakota State University

University of South Dakota

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Training, Enforcement and Communication-IMP

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$81,272.00	\$20,318.00	Not Required

**Planned Activity: Prevention and Interdiction**

Planned activity number: **004**

### Planned Activity Description

Planning activities for this countermeasure strategy includes providing education on dangers of alcohol and teach skill set on decision making as they relate to impairment. Statewide messaging that focuses on the reduction of impaired drivers. Awareness materials, safety supplies/resources, and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Educational materials will address impaired driving issues to help meet the target/objective and thus lead to a reduction in impaired driving injuries/fatalities. Perform alcohol compliance check at the retail level.

### Intended Subrecipients

Mitchell Police Department (South Central Alcohol Task Force)

South Dakota EMS for Children

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Training, Enforcement and Communication-IMP

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$75,512.00	\$18,878.00	Not Required

### Countermeasure Strategy: High Visibility Enforcement-IMP

Program Area: **Impaired Driving (Drug and Alcohol)**

### Project Safety Impacts

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

### Linkage Between Program Area

Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

### Rationale

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
003	Impaired Driving High Visibility Enforcement

**Planned Activity: Impaired Driving High Visibility Enforcement**

Planned activity number: **003**

**Planned Activity Description**

Law enforcement agencies will increase impaired driving enforcement in order to reduce the number of fatal and serious injury traffic crashes, reduce crashes involving intoxicated drivers, and increase the number of DUI arrests. Funds used for this planned activity will include funding for overtime, travel, in-car cameras, and breath testing devices. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct sobriety checkpoints and saturation patrols throughout the grant year.

**Intended Subrecipients**

Intended subrecipients consist of law enforcement agencies specifically Highway Patrol, police departments, and sheriff's offices.

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement-IMP
High Visibility Enforcement-MC

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$700,000	\$354,199.69	Not Required

**Major purchases and dispositions**

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost	Agency
In-Car Camera	1	\$5,396.00	\$5,396.00	\$2,800.00	\$2,800.00	Box Elder PD
In-Car Camera	2	\$6,284.30	\$12,568.60	\$2,800.00	\$5,600.00	Lincoln Co SO

Driving Simulators	3	\$7,000.00	\$21,000.00	\$7,000.00	\$21,000.00	SD Highway Patrol
In-Car Camera	10	\$5,600.00	\$56,000.00	\$5,600.00	\$56,000.00	SD Highway Patrol

## Countermeasure Strategy: Highway Safety Office Program Management-IMP

Program Area: **Impaired Driving (Drug and Alcohol)**

### Project Safety Impacts

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible. This also provides support for law enforcement agencies through our LEL program - and this creates a linkage of our knowledge to these partners.

### Linkage Between Program Area

The linkage is knowing where our traffic safety issues are in the state and how best to apply efforts from geographic partners for effective enforcement and community outreach.

### Rationale

The rationale is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
009	Personnel Support-IMP
010	Administrative and Contractual-IMP
011	Impaired Driving Task Force (Regulatory Requirement)-IMP

### Planned Activity: Personnel Support-IMP

Planned activity number: **009**

### Planned Activity Description

In South Dakota, many communities and safety advocates collaborate to promote safety and injury prevention. The Office of Highway Safety will provide technical assistance to highway safety initiatives statewide. Funds will support a Management Analyst and travel expenses to increase skills and knowledge necessary to support evidence-based programs.

The Department of Public Safety Public Information Officer will coordinate highway safety media developed and placed by a contractor which may include using NHTSA and/or state developed ad material; develop and distribute public service announcements and press releases; work with local highway safety projects by assisting with development and placement of media and messaging; and provide technical assistance to the Office of Highway Safety as needed.

Intended Subrecipients  
Public Information Officer

Community Outreach

Countermeasure strategies  
Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management-IMP

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$31,710.00	Not Required	\$0.00

Planned Activity: Administrative and Contractual-IMP

Planned activity number: **010**

Planned Activity Description

Electronic grant management solutions offer options for the advertisement, submittal, and review of subrecipient proposals/applications, the creation of contracts, the disbursement of funds, the collection and retention of contract deliverables, and requests for reimbursement and post-grant reporting and evaluations. E-grants systems with automatic notifications and reminders help subrecipients stay on track with contract terms and deliverables, alerts the state when documents are overdue, collects data for annual reports, and increases staff efficiencies by reducing the insurance of notifications.

The USD Government Research Bureau will draft a Highway Safety Plan for FY20 using statistical analysis of crash data; the plan will include short and long-term goals, a summary of planning projects, and a budget for FY20.

Intended Subrecipients

Agate Software

University of South Dakota, Government Research Bureau

Countermeasure strategies  
Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management-IMP

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$29,807.40	Not Required	\$0.00

Planned Activity: Impaired Driving Task Force (Regulatory Requirement)-IMP

Planned activity number: **011**

Planned Activity Description

The South Dakota Impaired Driving Task Force is required to continue to review state impaired driving data, identify priorities, monitor project implementation, and review progress in conjunction with the Office of Highway Safety and other stakeholders across the state with a vested interest in reducing impaired driving. The South Dakota Impaired Driving Plan presents a synopsis of impaired driving indicators and statistics relevant to impaired driving in South Dakota, outlines areas of concerns, identifies priority areas for future programming, and outlines a process upon which the South Dakota Impaired Driving Task Force can guide and inform the Office of Highway Safety in implementing and prioritizing funding for programming (that is evidence based) to reduce impaired driving in South Dakota.

Intended Subrecipients

Impaired Driving Task Force (Mountain Plains Evaluation)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management-IMP

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$31,425.00	\$7,500.00	Not Required

Countermeasure Strategy: Judicial Related Education or Activity-IMP

Program Area: **Impaired Driving (Drug and Alcohol)**



### Project Safety Impacts

Effective application of judicial-related options such as DUI First programs and traffic safety resource prosecutors all have their place in reducing recidivism in South Dakota drivers. Reducing recidivism creates an inherently safer roadway system.

### Linkage Between Program Area

It is well-established by NHTSA that activities such as traffic safety resource prosecutors and training of prosecutors have a place in roadway safety. South Dakota is also seeing a good relationship between its DUI First program and reduction in repeat offenders.

### Rationale

The rationale for these strategies comes from historically approved strategies in previous highway safety plans.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
005	Judicial Assistance

### Planned Activity: Judicial Assistance

Planned activity number: **005**

### Planned Activity Description

South Dakota has implemented the South Dakota Public Safety DUI First Program across the state to provide consistent drinking and driving programming for DUI offenders with an emphasis on DUI 1st offenders. A key important component of implementation of the curriculum is to ensure that all sites are implementing the model in a consistent manner across the state. The evaluators will participate in project steering committee meetings and conduct site visits and monitor program implementation to assess the implementation and fidelity of the model.

The Traffic Safety Resource Prosecutor (TSRP) intends to train law enforcement officers and prosecuting attorneys on the most effective methods of investigating and prosecuting impaired drivers. Statewide training for prosecutors and law enforcement officers on traffic safety related topics will be offered throughout the year. The TSRP intends to provide one dedicated statewide training for traffic safety issues.

### Intended Subrecipients

Traffic Safety Resource Prosecutor

DUI 1st Program

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Judicial Related Education or Activity-IMP

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$177,505.00	\$44,376.25	Not Required

Countermeasure Strategy: Media (Paid and Earned)-IMP

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

Linkage Between Program Area

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

Rationale

This is a widely accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
007	Media-Alcohol

Planned Activity: Media-Alcohol

Planned activity number: **007**

Planned Activity Description

To educate the public on impaired driving, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

Intended Subrecipients

South Dakota Broadcasters Association

Lawrence and Schiller

Office of Highway Safety-Alcohol Media

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Media (Paid and Earned)-IMP

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$2,000,000.00	Not Required	\$2,000,000.00

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Key Observations from 2019 Data

Motorcycles were involved in only 1.8% of traffic crashes in 2019, however motorcyclists accounted for (11) 10.8% of all fatalities. Of the 14 fatalities sustained in traffic crashes involving motorcycles in 2016, 11 (78.6%) were suffered by motorcycle occupants, all of which were the motorcycle operators. 9 (81.8%) of the motorcyclist fatalities recorded in 2019 were incurred by males.

Recent Data

In 2019, 362 traffic crashes involving motorcycles were reported, amounting to approximately 1.8% of all traffic crashes. (In sections C7 and C8, references to “motorcycles” and “motorcycle operators/occupants” also include mopeds and moped operators/occupants. For simplicity, the term “motorcycle” alone is used.) Of the 571 people involved in these crashes, 58.8% (336) received non-fatal injuries as a result of these crashes, and 14 people (2.5%) were killed. The above fatality count of 14, represents 13.7% of all fatalities reported in 2019. Of the 14 fatalities, 78.6% (11) were motorcyclists and 100% (11) of those were motorcycle operators. Thus, despite only being involved in 1.8% of traffic crashes in 2019, motorcyclists accounted for 10.8% of all fatalities.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5 Year	19.3

2021	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2021	5 Year	14.5
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### Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Enforcement-MC
Media (Paid and Earned)-MC

### Countermeasure Strategy: High Visibility Enforcement-MC

Program Area: **Motorcycle Safety**

#### Project Safety Impacts

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

#### Linkage Between Program Area

Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

#### Rationale

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
003	Impaired Driving High Visibility Enforcement

### Planned Activity: Impaired Driving High Visibility Enforcement

Planned activity number: **003**

#### Planned Activity Description

Law enforcement agencies will increase impaired driving enforcement in order to reduce the number of fatal and serious injury traffic crashes, reduce crashes involving intoxicated drivers, and increase the number of DUI arrests. Funds used for this planned activity will include funding for overtime, travel, in-car cameras, and breath testing devices. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct sobriety checkpoints and saturation patrols throughout the grant year.

### Intended Subrecipients

Intended subrecipients consist of law enforcement agencies specifically Highway Patrol, police departments, and sheriff's offices.

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement-IMP
High Visibility Enforcement-MC

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$700,00.00	\$354,199.69	Not Required

### Countermeasure Strategy: Media (Paid and Earned)-MC

Program Area: **Motorcycle Safety**

### Project Safety Impacts

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

### Linkage Between Program Area

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

### Rationale

This is a widely accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
002	Media Non-Alcohol

### Planned Activity: Media Non-Alcohol

Planned activity number: **002**

### Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

### Intended Subrecipients

Lawrence & Schiller

Office of Highway Safety-Non-Alcohol Media

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Media (Paid and Earned)-DD
Media (Paid and Earned)-MC
Media (Paid and Earned)-OP
Media (Paid and Earned)-SP

### Funding sources

The Office of Highway Safety will be using state funds for motorcycle media.

### Program Area: Non-motorized (Pedestrians and Bicyclist)

#### Description of Highway Safety Problems

#### Key Observations from 2019 Data

Since 2005, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 6-8 fatalities per year; 9 were reported in 2019.

Pedestrian fatalities are highly uncommon in South Dakota. Only 41 pedestrian fatalities were recorded in the state from 2015 through 2019; this includes 9 such fatalities in 2019, a slight decrease from 2018. Since 2005, the number of annual pedestrian fatalities has fluctuated around an average of 6-8 fatalities per year with the current five-year average for 2015-2019 at 8.2 pedestrian fatalities.

The number of annual bicyclist fatalities in South Dakota is consistently very low. There was one reported in 2019.

**Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2021	C-10) Number of pedestrian fatalities (FARS)	2021	5 Year	7.00
2021	C-11) Number of bicyclists fatalities (FARS)	2021	5 Year	1.00

**Countermeasure Strategies in Program Area**

<b>Countermeasure Strategy</b>
Community Training, Enforcement and Communication-B&P

**Countermeasure Strategy: Community Training, Enforcement and Communication-B&P**  
 Program Area: **Non-motorized (Pedestrians and Bicyclist)**

**Project Safety Impacts**

These programs educate bicyclists, pedestrians, as well as motor vehicle drivers on the importance of bicycle and pedestrian safety and generate community outreach activities to prevent bicycle and pedestrian fatalities and injuries.

**Linkage Between Program Area**

These are well-accepted practices and previously approved activities to educate the citizens of South Dakota on the importance of bicycle and pedestrian safety.

**Rationale**

The rationale is based upon consultation with state traffic safety partners to achieve the highest possible reduction of bicycle and pedestrian fatalities and injuries within allowable federal funding constraints.

**Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
015	Communication and Outreach Campaigns-B&P

**Planned Activity: Communication and Outreach Campaigns-B&P**

Planned activity number: **015**

**Planned Activity Description**

Planned activities include engaging geographic locations identified as priority areas to collaborate and develop sustainable partnerships. Continue to pursue new partners and opportunities to provide bicycle and pedestrian safety information and education statewide. Conduct bike rodeos during

spring, summer and fall seasons that train children to ride safely and always wear a helmet using our Don't Thump Your Melon Program. The subrecipient anticipates providing assistance to 25-30 communities that host bike rodeos and helmet distribution across the state of South Dakota.

**Intended Subrecipients**

South Dakota EMS for Children

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Training, Enforcement and Communication-B&P

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$55,439.00	\$13,859.75	\$55,439.00

**Program Area: Occupant Protection (Adult and Child Passenger Safety)**

**Description of Highway Safety Problems**

**Key Observations from 2019 Data**

A total of 42 unrestrained passenger vehicle occupants were killed in traffic crashes in 2019, a 28.8% decrease from 2018 (59). In 2019, 57.3% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 15.5% of restrained occupants suffered an injury or fatality. 64.3% of all unrestrained driver fatalities in passenger vehicles in 2019 were sustained by males.

South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. In 2019, zero children under the age of five were killed as passenger vehicle occupants. Seven children under the age of five suffered serious injuries; two of these children were unrestrained. Of the 77 passenger vehicle occupants 5 or over that sustained fatal injuries, 42 (54.5%) were unrestrained. (“Unrestrained” includes those who used no restraint or youth restraint system used improperly.) Within these occupants, males accounted for 64.3% (27) of all unrestrained fatalities and 69.9% (100) of all unrestrained serious injuries of passenger vehicle occupants 5 or older.



### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	61.9

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Community Training, Enforcement and Communication-OP
High Visibility Enforcement-OP
Highway Safety Office Program Management-OP
Media (Paid and Earned)-OP

### Countermeasure Strategy: Community Training, Enforcement and Communication-OP

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

#### Project Safety Impacts

These programs educate motor vehicle drivers on the importance of wearing a seatbelt and generate community outreach activities to increase seatbelt usage across the state of South Dakota.

#### Linkage Between Program Area

These are well-accepted practices and previously approved activities to educate the citizens of South Dakota on the importance of wearing a seatbelt.

#### Rationale

The rationale is based upon consultation with state traffic safety partners to achieve the highest possible reduction of unbelted fatalities and injuries within allowable federal funding constraints.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
012	Communication and Outreach Campaigns

### Planned Activity: Communication and Outreach Campaigns

Planned activity number: **012**

#### Planned Activity Description

The planned activity associated with this strategy includes providing educational and awareness materials/resources compiled from a variety of local and national sources. Statewide messaging will address proper occupant restraint use for all ages. Awareness materials, safety

supplies/resources, and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Educational materials will address local traffic safety issues to help meet the target/objective and work toward a reduction in unrestrained killed/injured occupants.

**Intended Subrecipients**

South Dakota EMS for Children

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Training, Enforcement and Communication-OP

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$57,115.00	\$14,278.75	\$57,115.00

**Countermeasure Strategy: High Visibility Enforcement-OP**

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

**Project Safety Impacts**

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

**Linkage Between Program Area**

Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

**Rationale**

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
014	Occupant Protection High Visibility Enforcement

**Planned Activity: Occupant Protection High Visibility Enforcement**

Planned activity number: **014**

### Planned Activity Description

Law enforcement agencies will increase occupant protection enforcement in order to reduce the number of fatal and serious injury traffic crashes and reduce crashes involving unrestrained drivers. Funds used for this planned activity will include funding for overtime, radar units, LIDAR units, and speed trailers. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct saturation patrols throughout the grant year.

### Intended Subrecipients

Intended subrecipients consist of law enforcement agencies, specifically Highway Patrol, police departments, and sheriff's offices.

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement-OP

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$168,555.00	\$400,000.00

### Countermeasure Strategy: Highway Safety Office Program Management-OP

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

This seatbelt survey activity is required by NHTSA.

### Linkage Between Program Area

This linkage provides information to the state on its seatbelt usage and geographic anomalies.

### Rationale

Again, the seatbelt survey is a federal requirement to be completed on an annual basis.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
013	Seatbelt Survey (Regulatory Requirement)

### Planned Activity: Seatbelt Survey (Regulatory Requirement)

Planned activity number: **013**

### Planned Activity Description

An annual observational seatbelt survey will be provided through a contract with a state university research team. The seatbelt survey project will follow guidelines provided by NHTSA. This includes development of a new survey methodology required by NHTSA.

### Intended Subrecipients

North Dakota State University, Upper Great Plains Transportation Institute (report)

South Dakota EMS Association (observational)

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management-OP

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$61,306.00	\$15,326.50	\$0.00

### Countermeasure Strategy: Media (Paid and Earned)-OP

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

### Linkage Between Program Area

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

### Rationale

This is a widely accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
002	Media Non-Alcohol

## Planned Activity: Media Non-Alcohol

Planned activity number: **002**

### Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

### Intended Subrecipients

Lawrence & Schiller

Office of Highway Safety-Non-Alcohol Media

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Media (Paid and Earned)-DD
Media (Paid and Earned)-MC
Media (Paid and Earned)-OP
Media (Paid and Earned)-SP

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$1,000,000.00	\$250,000.00	\$1,000,000.00

## Program Area: Planning & Administration

### Description of Highway Safety Problems

Federal funding for this program area is intended to support the administrative activities involved with administering the federal grant funding to reduce fatalities & injuries on state roadways, as well as funding enforcement and judicial activities.

### Associated Performance Measures

#### Planned Activities

#### Planned Activities in Program Area

Unique Identifier	Planned Activity Name
024	Holding Account
023	Planning and Administration

### Planned Activity: Holding Account

Planned activity number: **024**

### Planned Activity Description

Project Development

### Intended Subrecipients

South Dakota Office of Highway Safety

### Funding sources

Source Fiscal Year	Funding Source ID	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	\$3,033,410.78	Not Required	\$2,500,00.00
2018	FAST Act 405c Data Program	\$799,955.50	\$199,988.88	Not Required
2019	FAST Act 405d Impaired Driving Mid	\$1,472,431.90	\$368,107.98	Not Required
2020	FAST Act 405d 24/7	\$12,601.14	\$3,150.29	Not Required
2019	FAST Act NHTSA 402	\$2,321,259.77	\$580,314.94	\$2,000,000.00

### Planned Activity: Planning and Administration

Planned activity number: **023**

### Planned Activity Description

This project provides the necessary staff time and expenses that are directly related to the planning, development, coordination, monitoring, auditing, public information and evaluation of projects including the development of the Highway Safety Plan and annual reports. Staff and percentage of time supported through P&A include the Director of Highway Safety (100%) and a portion of fiscal staff. Funding is provided to support program staff, salaries, benefits, travel to highway safety related trainings, and office expenses. The Director of the Office of Highway Safety has the overall responsibility for meeting program requirements and supervises program staff for the Office of Highway Safety/Accident Records. The Secretary of the Department of Public Safety, the Governor's Representative for Highway Safety, has the overall responsibility for the coordination of South Dakota's Traffic Safety program. The Governor's Representative is the

liaison between the Governor's Office and the Legislature, local and state agencies, and various councils and boards throughout the state. US DOT policy requires that federal participation in Planning and Administration (P&A) activities shall not exceed 50% of the total cost of such activities or the application sliding scale rate (54.88% for South Dakota) in accordance with 23USC120. The federal contribution for P&A cannot exceed 10% of the total 402 funds the state receives. Accordingly, state funds have been budgeted to cover 45.12% of P&A costs.

**Intended Subrecipients**

South Dakota Office of Highway Safety

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$158,550.00	\$130,353.06	\$0.00

**Program Area: Program Admin and Support**

**Description of Highway Safety Problems**

Federal funding for this program area is intended to support the administrative activities involved with administering the federal grant funding to reduce fatalities & injuries on state roadways, as well as funding training for law enforcement officers.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	125.2

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
Community Training, Enforcement and Communication-402
Highway Safety Office Program Management-402

**Countermeasure Strategy: Community Training, Enforcement and Communication-402**

Program Area: **Program Admin and Support**

**Project Safety Impacts**

Law enforcement training contributes directly to better law enforcement activities and reporting.

### Linkage Between Program Area

Crash reporting and impaired enforcement activities are bolstered by training.

### Rationale

Roadway fatalities can be reduced through a better understanding of what caused a crash. What caused a crash is identified through accurate crash reporting. Accurate crash reporting is learned from activities such as this.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
019	Law Enforcement Training

### Planned Activity: Law Enforcement Training

Planned activity number: **019**

### Planned Activity Description

The planned activity will provide advanced traffic crash investigative and impaired driving related traffic enforcement opportunities to law enforcement officers throughout South Dakota. Currently, Law Enforcement Training conducts traffic programs at the basic level. This task expands the training into the advanced levels that are not presently available within the state. This program provides the necessary knowledge and skills needed to retrieve and analyze crash data stored in a vehicle's event data recorder (EDR).

### Intended Subrecipients

Attorney General's Office - South Dakota Division of Criminal Investigation

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Training, Enforcement and Communication-402

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Accident Investigation (FAST)	\$20,400.00	\$5,100.00	\$20,400.00

### Countermeasure Strategy: Highway Safety Office Program Management-402

Program Area: **Program Admin and Support**



### Project Safety Impacts

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible. This also provides support for law enforcement agencies through our LEL program - and this creates a linkage of our knowledge to these partners.

### Linkage Between Program Area

The linkage is knowing where our traffic safety issues are in the state and how best to apply efforts from geographic partners for effective enforcement and community outreach.

### Rationale

The rationale is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
020	Administrative and Contractual-402
021	Personnel Support-402

### Planned Activity: Administrative and Contractual-402

Planned activity number: **020**

### Planned Activity Description

Electronic grant management solutions offer options for the advertisement, submittal, and review of subrecipient proposals/applications, the creation of contracts, the disbursement of funds, the collection and retention of contract deliverables, and requests for reimbursement and post-grant reporting and evaluations. E-grants systems with automatic notifications and reminders help subrecipients stay on track with contract terms and deliverables, alerts the state when documents are overdue, collects data for annual reports, and increases staff efficiencies by reducing the insurance of notifications.

The USD Government Research Bureau will draft a Highway Safety Plan for FY2022 using statistical analysis of crash data; the plan will include short and long term goals, a summary of planning projects, and a budget for FY2022.

### Intended Subrecipients

Agate Software

University of South Dakota, Government Research Bureau

### Countermeasure strategies

Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
Highway Safety Office Program Management-402

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Safety Management (FAST)	\$69,550.60	\$17,387.65	\$0.00

Planned Activity: Personnel Support-402

Planned activity number: 021

Planned Activity Description

In South Dakota, many communities and safety advocates collaborate to promote safety and injury prevention. The Office of Highway Safety will provide technical assistance to highway safety initiatives statewide. Funds will support a Management Analyst and travel expenses to increase skills and knowledge necessary to support evidence-based programs.

Part-time law enforcement liaisons will assist local law enforcement agencies to improve local highway safety through enforcement and public education. The LELs will encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in trainings, and be involved with national mobilizations including high visibility enforcement.

The Department of Public Safety Public Information Officer will coordinate highway safety media developed and placed by a contractor which may include using NHTSA and/or state developed ad material; develop and distribute public service announcements and press releases; work with local highway safety projects by assisting with development and placement of media and messaging; and provide technical assistance to the Office of Highway Safety as needed.

Intended Subrecipients

Community Outreach

Law Enforcement Liaisons

Public Information Officer

Countermeasure strategies

Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
Highway Safety Office Program Management-402

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Safety Management (FAST)	\$116,270.00	\$29,067.50	\$0.00

### Program Area: Speed Management

#### Description of Highway Safety Problems

#### Key Observations from 2019 Data

A total of 26 individuals were killed in 2019 as a result of traffic crashes involving at least one speeding driver. This figure has decreased by 48% since 2018. 88.5% of speeding-related fatalities in 2019 were sustained by motor vehicle occupants; 11.5% of these fatalities were pedestrians. 76.9% of speeding-related fatalities in 2019 occurred on rural roadways.

In 2019, 2,468 traffic crashes occurred that involved at least one speeding driver (12.1% of all reported traffic crashes); a total of 3,881 people were involved. Of these individuals, 26 (0.7%) sustained fatal injuries, 122 (3.1%) suffered serious but non-fatal injuries, and 664 (17.1%) received non-serious injuries. This means that 25.5% percent of South Dakota's traffic crash fatalities were sustained in roadway incidents involving at least one speeding driver. 88.5% of speeding-related fatalities in 2019 were sustained by motor vehicle occupants; 11.5% of these fatalities were pedestrians.

#### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5 Year	34.2

#### Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Enforcement-SP
Media (Paid and Earned)-SP

#### Countermeasure Strategy: High Visibility Enforcement-SP

Program Area: **Speed Management**

### Project Safety Impacts

High visibility enforcement is a proven countermeasure that NHTSA has always accepted as a strategy. We agree with that analysis.

### Linkage Between Program Area

Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

### Rationale

The rationale is based upon conversation with highway safety personnel, including the State Highway Safety Office personnel and Law Enforcement Liaison's, to best expend scarce federal funding for these activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
008	Speeding High Visibility Enforcement

### Planned Activity: Speeding High Visibility Enforcement

Planned activity number: **008**

### Planned Activity Description

Law enforcement agencies will increase speed enforcement in order to reduce the number of fatal and serious injury traffic crashes and reduce crashes involving speeding drivers. Funds used for this planned activity will include funding for overtime, radar units, LIDAR units, and speed trailers. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct saturation patrols throughout the grant year.

### Intended Subrecipients

Intended subrecipients consist of law enforcement agencies, specifically Highway Patrol, police departments, and sheriff's offices.

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement-SP

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$800,000.00	\$202,24977	\$800,000.00

## Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost	Agency
Radar Speed Sign	1	\$5,485.00	\$5,485.00	\$3,500.00	\$3,500.00	Gettysburg PD

## Countermeasure Strategy: Media (Paid and Earned)-SP

Program Area: **Speed Management**

### Project Safety Impacts

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

### Linkage Between Program Area

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides our office with direction on messaging, demographics, and targeted individuals and communities.

### Rationale

This is a widely accepted countermeasure strategy and we agree with NHTSA on its effectiveness.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
002	Media Non-Alcohol

### Planned Activity: Media Non-Alcohol

Planned activity number: **002**

### Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

### Intended Subrecipients

Lawrence & Schiller

Office of Highway Safety-Non-Alcohol Media

## Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Media (Paid and Earned)-DD
Media (Paid and Earned)-MC
Media (Paid and Earned)-OP
Media (Paid and Earned)-SP

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$1,000,000.00	\$250,000.00	\$1,000,000.00

## Program Area: Traffic Records

### Description of Highway Safety Problems

South Dakota continues to modernize and create shared traffic records systems. Such activities include expansion of electronic crash submission systems across all law enforcement agencies in the state. While these activities are largely directed by the Traffic Records Coordinating Committee, the state continues to expend generally funded taxpayer revenue to augment the federal revenue. The TRCC also develops strategies suggested by the most recent Traffic Records Assessment as allowed for by funding level and ability to accomplish.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	Traffic Records Completeness	2021	Annual	100.00
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	125.2

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management-Data
Traffic Records System Improvements

## Countermeasure Strategy: Highway Safety Office Program Management-Data

Program Area: **Traffic Records**

### Project Safety Impacts

Traffic safety would be impacted by the ability of roadway safety partners being able to share data more quickly, ideally in real-time, to determine such factors as DUI charges, crash involvement, and registered vehicle ownership. There are other obvious factors, which are outlined in the Traffic Records Assessment, that could be considered for this section. South Dakota is currently working to improve the timeliness of crash data and application to other databases.

### Linkage Between Program Area

The linkage is to improve the timeliness of data submission so that other safety partners such as UJS and Motor Vehicle employees can see the most accurate driver and vehicle data possible.

### Rationale

South Dakota plans to improve the timeliness of data submission through the broadest possible use of electronic crash submission formats. This covers all of the activities we have planned under this area.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
016	TRCC (Regulatory Requirement)

### Planned Activity: TRCC (Regulatory Requirement)

Planned activity number: **016**

### Planned Activity Description

To provide support to the South Dakota Office of Highway Safety to aid in coordination and facilitation of the Traffic Records Coordinating Committee.

### Intended Subrecipients

Mountain Plains Evaluation (Traffic Records Coordinating Committee Coordinator)

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management-Data

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data program	405c Data Program (FAST Act)	\$36,425.00	\$9,106.25	Not Required

## Countermeasure Strategy: Traffic Records System Improvements

Program Area: **Traffic Records**

### Project Safety Impacts

Traffic safety would be impacted by the ability of roadway safety partners being able to share data more quickly, ideally in real-time, to determine such factors as DUI charges, crash involvement, and registered vehicle ownership. There are other obvious factors, which are outlined in the Traffic Records Assessment, that could be considered for this section. South Dakota is currently working to improve the timeliness of crash data and application to other databases.

### Linkage Between Program Area

The linkage is to improve the timeliness of data submission so that other safety partners such as UJS and Motor Vehicle employees can see the most accurate driver and vehicle data possible.

### Rationale

South Dakota plans to improve the timeliness of data submission through the broadest possible use of electronic crash submission formats. This covers all of the activities we have planned under this area.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
017	Traffic Records Projects
018	Data Systems Improvements

### Planned Activity: Traffic Records Projects

Planned activity number: **017**

#### Planned Activity Description

The timeliness of the crash reporting system will be improved with electronic crash reporting. Using electronic reporting decreases the time it takes an officer to complete a crash report and decreases the time it takes for the record to become part of the state crash record system. This project will allow additional law enforcement agencies to electronically submit accident reports and update the TraCS system via a web-based system.

Improve data fields on eCitations to increase visibility for streamlined integration within the adjudication and driver's license databases. The eCitation fields are not uniform with the adjudication database. This is decreasing the accuracy of data and slowing the data being entered into the adjudication database. Matching the fields will ensure that data being taken from the



eCitation into the adjudication database will improve the data that is then shared with the driver’s license database. Additional improvements will lead to uniformity to ensure completeness and an increase in accuracy with the integration of the eCitation, adjudication and driver’s licenses databases.

**Intended Subrecipients**

Affinity Global Solutions (TraCS/Web TraCS)

South Dakota Highway Patrol

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Traffic Records System Improvements

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	405c Data Program (FAST Act)	\$351,425.00	\$87,856.25	Not Required
2019	FAST Act NHTSA 402	Traffic Records	\$12,150.00	\$3,037.50	\$0.00

**Planned Activity: Data Systems Improvements**

Planned activity number: **018**

**Planned Activity Description**

In order to keep the ePCR system up-to-date, funding is being requested for the annual maintenance of the ePCR system. Due to this annual maintenance, a data manager is able to work with trauma coordinators across South Dakota providing access credentials and ensuring the proper permissions are in place for staff to access EMS data, run reports, and ad hoc canned reports specific to each hospital.

**Intended Subrecipients**

South Dakota Department of Health, Office of Rural Health

**Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Traffic Records System Improvements

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	405c Data Program (FAST Act)	\$27,889.00	\$6,972.25	Not Required

Program Area: Young Drivers

Description of Highway Safety Problems

**Key Observations from 2018 Data**

17 drivers under the age of 21 were involved in a fatal traffic crash in 2019, the same number as in 2018. 18 fatalities resulted from crashes where drivers under the age of 21 were involved, a decrease since 2018. This includes 10 of the drivers under 21. Of the 17 drivers under age 21 involved in fatal traffic crashes in 2019, 10 of them (58.8%) were killed; 16 of them (94.1%) were from South Dakota; 10 (58.8%) were male; and none recorded a positive blood alcohol content reading. (In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.) 5 of the 17 drivers (29.4%) were operating a passenger car, 7 (41.2%) were operating light trucks, 2 (11.8%) were operating motorcycles, 2 (11.8%) were operating a SUV, and one driver was operating a tractor/semi-trailer.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	125.2
2021	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2021	5 Year	16.4

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
Driver Education
School Programs

Countermeasure Strategy: Driver Education

Program Area: **Young Drivers**

Project Safety Impacts

Good driving habits contribute to a reduction in roadway fatalities and injuries. Most of these habits are learned at an early age and Driver Education plays a role in teaching good driving habits.

### Linkage Between Program Area

It is difficult to ascertain the direct linkage between Driver Education and a reduction in roadway fatalities and injuries, but the state is attempting to tie the educational aspect and roadway safety impact together in a way that improves young driver safety.

### Rationale

South Dakota has established the position of Driver Education Coordinator to decipher data linkages, put a plan of educational action into place, and coordinate information across the state.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
022	Driver Education Coordinator
025	Driver Education

### Planned Activity: Driver Education Coordinator

Planned activity number: **022**

### Planned Activity Description

The Driver Education Coordinator will provide coordination and support for the driver education process in South Dakota by serving as the primary point-of-contact for any school district administrator or driver education instructor who has questions and create and maintain a comprehensive database of active driver education instructors across the state.

### Intended Subrecipients

Driver Education Coordinator

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Driver Education (FAST)	\$52,850.00	\$13,212.50	\$0.00

### Planned Activity: Driver Education

Planned activity number: **025**

### Planned Activity Description

The association will offer best practices training to driver education instructors through an annual conference sponsored by the SD Driver Education Association, forming a committee to study the efficacy of establishing nationally recognized driver education standards in South Dakota, and by forming a committee to study the efficacy of recommending various national classroom and behind-the-wheel curriculums to South Dakota driver education instructors.

### Intended Subrecipients

South Dakota Driver Education Association

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Driver Education (FAST)	\$18,561.00	\$4,640.25	\$18,561.00

### Countermeasure Strategy: School Programs

Program Area: **Young Drivers**

### Project Safety Impacts

Good driving habits contribute to a reduction in roadway fatalities and injuries. Most of these habits are learned at an early age and teen safety programs play a role in teaching good driving habits.

### Linkage Between Program Area

We know young drivers are inexperienced when it comes to operating a vehicle and are more likely to participate in risky driving behavior. The state is attempting to tie the educational aspect and roadway safety impact together in a way that improves young driver safety.

### Rationale

Through teen safety programs, the Office of Highway Safety looks to address the areas of concern in relation to young drivers identified by NHTSA.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
026	Teen Safety Programs

## Planned Activity: Teen Safety Programs

Planned activity number: **026**

### Planned Activity Description

In order to reach those young drivers, this planned activity will provide a "Drive to Save Lives" presentation to the attendees of the two South Dakota Students Against Destructive Decisions Conference. Through the presentation, there will be opportunities for attendees to plan safe driving prevention activities.

Increase youth perception of risk of driving while alcohol impaired, distracted, or without a seat belt by 25% through use of the requested driving simulator. Utilize the driving simulators at all youth and community events Increase youth engagement at community events in Spink county to highlight safe driving by 50%. Have youth engage and lead at events and presentations to increase peer to peer teaching. This will aide in students in developing connection, mentoring, and healthy driving skills.

### Intended Subrecipients

Human Service Agency

Spink County Coalition

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School Programs

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Safe Communities (FAST)	\$35,000.00	\$8,750.00	\$35,000.00

### Major purchases and dispositions

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost	Agency
Driving Simulator	1	\$13,000.00	\$13,000.00	\$10,400.00	\$10,400.00	Spink County Coalition

## Evidence-based traffic safety enforcement program (TSEP)

**Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):**

Unique Identifier	Planned Activity Name
003	Impaired Driving High Visibility Enforcement
014	Occupant Protection High Visibility Enforcement
008	Speeding High Visibility Enforcement

**Analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

### Crash Analysis

The State of South Dakota routinely scrutinizes vehicular crash data for locations and demographics at risk. Further, the Office of Highway Safety, through its sister agency, the Office of Accident Records, meets regularly to find a ‘common thread’ analysis where we can address traffic safety issues. Resources include the FARS database, the South Dakota Accident Records System (SDARS), and other databases which feed our South Dakota Crash Analysis Tool (SDCAT). This isn’t just an annual exercise to assemble the HSP, it is an ongoing effort to strategically assign financial and human resources to high-risk areas.

### Deployment of Resources

The State of South Dakota uses the resources and data outlined to fund available resources in high risk areas. It should be noted that the South Dakota Office of Highway Safety works closely with the South Dakota Highway Patrol and other local law enforcement agencies which choose to voluntarily participate in this federal grant program. The South Dakota Office of Highway Safety has no direct supervisory authority over these agencies, however, and as such can only suggest such activities as high visibility enforcement, etc. It should be noted that where problem areas exist, we attempt to find the appropriate law enforcement or other agency to address the risk.

### Effectiveness Monitoring

The State of South Dakota, as part of its online grant application and reporting system (EDGAR) requests that subrecipients outline enforcement strategies in their application for funding. If the subrecipient is accepted for funding, it is required to report, at minimum on a quarterly basis, in our EDGAR system how its enforcement strategies are working to reduce the risk of roadway injury and death. In many cases, progress reporting is conducted on a monthly basis. This is most often the case for law enforcement agencies. Such regular reporting offers the Office of Highway Safety the ability to make mid-course corrections in the grant program activities.

## High-visibility enforcement (HVE) strategies

### Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
High Visibility Enforcement-IMP
High Visibility Enforcement-MC
High Visibility Enforcement-OP
High Visibility Enforcement-SP
Media (Paid and Earned)-IMP

### HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
003	Impaired Driving High Visibility Enforcement
008	Speeding High Visibility Enforcement
014	Occupant Protection High Visibility Enforcement
002	Media Non-Alcohol
007	Media-Alcohol

The South Dakota Office of Highway Safety plans to use a combination of earned media, paid media, and enforcement as part of its comprehensive strategy to support national mobilizations.

The Office of Highway Safety will implement activities in support of national highway safety goals to reduce motor-vehicle-related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including participation in the national high-visibility law enforcement mobilizations in accordance with 23 U.S.C. 404, and as identified in the listed countermeasure strategies and planned activities in this section.

The planned high-visibility enforcement strategies to support the national mobilizations shall include, at a minimum, the following three national campaigns to reduce alcohol-impaired or drug-impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

- National May Mobilization (Occupant Protection)
- Labor Day Crackdown (Impaired Driving)
- Holiday Season HVE (Impaired Driving)