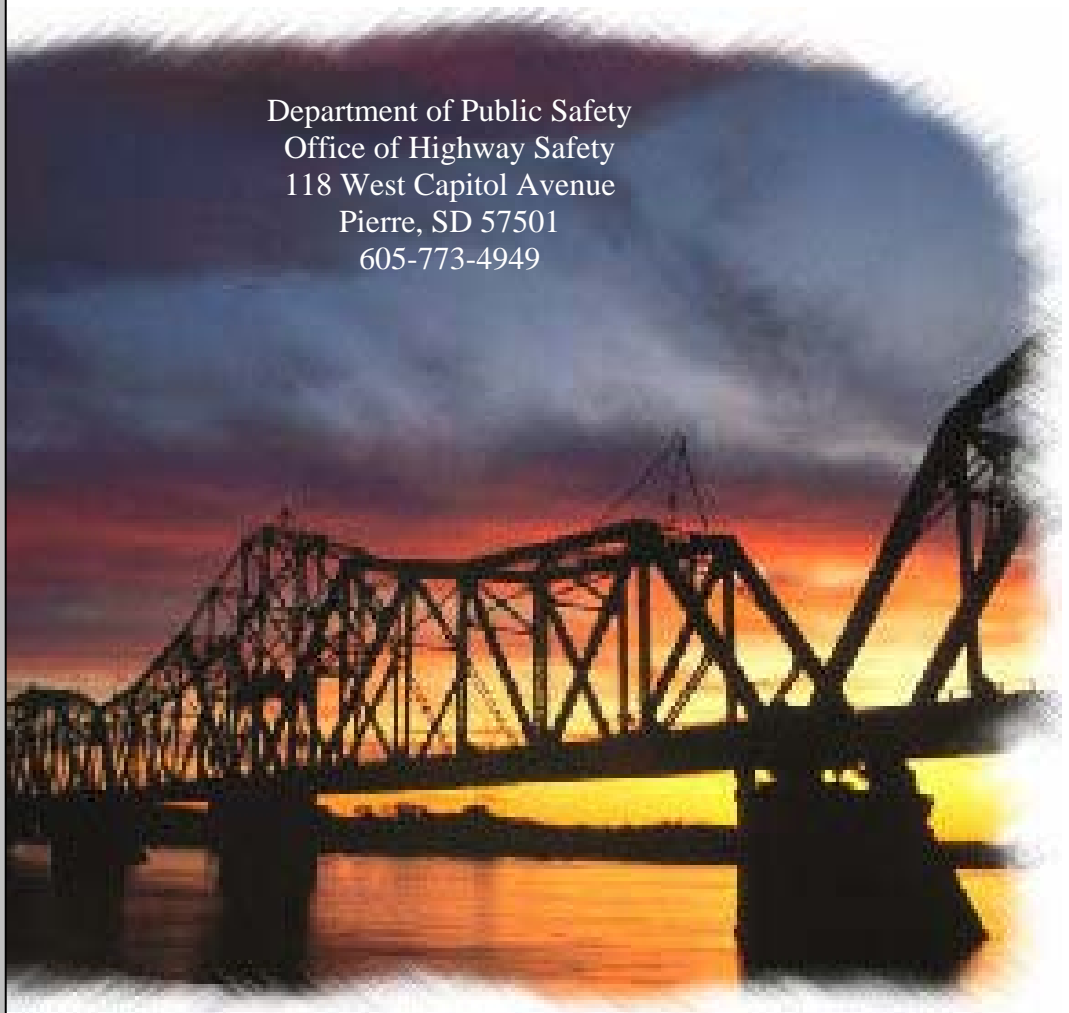


South Dakota

Department of Public Safety
Office of Highway Safety
118 West Capitol Avenue
Pierre, SD 57501
605-773-4949

2007



Highway Safety Plan

Roadway Safety Advisory Committee Agencies

(Additional agencies are continually added)

If your agency is not represented on the Roadway Safety Committee,
Contact the South Dakota Office of Highway Safety 605-773-4949

Roy Meyer, Director

AAA South Dakota
AARP
ABATE

Associated General Contractors
Attorney General's Office
City-County Alcohol & Drug Program
City Engineers
Custom Harvesters
DARE
Department of Education
Department of Health
Department of Human Services

Department of Public Safety
Department of Revenue and Regulation
Department of Social Services
Department of Tourism and State Development
Department of Transportation
Driver Licensing
Early Childhood Connections

Emergency Education
Emergency Medical Services
Emergency Medical Services for Children
Emergency Response Agencies
Federal Highway Administration
Federal Motor Carrier Safety Administration
Gold Wing Road Riders Association
Governor's Office
Indian Health Services
Law Enforcement Training
MADD
Midamerica Motoplex
Native American Advocacy Project

National Highway Traffic Safety
Administration
Northern State University Alcohol/Drug
Program
Office of Highway Safety
Outdoor Motorsports
Police Chiefs Association
Public Works Directors
SD Agri-Business Association
SD Air National Guard Safety Office
SD Association of City Commissioners
SD Association of Cooperatives
SD Association of County Highway
Superintendents
SD Association of Towns & Townships
SD Beer Wholesalers
SD Coalition for Children
SD Council of Mental Health Center, Inc.
SD Highway Patrol
SD Kids Count, University of South Dakota
SD Local Transportation Assistance
Program, SDSU
SD Municipal League
SD Retail Liquor Dealers Association
SD Retailers Association
SD Safety Council
SD Sheriff's Association
SD State University
SD Trucking Association
SD Urban Indian Health
Sioux Falls Safe Kids
Sturgis Chamber of Commerce
Sturgis Motorcycle Rally Department
Unified Judicial System
University of South Dakota School of
Medicine

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Mission Statement

To reduce the number of motor vehicle crashes, injuries and fatalities and minimize the human and economic loss on South Dakota roadways.

2007 HSP Executive Summary

South Dakota is a rural Midwest state comprised of 66 counties and 7 Indian Reservations. According to the 2000 census, South Dakota's population is 754,844 or 9.9 persons per square mile. With such a large land mass and small population, there are thousands of acres of wide-open spaces. Over the past five years, South Dakota averaged 17,294 reported motor vehicle crashes with a cost of over \$79 million in property damage annually. Of the 17,294 annual crashes, there is on average, 6,771 motor vehicle crash injuries and 187 motor vehicle crash fatalities. Of the 937 occupants killed in motor vehicles in the past five years, only 20% were restrained in a seatbelt or child safety seat. The five year average fatality rate per 100 million vehicle miles traveled (VMT) in South Dakota is 2.23, compared to a national rate of 1.5. The 2.23 rate identifies South Dakota as having one of the highest fatality rates per VMT in the nation.

The South Dakota Motor Vehicle Traffic Crash Summary identifies young drivers as being over represented in fatal and injury crashes. In the past five years, drivers under age 21 represented 10.6% of the licensed drivers, but represented 24.1% of the drivers involved in all fatal and injury crashes, 19.7% of the drinking drivers in fatal and injury crashes and 36.9% of the drivers in speed related fatality and injury crashes. The South Dakota Highway Safety Plan places a high priority on safety interventions for youth in our prevention strategies.

Despite ongoing efforts, the number of fatalities resulting from motor vehicle crashes has decreased slightly over the past several years. With one of the highest fatality rates per capita, South Dakota is committed to aggressively coordinate and work with multiple local, state, federal and tribal agencies to implement a statewide strategic plan that will increase the use of seatbelts, reduce drinking and driving, reduce speed related crashes, improve road design, eliminate traffic hazards, heighten public awareness and reduce underage alcohol and drug use. The 2007 Highway Safety Plan (HSP) has been developed to enable local/state agencies and non-profit organizations to develop and implement traffic safety programs that reduce motor vehicle crashes, fatalities, and injuries, as much as realistically possible, thus minimizing the economic and human loss resulting from traffic crashes and the illegal use of alcohol and drugs. We recognize that achievement of quantified highway safety goals cannot be dependent on the work of one agency, but on a collaborative and ongoing effort of multiple entities. Advances in vehicle safety technology, coupled with legislation, expanded participation, public education, enforcement and engineering are all elements required to meet the projected declines in crash related fatalities and injuries on South Dakota roadways.

The 2007 HSP incorporates specific countermeasures that have the potential to reduce the fatalities and injuries caused in motor vehicle crashes. The countermeasures are classified into one of ten program areas that have been identified as priority areas through analysis of South Dakota motor vehicle crash data:

- **Alcohol and Drugs**
- **Enforcement**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**

The 2007 HSP reflects future goals and objectives of the Rounds Administration to enhance roadway safety and reduce the needless fatalities and injuries caused by motor vehicle crashes. By joining together and launching a coordinated effort, we "will" see a reduction in the injuries and fatalities that rob our state of one of our most valuable resources, our citizens.

BACKGROUND

The South Dakota Office of Highway Safety (OHS) is an office within the South Dakota Department of Public Safety. The OHS provides technical and financial assistance to state/local government agencies and non-profit organizations to implement programs aimed at reducing the human and economic loss that results from traffic crashes.

The OHS receives funding from two primary sources: the United States Department of Transportation “National Highway Traffic Safety Administration” and the Department of Justice “Enforcing Underage Drinking Laws”. These grants are combined with funding from 410 alcohol funds, 157 seatbelt funds, 164 and .08 alcohol incentive funds to provide support to local, state, tribal and other organizations to promote traffic safety on South Dakota’s roadways and to combat underage alcohol and drug use. An additional \$7.00 annual fee on motorcycle registrations is routed through the OHS to help support the South Dakota Safety Council Motorcycle Rider Safety program.

Over the past five years, South Dakota implemented countermeasures designed to enhance the effectiveness of our traffic safety programs. Despite these efforts, on average, a traffic crash occurs every 32 minutes, an injury every hour and a fatality every 47 hours on South Dakota roadways. Entities statewide involved in traffic safety continue their struggle to develop strategies to reduce the human and financial hardship placed on our society by highway related fatalities and injuries. To be successful, we must enhance our efforts and be more effective in our method of delivering our safety programs. Part of this enhancement is to insure resources, tools and training are in place to accomplish these goals.

The 2007 HSP was prepared as a planning document to identify a systematic approach to solving traffic problems identified through the analysis of South Dakota traffic crash data. The HSP reflects objectives for a coordinated effort between national, state, local, tribal and private entities represented on the Roadway Safety Committee. The Roadway Safety Committee acts as an advisory committee for the Office of Highway Safety (OHS). It provides support for a statewide systematic approach to reducing motor vehicle related fatalities/injuries and justifies the need for state funds and spending authority to address specific traffic safety countermeasures. The 2007 HSP will be utilized as a problem identification document, planning document, federal grant request, state budget document and a South Dakota Highway Safety Strategic Plan. As problem identification and planning document, it identifies contributing factors and a systematic approach to solving traffic problems identified through analysis of South Dakota traffic and crash data. As a federal grant request document, it follows the appropriate federal guidelines and procedures in accordance with the Common Rule and applicable federal regulations. As a state budget document, it identifies, prioritizes and justifies the need for state funds and expenditure authority based on data analysis. As a South Dakota Highway Safety Strategic Plan, it provides for a statewide systematic approach to reducing fatalities and injuries caused by motor vehicle crashes on South Dakota roadways.

Historically, previous strategies resulted in significant improvements, but we acknowledge achievement of quantified goals is dependent not on the work of one agency, but on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. By incorporating advances in vehicle safety technology, coupled with legislation, expanded partnerships, public education, enforcement and engineering, a decline in the number of fatalities and injuries caused by motor vehicle crashes is a reality.

South Dakota must maintain a transportation infrastructure that provides a safe movement of people on our roadways. Despite past efforts, we continue to see too many motor vehicle fatalities. Young drivers remain over represented in fatal and injury crashes; we are also seeing an increase in distracted and aggressive drivers. Driving under the influence of drugs/alcohol and excessive speed continue to be the top two factors in motor vehicle crashes on SD roadways. Other prominent factors contributing to crash and fatality rates include low safety belt use, vehicle rollovers, driver inexperience, hazardous road conditions and ejections. South Dakota also faces the realization that rural crashes often occur in remote areas causing delays in discovery and delivery of emergency service to the victim. To achieve our projected goals of reducing rural crashes, fatalities and injuries, we need to focus on rural communities and identify strategies to target the high risk groups within these communities and insure emergency response is accessible in a timely manner. While efforts have been valiant, we need to do better.

The contents of the Highway Safety Strategic Plan incorporate statewide participation in the development and implementation of countermeasures that address the following ten program areas, included in these areas are **seven priority areas** identified by the National Highway Safety Traffic Safety Administration and Federal Highway Administration:

- **Alcohol and Drugs**
- **Enforcement**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**

The 2007 HSP reflects future goals and objectives for enhancing roadway safety and provides for a statewide systematic approach to reduce the needless fatalities and injuries caused by motor vehicle crashes.

The 2007 problem identification document is incorporated into the 2007 HSP.

Equipment purchases under this plan shall be made using the federal definition of equipment, "...tangible, non-expendable, personal property has a useful life of more than one year and an acquisition cost of \$5,000 or more per unit."

Performance Measures:

South Dakota will continue to provide an annual report evaluating the effectiveness of the Highway Safety Program. Evaluation of each project and program area will be accomplished by providing data and information regarding the progress toward statewide highway safety goals and objectives.

Program Areas

South Dakota will work to improve highway safety by focusing on the following identified areas and key objectives.

- * Alcohol and Drugs Discourage this as socially acceptable behavior and create community coalitions. Identify and target high risk populations and enhance media campaigns.
- * Enforcement Increase high visibility enforcement efforts, coordinate a strategic enforcement plan statewide and continue media support for enhanced public awareness.
- * Occupant Protection Enhance public awareness of child safety restraints, promote local inspection clinics and increase seat belt compliance. Gain public support for primary booster seat and seatbelt laws.
- * Emergency Response Services Develop and promote an Emergency Response Safety program specific to the needs of South Dakota, encourage public awareness, maintain local emergency training and improve emergency response capabilities.
- * Safe Communities Enhance community participation and strengthen coalitions with law enforcement agencies.
- * Motorcycle Safety Promote motorcycle training courses, provide public education, enhance motorcycle hazard awareness projects and coordinate motorcycle hazard awareness in engineering practices.

- Data and Technology Evaluate data systems, develop a statewide data collection system to track trends and high-risk behavior more strategically, and develop a data site accessible by the public.

- * Engineering Identify and evaluate potential hazards and maintain safety standards on the road.

- Media Provide sustained media to support roadway safety strategies.

- Driver Education Develop and promote safe driver training programs for all age groups and promote safe driving practices.

- * **NHTSA Priority Area**

Problem Identification

To address the problem identification task, highway safety crash data is organized into specific classifications that can be consistently evaluated. Through a cooperative effort of GHSA and NHTSA, certain data elements have been identified that are utilized to measure the effectiveness of highway safety strategies throughout the United States.

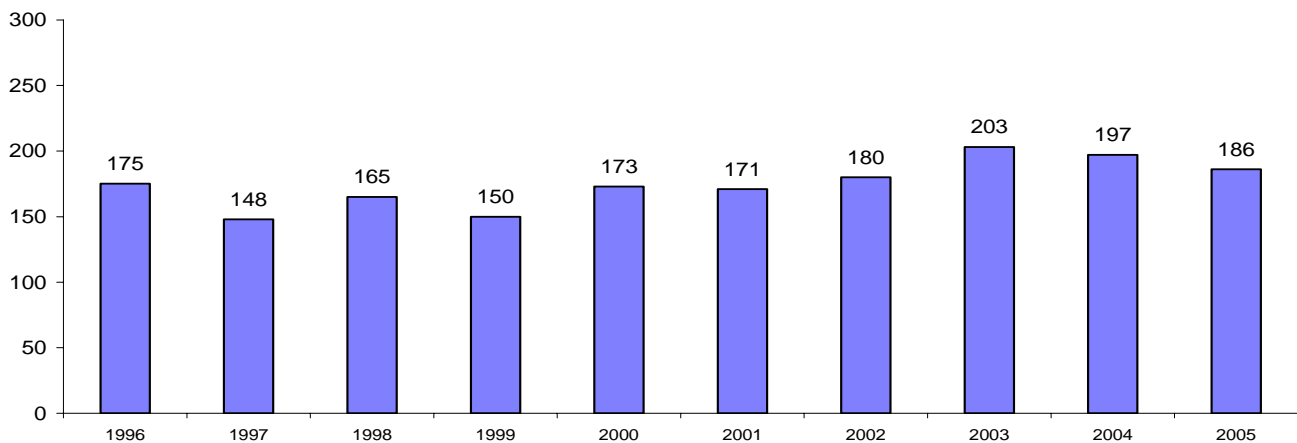
Data is analyzed to prioritize and define highway safety strategies, which in turn, will be used to identify the high priority areas within states to allow the implementation of regional and national safety strategies. Specific uniform data fields are reported nationwide to assist in identifying and evaluating strategic safety countermeasures and establish best practices that will enhance states ability to reduce motor vehicle fatalities and injuries.

Standardized reporting of data will also allow individual states the opportunity to view the big picture and introduce new emphasis in areas of concern. It will provide the data to enable the following questions to be answered:

1. What is the identification of primary safety problems?
2. What is the scope of each problem compared to the national average?
3. What problems can be addressed and what strategies offer the greatest potential for success?
4. What is the success of other states in addressing safety problems?

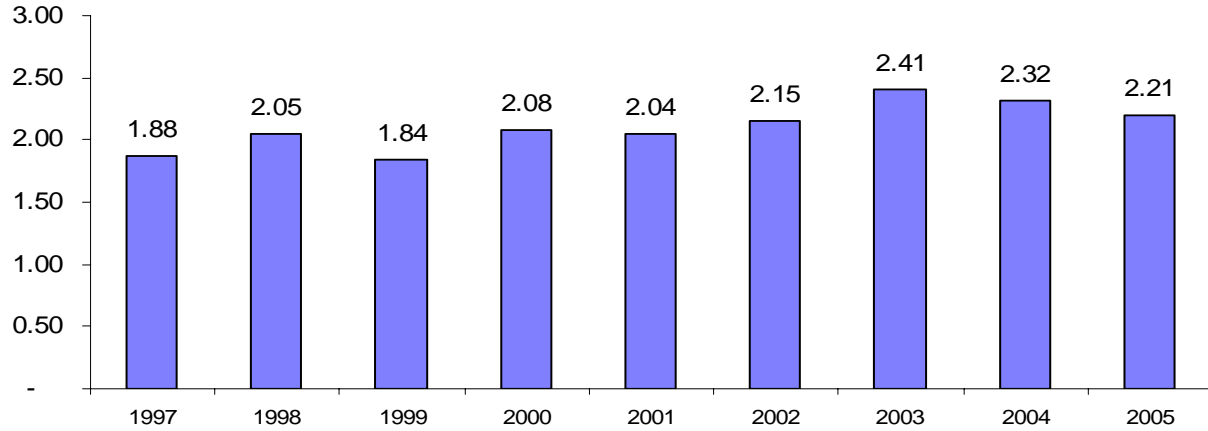
The answer to these questions will assist in the development of a plan that insures emphasis areas are selected on the basis of cost and safety effectiveness incorporating social, economic and political consideration. The following graphs identify current data trends and identify short and long term goals for the safety emphasis areas for South Dakota. The areas include: fatalities, fatality rate (VMT), alcohol related fatalities, speed related fatalities, seatbelt use rate and fatalities ejected from the vehicle.

FATALITY TREND



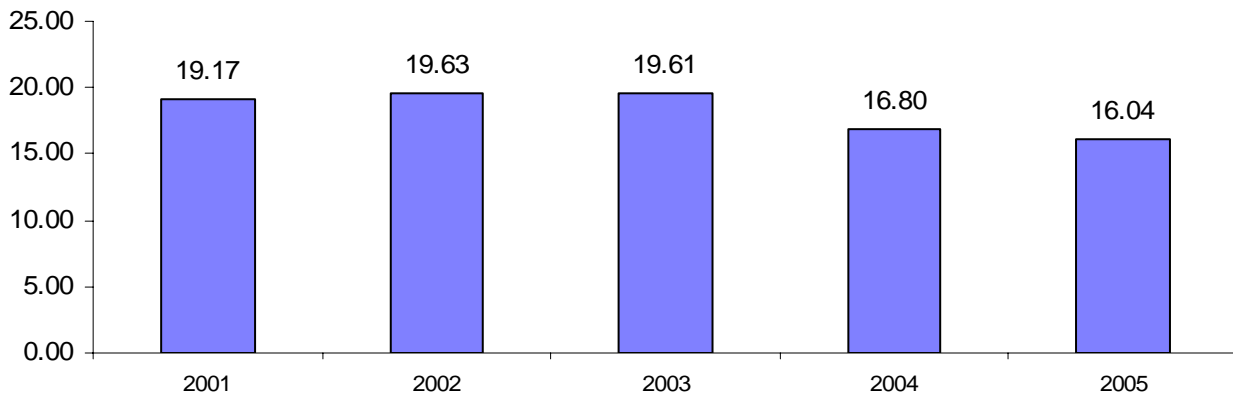
South Dakota continues to utilize media to heighten public awareness of safety strategies and enhance the effectiveness of high visibility enforcement efforts. Even with the increased efforts, 186 fatalities resulted from motor vehicle crashes on South Dakota roadways in 2005. In FFY 2007 South Dakota will increase media support of enhance the effectiveness of high visibility enforcement. Continue to promote public education, provide injury prevention training and resources, and develop a state plan to coordinate highway safety strategies. South Dakota's long term objective is to reduce motor vehicle crashes by 5% annually through FFY 2010.

FATALITY RATE TREND



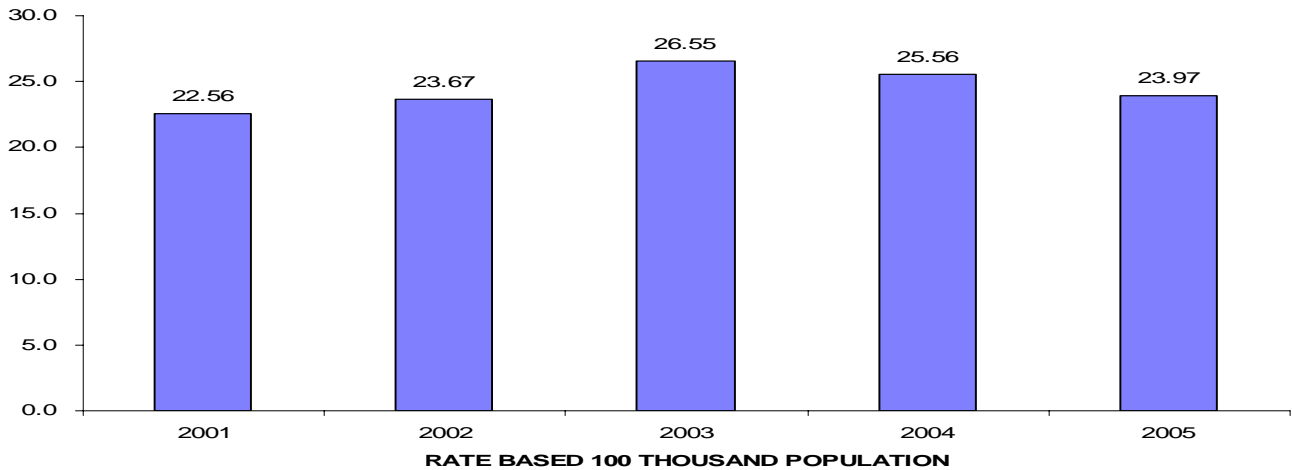
RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

SOUTH DAKOTA INCAPACITATING INJURIES & FATALITIES IN TRAFFIC CRASHES

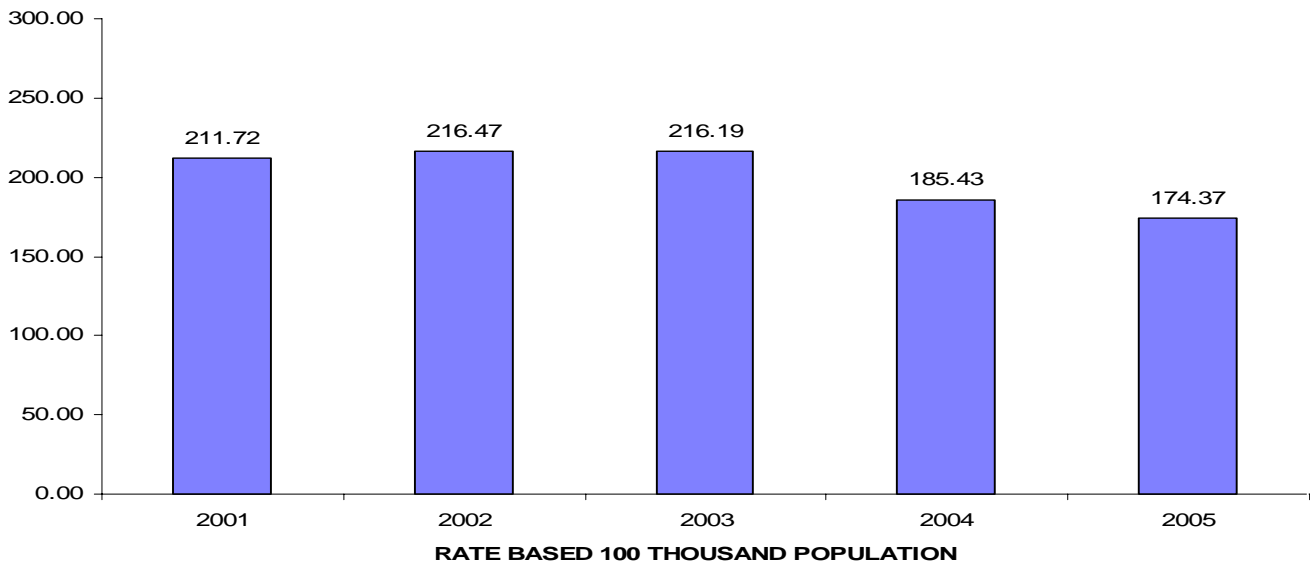


RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES

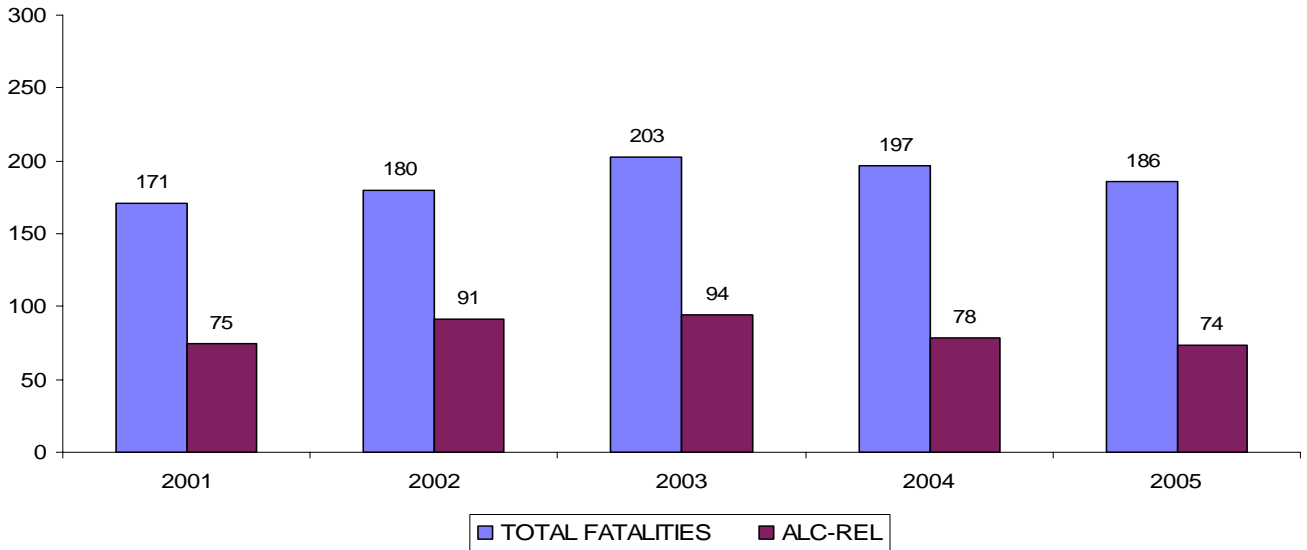


SOUTH DAKOTA FATALITIES & SERIOUS INJURIES IN TRAFFIC CRASHES

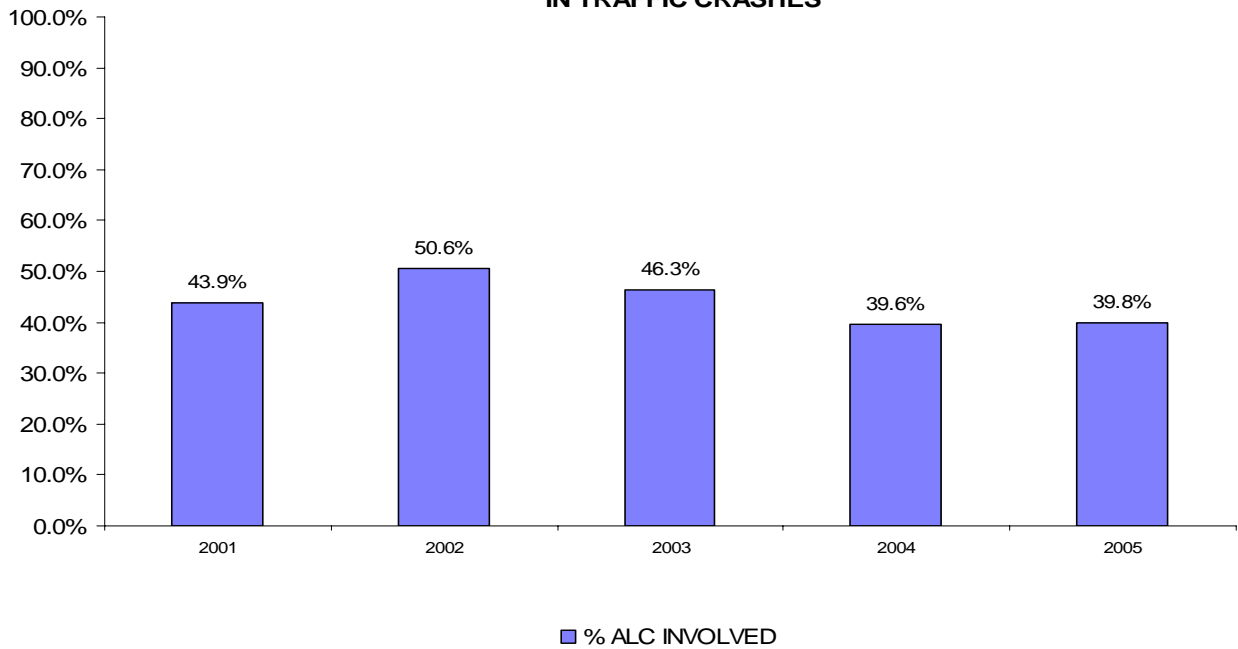


The reduction in fatalities on South Dakota roadways in 2005 decreased our fatalities per 100 million VMT to 2.1, even with the decrease South Dakota continues to have one of the highest rates in the nation. Our long term goal is to reduce this rate to 1.0 by 2015. We have set an aggressive yet reachable goal of reducing our fatalities by 5% per year. If we are successful in meeting our goal, by the end of FFY 2010, we will reduce our rate of fatalities per 100 million VMT to 1.5 resulting in 61 fewer fatalities annually on our roadways. Also included above are graphs documenting the fatality and incapacitating injury rate based on population. This data will assist South Dakota's efforts to compare our rates with other states; this comparison will help evaluate safety strategies being used nationwide and identify best practices in the reduction of traffic crash fatalities and injuries.

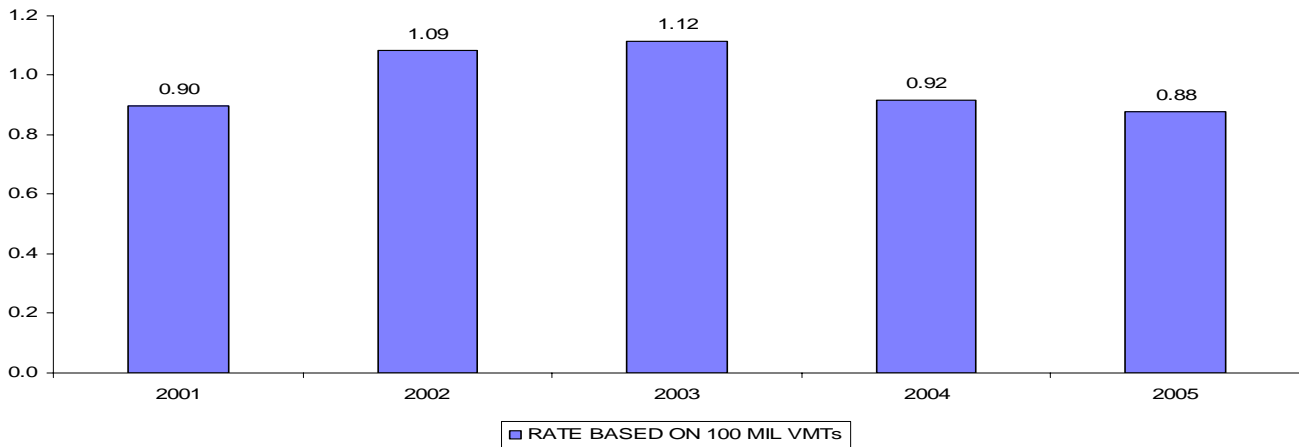
**SOUTH DAKOTA FATALITIES
IN TRAFFIC CRASHES**



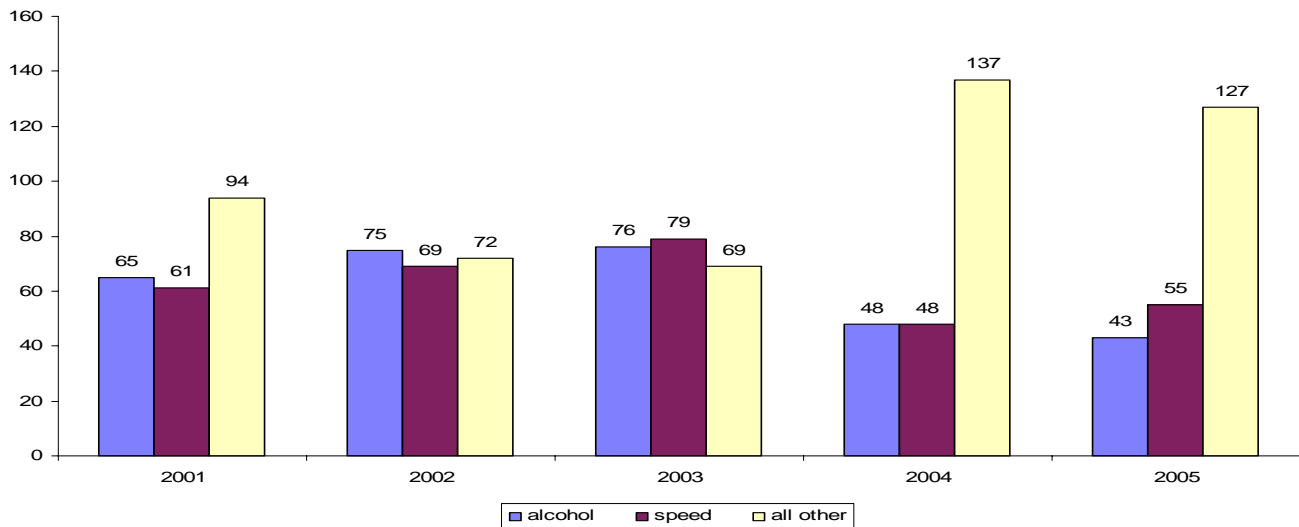
**SOUTH DAKOTA FATALITIES
IN TRAFFIC CRASHES**



**SOUTH DAKOTA ALCOHOL RELATED
FATALITY RATE
IN TRAFFIC CRASHES**



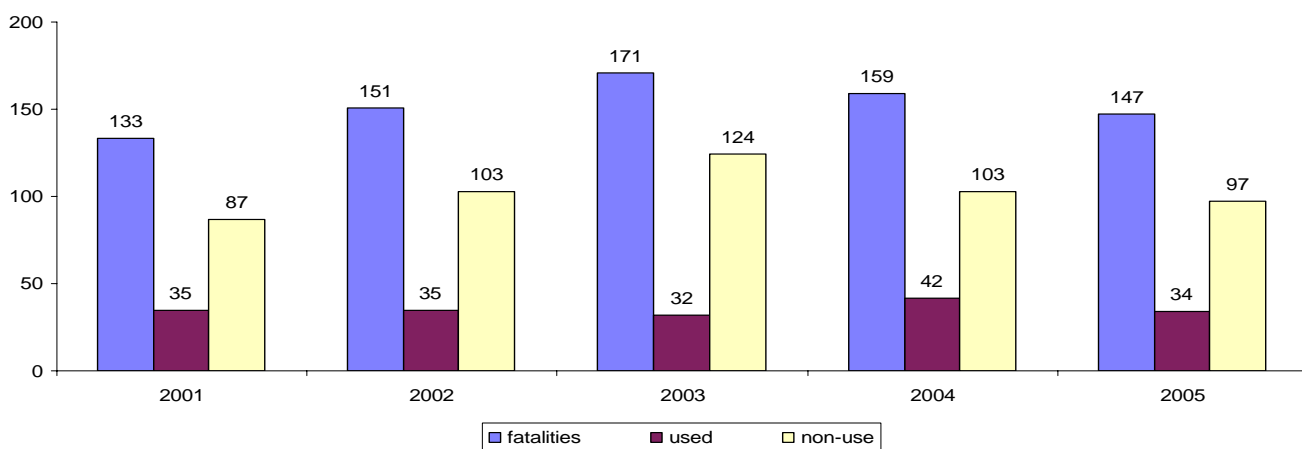
DRIVER CONTRIBUTING FACTOR IN FATAL CRASHES



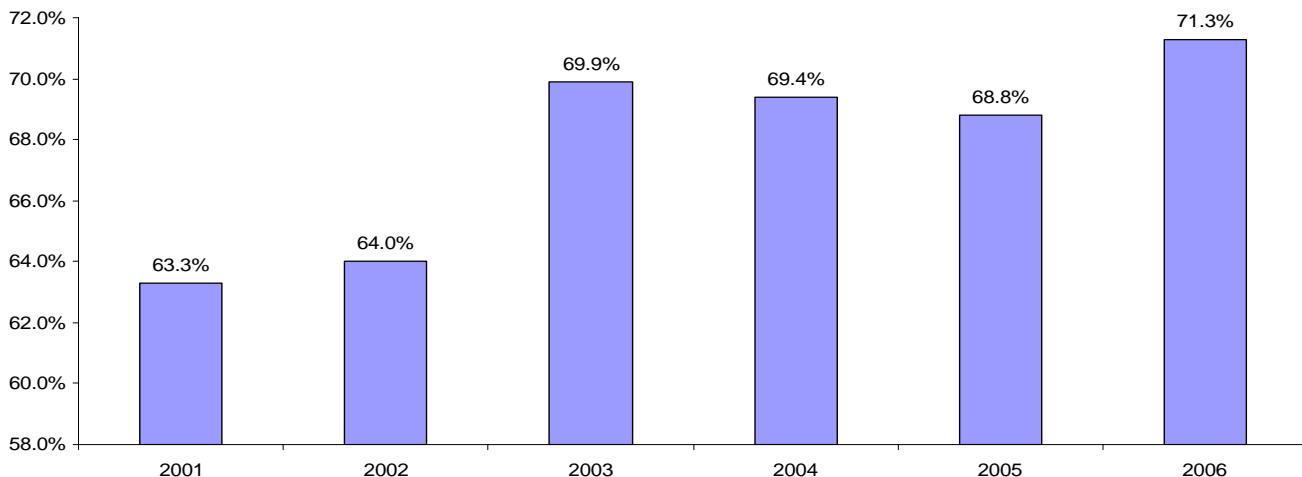
The young driver is over represented in drinking and speeding fatal and injury crashes. Licensed South Dakota drivers under 25 years of age represent 17.6% of the total licensed drivers, but account for 35.6% of the drinking drivers and 50.3% of the speeding drivers in fatal and injury crashes. Nearly 60% of the drinking drivers and 68.5% of the speeding drivers in fatal and injury crashes are under 35 years of age but represent only 33.4% of all licensed drivers. South Dakota's FFY 2007 goal is to reduce the number of alcohol related fatalities by 5% compared to the preceding three year average. We are committed to continue our efforts to reduce alcohol related fatalities to 71 by the end of FFY 2008. Strict speed enforcement will be implemented to enhance our efforts to reduce speed related fatalities and injuries by 5% annually based on the preceding three year average of 900.

Non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as one of the leading factors in reducing the risk of serious injury or death in a motor vehicle crash. The following graphs show South Dakota's seatbelt compliance has steadily improved, but 2005 crash data confirms 76% of South Dakota fatalities were not secured in a seatbelt or child safety seat. Of the 76% unrestrained fatalities 71 were either partially or totally ejected from the vehicle. The OHS will continue to coordinate efforts and combine resources provided through highway safety funds to train additional instructors and fund child safety seat checkup events. Funding will be utilized to train the public on the need and proper use of occupant protection through media events, safety materials, public education and high visibility enforcement activities.

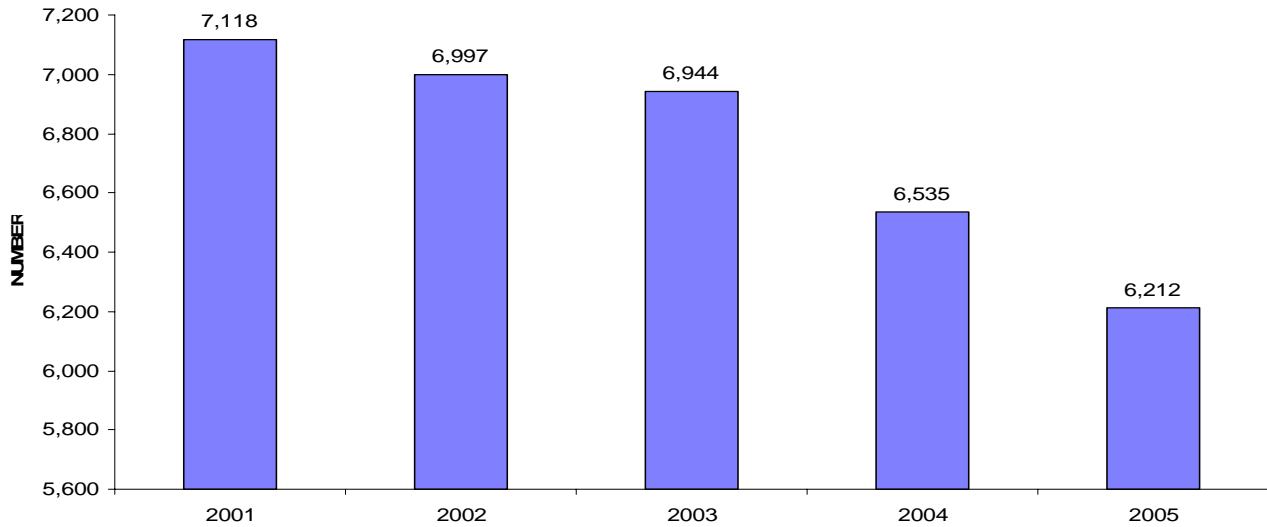
FATALITIES SEATBELT USAGE



SEATBELT COMPLIANCE

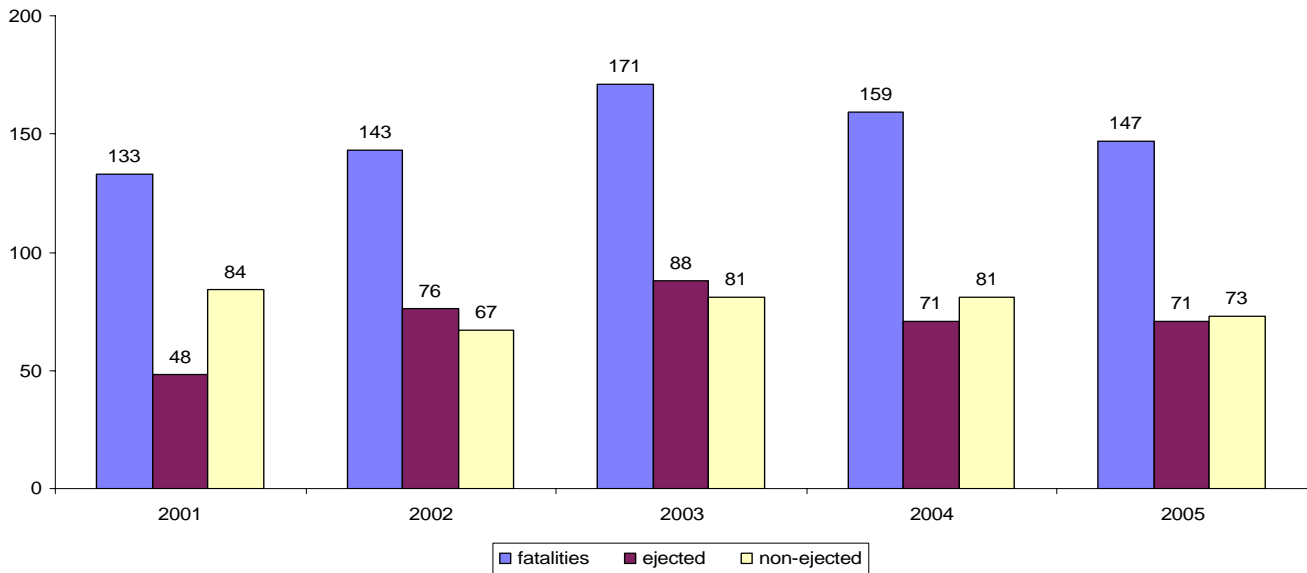


MOTOR VEHICLE TRAFFIC CRASH INJURIES - SOUTH DAKOTA



In the past five years, the enforcement and promotion of stronger seatbelt laws and public education has increased the use of seatbelts. This trend has resulted in a steady decrease in the number of serious injuries caused by motor vehicle crashes. While this trend is a positive indication, continued efforts to increase seatbelt compliance are essential if we are to meet our goal of reducing fatalities and injuries on South Dakota roadways. Our goal is to increase seatbelt use from the current 2006 rate of 71.3% to 73% by the end of FFY 2007 and 74% by the end of FFY 2008. Use of child safety seats for youth under 5 years of age is a primary law in South Dakota. By continuing our aggressive public awareness program and the Governor's Child Safety Seat Distribution Program, we project an increase in the child safety seat usage rate to 87% by the end of FFY 2007 and to 88% by the end of FFY 2008. We are challenged to continue to implement programs such as Project 8 that promotes booster seat and seatbelt usage of youth between 5–13 years of age. The 2006, 70.7% youth in this age group were secured in a booster seat or seatbelt, the goal is to increase this rate to 75% by the end of FFY 2007. The biggest challenge we face for our youth seatbelt compliance is also during their high risk age of 14-17 year olds, the current rate is only 60.6%, by the end of FFY 2007, our goal is to increase compliance in the 14-17 year old age group to 65%, and by the end of FFY 2008, increase usage to 70%.

FATALITIES EJECTED



South Dakota faces numerous obstacles in rural areas when trying to convince drivers to buckle up. Obstacles include the false belief that being unbuckled in a crash is safer than being belted or the social norms that wearing a seatbelt is a personal choice. Data consistently reinforces that one of the most effective factors in surviving a crash and reducing the severity of an injury is to be secured in a seatbelt. In the past five years, 46.7% of the occupant fatalities in motor vehicle crashes were either partially or totally ejected from their vehicle. By the end of FFY 2007, our goal is to reduce the percentage of ejected fatalities to 43% and to 41% by the end of FFY 2008. By improving seatbelt compliance, we will see a reduction in partial and/or total ejections resulting in fewer fatalities and reduced injuries caused by vehicle roll-over crashes.

Alcohol and Drugs

Underage alcohol consumption continues to be a major problem in South Dakota. For many youth, access to and consumption of alcohol has been a "rite of passage". It's the responsibility of every community, neighborhood and family to support and participate in countermeasures that reduce underage alcohol use. Enforcement and judicial partners play a vital role in affecting the social norms and attitudes of communities regarding the access of alcohol to minors, enforcement of alcohol laws and the legal and social consequences of underage drinking. Alcohol abuse is not limited to underage youth. Drinking and driving is one of the leading contributing factors in motor vehicle crashes for all ages. South Dakota works closely with local, state, federal and tribal law enforcement agencies to enhance enforcement of existing drinking and driving laws. To achieve quantified goals is dependent not only on the work of law enforcement, but on the collaborative and ongoing efforts of governmental and private entities involved in reducing alcohol and drug abuse. A coordinated strategic plan involving the judicial system and alcohol treatment programs will help to insure alcohol offenders are placed into programs that will discourage repeat offenses. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



No single prevention approach has proven successful in eliminating drug and alcohol abuse issues for the State, local communities, Native American Reservations, and at-risk populations. A successful strategy includes an effective understanding of the drug and alcohol abuse issues, comprehensive collaboration, and implementation of effective prevention models and approaches. The rural and remote nature of South Dakota's geography poses additional challenges in our prevention strategies. To insure our programs implement evidence-based strategies, the OHS partners with the Department of Human Services to address drug and alcohol abuse with a statewide infrastructure and an effective prevention framework.

Communities in South Dakota realize the seriousness of drug and alcohol abuse and are working together to identify strategies that will effectively reduce the problem in their communities. Communities have accepted the responsibility and are taking the authority to monitor alcohol use, alcohol/drug related injuries, implement prevention strategies, and coordinate prevention efforts. Prevention has become an intricate part of a healthy community program. Communities will be partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness and reduce drug and alcohol abuse.

This partnership is designed to move South Dakota's prevention and enforcement efforts to a system of evidence-based prevention programming. We will utilize an epidemiologic approach to identify high-risk communities and populations. Once the contributing factors are identified, a strategy can be developed to address the problems with evidence-based programming. The collaborated efforts will develop a system that will facilitate a positive and effective effort that has the following benefits:

- The project will build upon current integrated needs assessments that will aid in identifying communities and at-risk populations to focus prevention efforts.

- An epidemiological work group will be established to lead the analysis of risk factors including use of geographical information systems for targeting high-risk populations.
- Establish an effective means for training community prevention and enforcement personnel and provide technical assistance for applying prevention strategies.
- Establish the data infrastructure to evaluate the process and monitor outcome data.

Performance Measures:

1. Reduce alcohol/drug related fatalities by 5% from the three year average of 82 to 78 in FFY 2007.
2. Reduce alcohol/drug related injuries by 5% from the three year average of 918 to 872 in FFY 2007.

Strategies:

- Continue to support target strategies to successfully reach specific population groups.
- Develop and disseminate targeted media campaigns to change public perception of underage drinking and driving problems.
- Strengthen compliance check programs for alcohol retailers.
- Develop partnerships and stakeholder groups with local, state, tribal and federal agencies to implement specific targeted and successful strategies.
- Establish community coalitions to foster public awareness and involvement.
- Identify and track repeat offenders and provide treatment that insures compliance, CHANGE DUI curriculum, 24/7 diversion program, and tracking of revoked/suspended licenses.
- Support training for judicial and law enforcement personnel.
- Provide support for sustained high visibility enforcement efforts.
- Provide server training to retail establishments.
- Provide programs offering alternative transportation choices to driving under the influence.
- Support youth oriented programs that discourage alcohol use.
- Develop a statewide alcohol strategic plan.
- Continue support and development of safe community coalitions.
- Support a statewide alcohol planning committee.
- Develop epidemiology group in partnership with Human Services to identify high-risk groups.
- Continue alcohol and drug counseling for high-risk population.
- Through a media contractor, develop supportive countermeasure campaigns.
- Provide technical support for South Dakota LEL's to coordinate strategic high visibility enforcement efforts.
- Develop database through Mountain Plains Evaluation to track alcohol related programs.
- Work with Division of Criminal Investigation (DCI) and Attorney General (AG) to provide training opportunities to law enforcement, prosecutors and judges.
- Support a statewide alcohol planning committee.

Tasks:

Parents Matter

The young driver is over represented in drinking and speeding fatal and injury crashes. Licensed South Dakota drivers under 25 years of age represent 17.6% of the total licensed drivers, but account for 35.6% of the drinking drivers and 50.3% of the speeding drivers in fatal and injury crashes. The Parents Matter project will utilize media, public education, town hall meeting, educational material and innovative resources to enhance public awareness of the importance of getting parents involved in reducing underage drug and alcohol use. The SD Attorney Generals Office, Department of Human services and the Department of Public Safety have partnered to develop and implement projects that address the goals of this project. Funds will be utilized to support travel, training, materials, supplies and expenses associated with the development and implementation of this project

University based Alcohol and Safe Ride Projects

There is an urgent need to expand prevention services and form a cohesive, collective consciousness amongst our state colleges and universities. Currently, there are over 30,000 young people enrolled in our public higher education centers. Research has shown the “binge drinking” rate highest among 18-24 year olds is shockingly high with anywhere from 40-60% of college students admitting to binge drinking. We also know rates of death and injury due to alcohol poisoning, alcohol related accidents are highest in this population. We will expand our efforts to make the provision of prevention/early intervention services a priority to this group of SD citizens. The services will be evidence/researched based programs with evaluation to document outcome data as a requirement of participation. Safe Ride programs will be implemented to insure student have an alternate means of transportation to get safely home if they have consumed alcohol or any other substance that would reduce their ability to safely operate a motor vehicle. These funds will be provided to a minimum of three universities to carry out this objective, South Dakota State University, University of South Dakota and the School of Mines and Technology.

Statewide Compliance Check Project

Reduce the availability of alcohol to underage youth by conducting compliance checks at retail locations and bars. The Office of Highway Safety will fund local law enforcement and/or a private contractor to conduct random compliance checks in city and rural on/off sale liquor retail establishments.

Through a partnership with the South Dakota Liquor Retailers Association will fund education to bartenders and clerks through the Techniques of Alcohol Management class. This goal of this project is to:

- Reduce underage consumption of alcohol in on-sale establishments
- Reduce the incidents of underage patrons purchasing alcohol at off-sale establishments

410 funded projects

24/7 Sobriety Project:

The 24/7 sobriety project is designed to place repeat DUI offenders on a program that monitors them daily to insure they maintain sobriety. The offender is required by the court to appear twice daily for a n alcohol breathe test to insure they have not consumed any alcohol. The program was expanded in FFY 2006 and will continue to expand in FFY 2007 to include electronic monitoring through an ankle bracelet that will measure alcohol intake 24 hour per day. This technology will allow the flexibility to monitor repeat offenders who are unable to participate in the program because of the hardship or inability to have access to a facility that conducts the breathe tests. Scientific research has concluded that programs like the 23/7 Project and DUI/Drug Court models are beneficial to society and can reduce the cost of incarcerating individuals that meet certain criteria for alcohol and drug treatment. The 24/7 Project would work to assist in the rehabilitation of the offender with the focus being total sobriety. The court would serve to supervise those alcohol or drug dependent individuals who have met criteria for treatment and rehabilitation. The criminal justice system would be partnered with the alcohol/drug treatment community in order to:

1. Reduce the number of repeat DUI and alcohol related driving offenses.
2. Reduce the number of alcohol related traffic crashes
3. Reduce the cost incurred by resources to prevent recidivism
4. Reduce corrections overcrowding and redirect corrections resources
5. Introduce participants to a program that will allow them to continue the recovery process until complete sobriety is attained
6. Allow participants to learn an alternate lifestyle through mandatory daily alcohol testing, court supervision, treatment, counseling, life skills training and acquired self-motivation.
7. Program participants shall be tested twice daily for alcohol consumption.

Madison Police Department and Lake County Sheriff's Office Underage Consumption/Purchasing Reduction Program.

Reduce the availability of alcohol to underage youth by conducting compliance checks at retail locations and bars. Provide education to bartenders and clerks through the Techniques of Alcohol Management class. This will result in:

- Impact and reduce the underage consumption of alcohol in on-sale establishments within the City of Madison and Lake County
- Reduce the incidents of underage patrons purchasing alcohol at off-sale license holders within the City of Madison and Lake County
- Ensure the staff at the businesses holding the liquor license are adequately educated and trained in regards to the epidemic of underage consumption and the effects of the issue on themselves, the license holder and society

Davison County Sheriff's Office, Miner County Sheriff's Office, Mitchell Department of Public Safety – Police Division Alcohol Task Force

Reduce underage alcohol consumption and purchasing through:

- Compliance checks at retail locations and bars
- Education of bartenders and clerks through the Techniques of Alcohol Management (TAM) training for area retailers and employees.

Pennington CO. STEP Project

The purpose of the STEP program is to selectively target the alcohol and drug impaired driver, unrestrained motorists and drivers exhibiting dangerous driving characteristics. Through the use of education, selected and specific enforcement activities, the Pennington County Sheriff's Office's goal is to have a significant and identifiable decrease in injury and fatality accidents, a decrease in drug and alcohol impaired accidents and an increase in the amount of identified contacts with unrestrained drivers and occupants. This objective will be accomplished by providing two additional officers that obligate 100% of their time to traffic enforcement.

Traffic Safety Resource Prosecutor

The Traffic Safety Resource Prosecutor (TSRP) will provide critical support and instruction to enhance the capabilities of South Dakota's prosecutors to effectively prosecute traffic safety violations. The TSRP is a grant funded position through the South Dakota Office of Highway Safety and considered a contracted resource through the Office of the Attorney General. The TRSP reports to the Attorney General and is required to provide written reports to the Office of Highway Safety. Any activity should be provided with the cooperation and approval of the local elected or appointed prosecutors and chief law enforcement officers.

Judicial Training

SDOHS will collaborate with the South Dakota Special Traffic Prosecutor and the Administrative Office of the Courts to communicate the program plans prior to implementation. SDOHS will establish a partnership with these agencies in communicating activities occurring in affected enforcement locations. These agencies are the respective agencies for communication to prosecutors, judges and ALS judges on state initiatives. Training will be provided for prosecutors and judges in FFY 2007 to enhance awareness of prevention strategies and knowledge of effective treatment programs available. Training will also be provided to prosecuting attorneys through the Special Traffic Prosecutor to enhance the effectiveness of alcohol enforcement and adjudication.

Native American Project

The OHS continues to struggle with gathering data from the 9 reservations located within the borders of South Dakota. We currently receive 100% of the fatality data but this represents only a small percentage of their crash data. Currently the OHS has very little impact on the reservations through media and/or enforcement strategies. We will continue to work at building a partnership that will share data and provide resources and strategies to develop and implement programs that will address the traffic fatalities and injuries on reservation land. To make a measurable impact in reducing alcohol related fatalities in South Dakota, more resources must be allocated to address the Native American Population on reservations in South Dakota. Funding will be utilized to help reservation law enforcement purchase equipment to enhance their enforcement efforts, resources will be provided to enhance safety programs, heighten public awareness, provide educational materials and utilize media to enhance public awareness of the safety strategies.

Community Safe Ride Project

Through a partnership with the South Dakota Liquor Retailers Association and local liquor retailers, implement a pilot project in three rural communities to provide a Safe Ride Program. The goal of this project is to partner with liquor retailers and servers and provide a method to be proactive with their customers and offer an alternative means to get home thus reducing the probability of these individuals drinking and driving their vehicle.

Department of Justice EUDL Funded Programs

South Dakota Teen Court

Teen Courts are volunteer staffed programs that assist teen offenders in assuming responsibility for their behavior through involvement in the judicial process and service in the community. Offenders are brought before a jury of their peers where they are sentenced to constructive service and from this they gain an understanding of their roles in society. Additionally, the communities reciprocally benefit from these youth's involvement in their programs. Each individual's self worth will be maintained by respectful treatment and confidentiality. Young people participating in the Teen Court program will function as constructive and contributing members of their community.

Drug and Alcohol Youth Diversion Program

The Division of Alcohol and Drug Abuse currently provides services in each of South Dakota's seven Circuit Court Districts. Through this program, 13-20 year old youth entering the criminal justice system due to an alcohol or drug related offense are screened to determine the extent of their involvement with alcohol and drugs. It gives young adults a clear understanding of how their choices can create risk and the importance of always making low-risk choices about alcohol and drugs.

School based programming

The successes of the three existing school based programs are filtering outward. Smaller communities with even fewer resources are requesting prevention services for their youth. They are witness to the impact of early, consistent prevention programming and the reduction of alcohol and drug use. School based programs will partner with health care institutions to facilitate the development and implementation of prevention projects, media campaigns and informational resources to enhance public awareness and reduce underage drug and alcohol abuse. Safety and prevention advocates will coordinate efforts with youth based groups to promote a strategic plan to enhance peer support for anti drug and alcohol activities. South Dakota through combined resources of the EUDL, highway safety, 410 and 164 funds will continue to expand service to additional areas.

College based programming

There is an urgent need to expand prevention services and form a cohesive, collective consciousness amongst our state colleges and universities. Currently, there are over 30,000 young people enrolled in our public higher education centers. Research has shown the “binge drinking” rate highest among 18-24 year olds is shockingly high with anywhere from 40-60% of college students admitting to binge drinking. We also know rates of death and injury due to alcohol poisoning, alcohol related accidents are highest in this population. We will provide university based safety funding to make prevention/early intervention services a campus priority.

Aberdeen Alcohol/Drug Monitoring Project

A need for further accountability for youth in drug and alcohol programs has recently been identified. Last year a total of 107 UA tests were given to patients at Nadric (52 of which were positive) greatly improving the accountability of those participants. Funds for this project will be utilized to increase accountability of our patients by expanding the project this year to increase the availability of supplies to test patients on a more regular basis.



Enforcement

High visibility enforcement of vehicle and traffic laws, along with public educational programs has continued to be a crucial element to South Dakota's safety plans. Additional resources will be obligated to expand these tasks reinforced by media to heighten public awareness of enforcement efforts and safety strategies. A strategic enforcement plan will be developed to implement a coordinated enforcement mobilization that is data based to insure high-risk populations and geographic locations are targeted. Law enforcement will partner with local, state, federal and tribal entities to promote safe driving strategies through public education and awareness campaigns. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



Alcohol involved crashes remain a significant problem for South Dakota. The problem of the impaired driver persists despite education efforts, high visibility enforcement, and changing social attitudes. South Dakota law enforcement will continue to focus enforcement efforts on the drinking driver in an effort to remove impaired drivers from the highway. The availability of funding will assist South Dakota implement a balanced strategic plan to provide essential equipment to law enforcement agencies to enhance and enforce South Dakota laws, weekend alcohol checkpoints, public education, community projects, school based events, activities promoting alcohol related judicial training and alcohol intervention projects. Funding will also assist with technical assistance and support for anti-drinking/drug organizations (such as MADD, SADD) and projects to facilitate community support for the enforcement of South Dakota's traffic laws. South Dakota law enforcement will utilize crash data to target communities that have high crash rates involving alcohol and excessive speed.

The South Dakota Highway Patrol will partner with local law enforcement and will be using three Blood Alcohol Testing (B.A.T.) units for sobriety checkpoints and special saturations. The B.A.T. unit is a cube van retrofitted with equipment to serve as a facility for testing blood alcohol levels and a mobile jail for holding prisoners arrested for DWI and other violations. Prisoners will be processed, tested, recorded, and jailed at the scene of the special operations. Laboratory technicians will administer blood tests to suspected DWI offenders at the scene of the sobriety checkpoint. The intent of the B.A.T. mobile is to keep officers at the scene of checkpoints and maintain sufficient manpower to run the DWI detection operation. Each of the three (3) Highway Patrol districts will schedule a minimum of eight (8) sobriety checkpoints and special impaired driving operations for FFY 2007.

South Dakota Highway Patrol provides matching funds for speed enforcement through the use of aircraft and manpower working Operation Safe traffic enforcement. Approximately 800 hours of in-air time will be utilized in conjunction with Troopers on the ground stopping violators of speed laws as identified by the pilot of the aircraft. These violators frequently employ radar detectors and would not be stopped without the use of the aircraft. South Dakota has identified excessive speed as one of the leading contributing factors in motor vehicle crashes. Operation Safe utilizes data to identify high risk areas and implements a comprehensive corridor enforcement campaign supported by media to enhance public awareness of the enforcement and crash reduction strategies. Tasks to address the problem of speed enforcement are covered in the FFY 2007 HSP under multiple programs.

Performance Measures:

1. Increase law enforcement participation in national mobilization enforcement campaigns from 75% in FFY 2006 to 78% in FFY 2007.
2. Increase the number of high visibility corridor enforcement campaigns from 16 in FFY 2006 to 18 in FFY 2007.
3. Reduce the percentage of alcohol related fatal crashes from the base line five-year average of 44.98% to 33.06% in 2010. (Projected based on a 5% reduction from the five year average each year: 2005-42.73%; 2006-40.59%; 2007-38.56%; 2008-36.63%; 2009-34.8%; 2010-33.06%) The .08 law enacted in 2002 and the open container law will help in achieving this goal in addition to sustained enforcement coordinated with a strong media component.

Strategies:

- Enforce traffic laws with high visibility enforcement campaigns.
- Develop and implement a statewide sustained highly visible enforcement plan.
- Track revocation, suspension and restricted licenses to insure compliance.
- Analyze and interpret crash data to identify high-risk populations and locations.
- Plan high visibility enforcement efforts based on crash data analysis.
- Provide training, safety resources and media to support enforcement efforts.
- Fund manpower and equipment to support high visibility enforcement.
- Identify speed violators via continued aircraft enforcement.
- Support law enforcement training at OHS approved National Conferences.
- Enhance public awareness of high visibility enforcement strategies.
- Support law enforcement liaisons efforts to coordinate enforcement strategies in FFY 2007.
- Partner with Highway Patrol to utilize aircraft to support speed enforcement efforts.

Actions:

- Through the use of a media contractor, enhance public awareness of enforcement efforts that coincide with national enforcement campaigns through media and public education. (Reference Media Program)
- Through the coordinated efforts of the DCI, Traffic Safety Resource Prosecutor and Drug Recognition Experts (DRE), utilize media to enhance public awareness of high visibility enforcement efforts. (Reference Drug/Alcohol Program)
- Provide public educational materials to be utilized in traffic enforcement stops. (Reference Safe Communities)

Law Enforcement Training

Provide funding to cover travel, registration and per diem to send law enforcement officers to national training conferences such as Life Savers and the National Leadership Conference. Provide or cause to be provided specialized training for South Dakota law enforcement officers in traffic enforcement strategies and methodology, the use of TraCs for data collection, use of technology for traffic enforcement and data collection. The first phase of TraCS training will be implemented by the second quarter of FFY 2007.

Drug Recognition Expert training will be provided to SD law enforcement officer to both advance current DREs to the instructor level, DRE re-certification and the DRE training course. Funding will be provided to cover the cost of travel, lodging, per-dium and associated expenses to send DRE candidates out of state to complete the clinical requirements of the course.

Through a partnership agreement with the South Dakota Law Enforcement Training Academy SD will provide training in Traffic Supervision (February 26- March 2, 2007), Accident Investigation (April 23-27, 2007) and SFST (February 2007). All training will meet National Highway Traffic Safety Administration or South Dakota Standards and Training Commission Guidelines.

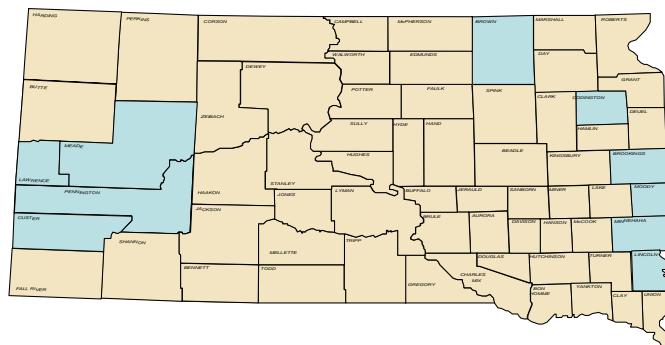
Law enforcement traffic, drug and alcohol enforcement support

Support law enforcement efforts to conduct checkpoints and/or saturation patrols on nights during the annual National impaired driving campaign organized by NHTSA. During the December Operation Zero Tolerance 12/1/06 – 1/2/07, South Dakota law enforcement will conduct 49 sobriety check points statewide. During the July 4, 2007 Impaired Driving campaign South Dakota law enforcement will conduct 12 statewide sobriety check points. **During the August 15, 2007 – September 3, 2007 Operation Zero Tolerance, South Dakota law enforcement will conduct 28 statewide sobriety check points in addition all agencies receiving 410 funds will be required to conduct and/or participate in a minimum of four high visibility enforcement activities that consist of either a sobriety check or saturation patrol.** An additional 243 sobriety check points have been scheduled statewide to provide a sustained high visibility law enforcement approach to impaired driving on South Dakota roadways. Support sustained to provide traffic enforcement during high risk time frames identified in the enforcement task grant applications from state, local and tribal law enforcement agencies. Paid and/or earned media will publicize law enforcement activities before, during and after they take place, during the National campaign and on a sustained basis to enhance public awareness of enforcement strategies.

Law Enforcement Equipment

Over the past five years, South Dakota has implemented alcohol countermeasures designed to enhance the effectiveness of our traffic safety programs. Despite these efforts, on average, a traffic crash occurs every 28 minutes, an injury every hour and a fatality every 50 hours on South Dakota roadways. Entities statewide involved in traffic safety continue their struggle to develop and implement strategies to reduce the human and financial hardship placed on our society by highway related fatalities and injuries. To be successful, we must enhance our efforts and be more effective in our method of implementing our enforcement and educational strategies. Part of this enhancement is to insure agencies in high risk areas have the equipment and training in place to accomplish these goals. Based on data from the 2005 South Dakota Motor Vehicle Traffic Crash Summary, all of the top 10 high risk counties have requested additional equipment or a need to update current equipment to enable them to enhance their enforcement efforts. Funds will be provided to a minimum of 48 local law enforcement agencies and the SD Highway Patrol to purchase and upgrade in-car-video cameras, Portable Breath Testing (PBT's) and radar equipment to collect the evidence needed to increase conviction rates thus enhancing South Dakota's alcohol and traffic law enforcement efforts. The 48 agencies receiving equipment will utilize the equipment to conduct and/or participate in sobriety checks, and or saturation patrols during the August 15, 2007 – September 3, 2007 Operation Zero Tolerance National Campaign.

The SD Highway Patrol will purchase and retrofit two BAT units to replace the current units that no longer meet the needs to effectively support sobriety check points. A special emphasis will be placed on high visibility enforcement in the high risk counties. Agencies identified in the 2005 South Dakota Motor Vehicle Traffic Crash Summary as being one of the top 10 high priority counties are highlighted on the following map. Special emphasis will be made to insure agencies in the high risk counties have the equipment required to enhance alcohol enforcement efforts.



Law Enforcement Liaison Project

South Dakota will continue to fund three part-time Law Enforcement Liaisons to assist the South Dakota Office of Highway Safety in its efforts to reach and influence law enforcement agencies and government leaders. The liaison will play an essential role in influencing law enforcement agencies statewide to take the lead and join forces with city and county officials to demonstrate their commitment to safety belt education and enforcement. The Law Enforcement Liaison routinely meets with law enforcement agencies and government leaders across the state to provide technical assistance in promoting and enforcing highway safety issues and promoting public education and awareness.



Motor Carrier Officers (MCO) are certified law enforcement officers that focus their efforts on commercial motor vehicles. They provide support to the mobile teams and ports of entry in the area of motor carrier inspection. They travel the roadways conducting random roadside inspections of motor carriers utilizing the roads. They also provide educational information to the public concerning motor carrier issues.



Occupant Protection

In the past two decades, mandatory restraint laws in this country have reduced fatalities and injuries in motor vehicle crashes. However, non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as an effective way to reduce the risk of a fatality or serious injury in motor vehicle crashes. While a great deal of attention is focused on child restraint systems for infants and toddlers, we need to encourage and promote the use of booster seats for ages 5 through 8. Booster seats provide the added protection needed until youth reach the height and weight that allow for the proper fit of conventional seatbelts. South Dakota will continue to promote the use of safety restraints for all ages through public education and enforcement efforts.

Correct installation and use of child safety seats is a key component to youth riding safely in motor vehicles. Funds will continue to be utilized in FFY 2007 to provide child seat checkup events to promote the proper use and installation of child safety seats. Support for the child safety seat distribution program will help ensure children are in the correct child safety restraint and properly secured while riding in a motor vehicle. In FFY 2006, the distribution program will continue to provide infant, convertible and special needs seats with the primary focus placed on providing and promoting keeping your child in a booster seat up to 8 years of age. Child safety seats are distributed through community based distribution programs, law enforcement, fire/rescue squads, ambulance services and other organizations wishing to participate in this project.

The Office of Highway Safety will continue to work with the participating agencies to ensure child seats are provided to families requesting assistance. The SD Policy and Procedures Manual was updated in FFY 2003 to provide specific guidelines to regulate the program. Income guidelines for the program have been implemented to insure the seats are distributed to families requiring financial assistance.

To ensure an effective occupant protection program, citizens must be educated as well as motivated to use all available motor vehicle occupant protection systems. South Dakota will utilize a combination of legislative mandates, enforcement, public information, education, and incentives to achieve significant and lasting increases in occupant protection usage. South Dakota will utilize 402 Highway Safety, 403 and 157 incentive funds to carry out the following objectives.

Performance Measures:

1. Increase the statewide seatbelt use rate from 71.3% in 2006 to 73% in 2007.
2. Increase child safety seat usage from the 2006 rate of 86.8% to 88% in 2007.
3. Increase 14-17 year old seatbelt use from 60.6% in 2006 to 65% in 2007.

Strategies:

- Provide support for sustained high visibility enforcement to promote seatbelts and save lives.
- Continue support of local, state, federal and tribal programs promoting occupant protection use.
- Support community programs providing local child safety seats, training, installation and seatbelt awareness projects.
- Support adoption of an all inclusive primary seatbelt law.
- Provide child safety seats to low income and needy families.

Actions:

- Continue to support strategic enforcement efforts to increase seat belt/child safety seat compliance. (Reference Law Enforcement Program)
- Provide safe community safety advocates with projects and educational materials to promote seat belt and child safety seat use. (Reference Safe Community Program)

The OHS will partner with the Department of Social Service's "Office of Child Services" to coordinate and implement the Project 8 program through a statewide infrastructure supporting child safety and parent education. The DSS Office of Child Services will provide a coordinator to oversee the project and be a liaison between the Department of Social Services and Office of Highway Safety to coordinate efforts to insure the most efficient and effective use of funds in reaching the goals and objectives of this program.

Project 8 Statewide Goals:

- Provide a coordinated statewide system of child seat safety education and inspection in South Dakota through **Project 8: "Keeping kids in proper child seats until they're 8 years old."**
 - a. Increase the current number of community partners statewide to cover 42 counties (currently at community partners in 38 counties) by 9-30-2007.
 - b. Increase the number of individuals reached through community trainings, parenting educational curriculums, newsletters, training events, etc. that include information regarding child seat safety by 588 or 10% statewide by 9-30-2007.
 - c. Provide a variety of fund raising ideas and techniques for community support to each of the five ECE regions by 1-15-2007.
- Child safety seat inspections and seat belt awareness will be available for parents and caregivers of young children.
 1. Increase the number of car seat events from 13 per month to at least 15 per month by 9-30-2007.
 2. Increase the number of individual child safety seat inspections by 10% or to a total of 1,979 by 9-30-2007.
 3. Implement seat belt awareness training in two additional regions by 9-30-2007.
 4. Increase the number of child care providers and parents (including foster parents) that have been educated on the importance of child safety seats and seat belts by 10% or a total of 71 per month by 9-30-2007.
 5. Instruct staff in at least five Child Protection Social offices in the proper safety seat installation by 9-30-2007.
- Certified Technicians will be available in each Community Partner Agency to ensure proper installation and education.
 - a. Hold a minimum of four Certified Child Passenger Safety Technician Trainings statewide by 9-30-2007.
 - b. Increase the number of Certified Child Passenger Safety Technicians by 40 by 9-30-2007.
 - c. Increase the number of Certified Child Passenger Safety Instructors from 2 to 5 by 9-30-2007.
- South Dakota citizens will be aware of the importance of child passenger safety with an emphasis on booster seat usage.
 - a. Each ECE Region will increase the number of civic and community organizations that receive educational information on child passenger safety with an emphasis on booster seats by 9-30-2007.
 - b. Create at least two new types of print materials that emphasize the importance of booster seat usage by 9-30-2007.

Governors Child Passenger Safety Seat Program

In addition to staff support for this project, there is also a need for funding to purchase child seats for distribution to income eligible families, special needs seats, educational materials, and to support the accessibility of 4-day training for community partners who participate in the program on a volunteer basis. The following is Child Care Services objectives for FFY 2007:

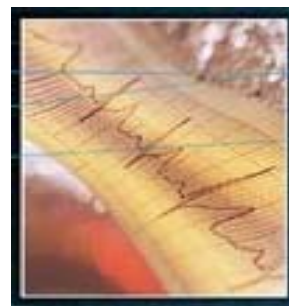
Objectives:

- Purchase and provide age and weight appropriate Child Passenger Safety Seats to low income families. (3,311 Seats at Current Bid)
- Develop and or distribute Project 8 Materials at local health fairs, conferences and trainings to promote the use of child safety seats, booster seats and seatbelts.
- Develop and/or distribute seatbelt awareness and educational material promoting occupant protection and law enforcement strategies promoting seatbelt use.
- Provide 4-day Technician Training to meet the needs of communities.
- Provide 1-day Certification Renewal SafeKids Fee
- Certified Instructors for 4-day technician and 1-day renewal trainings
- Work with the Office of Highway Safety to insure Special Needs Seats are available and provided to children with special needs.



Emergency Response Services

In spite of efforts to reduce injuries and fatalities on South Dakota roadways, traffic crashes still occur. Timely response and appropriate training is crucial to successfully provide local emergency service. South Dakota is coordinating the development of a trauma system to reduce morbidity and mortality in our state. South Dakota has 130 ground, 9 air, and 9 out of state licensed ambulance services. Approximately 83% of South Dakota ambulances are operated utilizing a volunteer staff. This creates a unique challenge to insure ambulance services are staffed with trained personnel. The Office of Highway Safety, through a partnership with the State of South Dakota, Emergency Management and Homeland Security, provides equipment, training and quality education for emergency response teams.



In June of 2002, the National Highway Traffic Safety Administration conducted an assessment of South Dakota's EMS system. Recommendations from the assessment are being utilized to develop the 2007 EMS program objectives. The EMS objectives provide direction to aid in the training and development of a State Injury Prevention Program, recruitment and retention of ambulance personnel, EMT-Basic, Intermediate and Paramedic training, instructor coordinator course, enhance and sustain data collection, provide EMT refresher training and Trauma Systems Development.

Annually approximately 7,000 ambulance calls are in response to motor vehicle, motorcycle, pedestrian, all terrain vehicle, or bicycle injuries. In FFY 2007, the Office of Emergency Medical Services will train 500 new ambulance personnel, 100 national certified first responder personnel, and will recertify 1,300 EMT-Basic's. South Dakota's training follows the guidelines of the 1994 DOT-EMT-Basic and DOT 40 hour First Responder curriculum.

Injury Prevention is a major component of an overall EMS system. The EMS office is currently working with NTHSA, Maternal Child Health (MCH) and Emergency Medical Services for Children (EMSC) to develop a statewide Injury Prevention program designed to reduce the number of injuries to the residents of South Dakota.

Funds will be provided for travel to enhance the knowledge and training of EMS staff through attendance and participation in annual conferences and training seminars such as National Council of State EMS Directors, National Council of State EMS Training Coordinators and Lifesavers.

Performance Measures:

1. Train 500 qualified ambulance personnel, 100 first responders and recertify 1,300 EMT basics in FFY 2007.
2. Conduct 25 defensive driving courses in FFY 2007.
3. Conduct 8 Basic Trauma Life Support or Pre-hospital Trauma Life Support Courses in FFY 2007.

4. Provide refresher training to 3,000 ambulance personnel in FFY 2007; this training will result in maintaining ambulance personnel staffing by recertifying 1,300 emergency medical technicians.

Strategies:

- Promote and support emergency education and training.
- Support new EMT training, testing and certification.
- Utilize statewide communication system to enhance community awareness.
- Develop partnerships between emergency response agencies to enhance public awareness of emergency care and safety/prevention strategies.
- Improve response time to emergency scenes.
- Promote medical direction and quality insurance of pre-hospital patient care.
- Interface injury and pre-hospital data to enhance public awareness and best practices.
- Secure sustained funding for search/rescue and emergency response training.
- Provide in/out of state travel, education and training for EMS staff.

Actions:

1. The Office of Emergency Medical Services will:

Support initial training and/or certification to:

- a 500 newly trained EMT-Bs
 - b 100 individuals using the National First Responder Curriculum
 - c 25 defensive driving courses six to eight (6-8) hours in length
 - d Minimum of eight (8) Basic Trauma Life Support or Pre-Hospital Trauma Life Support Course
4. Support in-service refresher training for three thousand (3,000) EMTs and recertification of at least one thousand three hundred (1,300) EMTs per year. The in-services refresher training will assist in recruitment and retention of qualified EMTs to staff local ambulance services.
 5. Collect data through a computerized injury data collecting system. This system will provide injury prevention, training, safety, and emergency information to ambulance services.
 6. Seek the endorsement and promote the expansion of South Dakota's trauma registry system.
 7. Provide travel for EMS staff to attend National Conferences approved by the Office of Highway Safety such as National Council of State EMS Directors, National Council of State EMS Training Coordinators and Lifesavers to enhance the facilitation of current and future highway safety, injury data collection, emergency care, and injury prevention concepts.
 8. Work with the OHS to identify evidence based programs that can be coordinated by either the State EMT association or at least two local EMT services to promote DUI countermeasures during the 2007 National Labor Day Crackdown. The tag line "Drunk Driving. Over the Limit. Under Arrest" will be promoted and used in this project to support and enhance the National and State media campaign.
 9. The Office of EMS will distribute educational materials to all Emergency Medical Services and State EMT Association requesting statewide EMS participation in distributing educational materials to enhance public awareness and support for highway safety and law enforcement safety campaigns.

Safe Communities

A new discipline of injury prevention is emerging. South Dakota is promoting the coordination of “Safe Communities” throughout the state. When communities accept the responsibility and take authority to monitor injuries, implement prevention strategies, and coordinate prevention efforts, it is realistic to expect progress in reducing the number and severity of injuries affecting their community. South Dakota communities play a vital role in the safety of our highways. By coordinating efforts at the local, state, federal and tribal level, communities can implement coordinated strategies that will prevent the loss of life and injury on our roadways.



Trauma/injury is the leading cause of death in the United States for ages 1-44 with the majority of these directly related to motor vehicle crashes. Annually there are approximately 7,000 ambulance run reports that are the result of a motor vehicle, motorcycle, pedestrian, all terrain vehicle or bicycle crash. The most effective and best treatment for injuries is prevention. Development of a good injury prevention program that incorporates efforts of an entire community into a prevention plan has a high probability of reducing injuries.

Many communities in South Dakota realize injuries can be prevented and are working to identify interventions that will effectively reduce injuries in their communities. Prevention has become an intricate part of a healthy community program. Communities are partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness.

Alcohol is the number one drug used by college youth. The residual effects of binge/underage drinking and driving are astounding! College campuses and their surrounding communities can play a vital role in changing policies and attitudes regarding access to alcohol by minors and consequences of binge/underage drinking and driving. Campuses are partnering with community organizations and enforcement officials using environmental approaches to create a safer environment for youth through enforcement of underage drinking laws, policy initiatives, and the proactive use of media to heighten public awareness.

Data from motor vehicle crash records from the last several years shows an over representation in the number of drivers involved in fatal and injury crashes having both alcohol and excessive speed as contributing factors. Additionally, individuals under the influence of alcohol and/or driving aggressively are less likely to be properly restrained in a seatbelt. It is the goal of the South Dakota Office of Highway Safety, in cooperation with local safe community coalitions and law enforcement, to reduce fatalities and injuries on South Dakota roadways by promoting education and high visibility enforcement supported by enhanced public awareness through media. The efficiency of these efforts will be supported by incorporating resources from the Department of Justice “Enforcing Underage Drinking Laws” grant, 402 highway safety, 410 alcohol and 164 hazard elimination funds.

These resources will be combined to develop a statewide strategic plan that incorporates public awareness, paid media, and high visibility enforcement.

Performance Measures:

1. Increase the number of active community coalitions with sustained participation in highway safety and underage drug/alcohol countermeasures from 7 in FFY 2006 to 9 in FFY 2007.

Strategies:

- Increase awareness of highway safety strategies through community involvement.
- Enhance local resources by coordinating the development and implementation of safety strategies.
- Continue to support and nurture partnership programs with tribal governments.
- Identify and continue to work with existing coalitions.
- Promote youth leadership skills and positive choices.
- Support programs targeting underage drug/alcohol use.
- Promote pedestrian safety.

Actions:

Volunteers of America

Through a partnership with the Volunteers of America Foundation the Office of Highway Safety will provide funding for a staff person to coordinate statewide prevention efforts by utilizing the infrastructure of the Department of Human Service's Community Prevention Specialists. The coordinator will provide the research and expertise to accomplish the following objectives;

- Objective #1: Increase amount of safe driving information provided to schools/communities in SD by 3% by Sept. 30, 2007
- Objective #2: Increase amount of safe driving education provided to schools, parents, and communities in SD by 5% by Sept 30, 2007
- Objective #3: Increase number of communities in the region that are involved in multi-agency safe driving efforts by 5% by Sept. 30, 2007
- Objective #4: Provide opportunities for youth populations to be involved in activities promoting highway safety by Sept 30, 2007
- Objective #5: Increase assistance in promoting change in community standards (written or unwritten), codes and attitudes that influence the incidence and prevalence of impaired/distracted driving in the general population by 5% by Sept. 30, 2007

Note: A baseline for these objectives will be established by evaluating current trends and involvement by September 30, 2006.

Brandon Safety Committee

The Brandon Safety Committee, through the use of educational activities, hopes to document a decline in seat belt violations, injuries due to accidents, reduce underage drinking and promote responsible drinking for individuals that are at least 21 years old the legal drinking age in South Dakota. The following tasks and methods to be utilized to reach these objectives:

- Provide educational literature in conjunction with the state and national highway safety campaigns to High School and Middle School students.
- Invite speakers from the Emergency Room Nurses Association to share real life stories and experiences wit High School and Middle School youth.
- Bring Miss Click-it in to share her prevention program with the Elementary School students.
- Hold coloring contests with an educational prevention theme in the Elementary School.

- Law Enforcement will utilize a golf cart on a driving course having High School students drive through the course while wearing Fatal Vision Goggles; this will simulate the effects of driving impaired. This will be in conjunction with an alcohol/drug educational program.
- Video presentations involving the dangers of drinking/driving and seat belt use will be presented to the High School and Middle School student.
- The Police Department and members of the safety committee will utilize multiple compliance checks throughout the year. Incentives will be provided by local businesses to award students that are in compliance with seatbelt use while educational materials will be provided to student failing to use a seatbelt.

Growing Up Together

Growing Up Together is a community based coalition that actively promote health care and safety issues on a sustained basis. Through a partnership and as members of the Roadway Safety Committee Growing Up together has identified highway safety as one of the primary goals. The following objectives have been identified within their strategies for implementation in FFY 2007.

- Provide educational materials and presentations to area children and their parents to reduce the use of alcohol or drugs while driving.
- Car seat and seatbelt checkpoints will be arranged to provide information, car seats will be provided to need families if needed.
- The annual “Think and Drive-Stay Alive” event will be held at Riggs High School in April 2007, area schools are invited to attend. In the past, at least 400 adolescent and adults have received informational materials or attended lecture presentations on the affects that using alcohol or drugs have of the body. Paid media is provided through funding from the Office of Highway Safety to help promote public awareness and participation in this program.
- Parent University – Kid Safe Saturday will be held at the SD Discovery Center and the Pierre Chamber of Commerce in April, 2007. In the past, over 500 adults and children have attended this event. Information and demonstrations are available to educate our citizens on the use of alcohol and drugs while driving and check the use of car seats and seatbelts. Local media will be included to support this event.

Miss Click-It

Miss Click-It is a project based from the SMILE Association that utilizes clowning to provide a non threaten safety message to young children. The Miss Click-It program has been requested statewide in the past and has been a very effective tool to deliver a safety message to all ages. Miss Click-It travels to schools, safety training, public events, fairs, and is requested to bring her safety message to many public events. Funds are provided to cover the cost of educational materials, travel, expenses, development of new safety resources and training.

SDEMSC Sioux Empire Fair Safety Tent

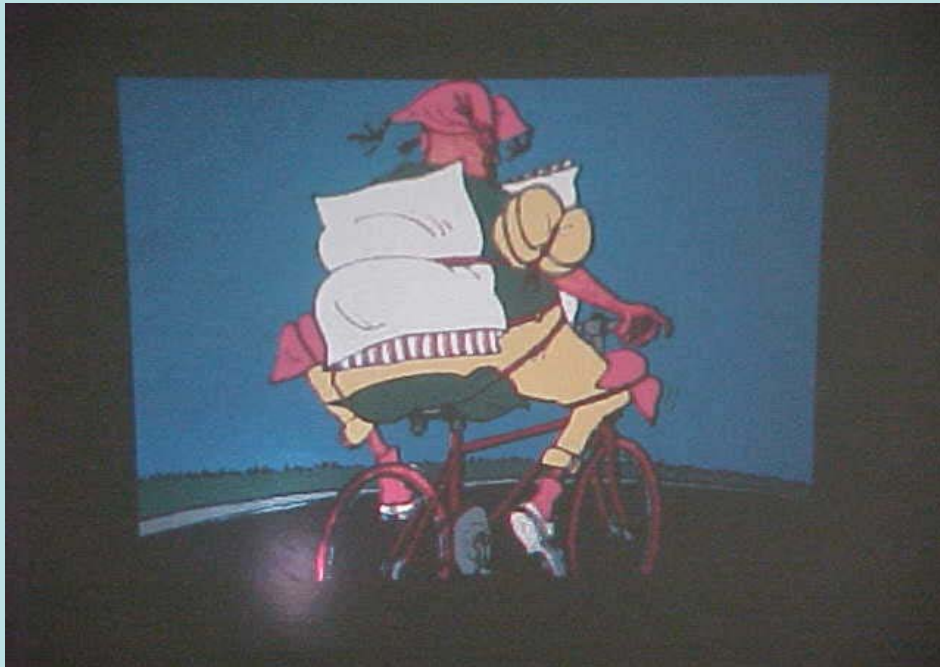
South Dakota Emergency Medical Services for Children SDEMSC will facilitate the planning and implementation of the injury prevention/safety tent at the Sioux Empire Fair. During the 2005 Sioux Empire Fair we expanded the number of partners from 7 in 2004 to 14 in 2005. These 14 agencies are already making plans for the 2006 Fair. We will again plan to expand the tent and the number of injury prevention/safety activities. In 2004 we had approximately 1500 children participate, that number increased to 2500 children in 2005. The number of volunteers provide approximately 243 hours to injury prevention and safety activities. Nearly \$5,000 in additional prizes and materials are donated annually by partnering agencies to support this effort.

Community Prevention Projects

Many communities and safety advocates in South Dakota realize injuries can be prevented and are working to identify interventions that will effectively reduce injuries in their communities. Prevention has become an intricate part of a healthy community program. Communities are partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness. Funds will be obligated to assist communities develop, implement and coordinate education material, safety projects, program evaluation, problem identification /data collection, training, travel and media to enhance community awareness of highway safety and drug/alcohol prevention strategies.

Youth Adult Partnerships of Aberdeen (YAPA)

To contribute to the safety of South Dakota's highways by decreasing the number of traffic accidents involving young drivers by keeping them safe and sober during high risk times, YAPA will offer information on ATOD, Drinking and Driving, Safe Driving, and other high-risk choices at community events. A minimum of 200 educational materials will be disseminated within the fiscal year. YAPA will offer alternative events during high-risk times in order to encourage positive choices. A minimum of 4 events will be offered within the fiscal year during specifically identified high- risk times as identified by South Dakota Highway Safety traffic accident records. Data taken from these high risk times in the next traffic accident records will illustrate a 2% reduction in teen traffic crashes in the Aberdeen area.



Think Safety Today,

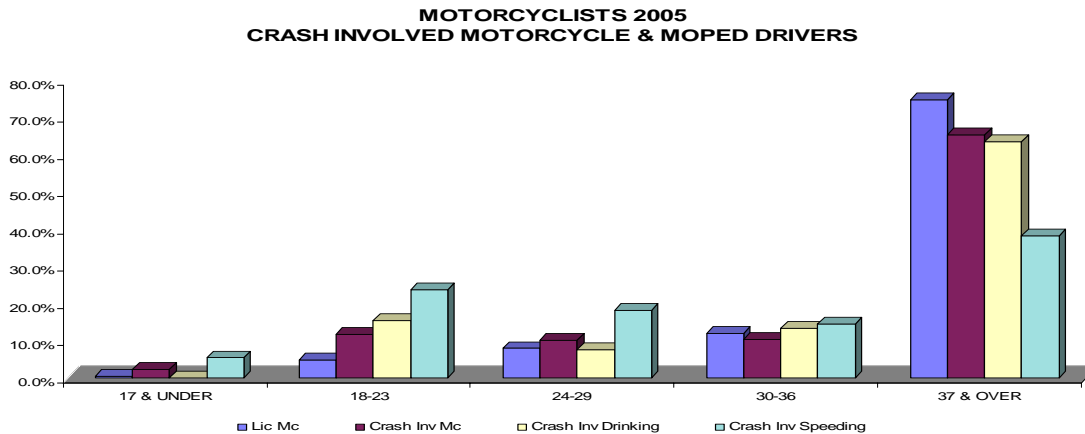
It could determine Your Future Tomorrow !

Motorcycle Safety

In FY 2005, 22 motorcyclists were killed and 531 injured on South Dakota roadways. While the rate of highway fatalities has remained fairly constant in South Dakota, nationwide motorcycle fatalities and injuries have risen significantly over the past several years. This trend is cause for concern and reinforces our commitment to define the contributing factors and identify potential solutions for reducing motorcycle fatalities and injuries in South Dakota. The Sturgis Motorcycle Rally challenges South Dakota not only to address education and awareness, but to develop strategies to enhance the safety of hundreds of thousands of visiting motorcycle enthusiasts that visit South Dakota to participate in the rally.

The SD Motorcycle Training program is primarily funded through fees collected from motorcycle registrations in the state. Federal Highway Safety 402 funds provide training, educational materials, and public information for the South Dakota Motorcycle Rider Education Program. The past several years South Dakota has seen an overwhelming increase in the number of motorcycle riders participating in training. The 2005 legislature increased the registration contribution for this program from \$3.00 to \$7.00; this increase provides the needed funds to continue the growth of South Dakota Motorcycle Training Program.

Performance Measures:



1. Reduce motorcycle crashes 5% from the current three-year baseline of 515 to 489 in FFY 2007.
2. Reduce motorcycle fatalities 5% from the current three-year baseline of 23 to 22 in FFY 2007.
3. Reduce motorcycle injuries 5% from the current three-year baseline of 440 to 418 in FFY 2007.
4. Increase the number of Motorcycle Rider Education graduates 5% from 1775 in 2006 to 1863 in FFY 2007.

Strategies:

- Encourage motorcycle safety training for all motorcycle licensees.
 1. Promote the Basic Rider Courses for novice riders.
 2. Promote the Experienced Rider Course for experienced riders.
- Work with insurance companies to encourage premium reductions for safety course graduates.
- Evaluate crash statistics and identify vehicle types: motorcycle, ATV, moped, etc.
- Provide awareness of special motorcyclist operating characteristics through media campaigns and joint task force actions (A Brotherhood for Awareness, Training and Education “ABATE” and American Motorcyclist Association “AMA”).
- Work with the Department of Transportation to provide early identification of road hazards.
- Enhance motorcyclist awareness of safety equipment such as protective clothing, helmets, etc.
- Address unlicensed motorcycle drivers.



Actions:

ABATE Motorcycle Safety Project

The Office of Highway Safety through a partnership with ABATE will fund a comprehensive program to heighten public awareness of motorcycle safety and provide resources to promote motorcycle safety through ongoing driver education programs. These tasks will be accomplished by implementing the following objectives in FFY 2007:

Youth Motorcycle Awareness project;

- Develop an educational video presentation targeting youth ages 7-12th grade, deliver a minimum of 8 presentations in FFY 2007. Filming will start August 2006, video to be released for showing 2nd quarter FFY 2007.
- Provide a mental stimulant for each participant to enhance sustained motorcycle rider awareness. Will be completed and available for first showing 2nd quarter of FFY 2007.

Motorcycle Awareness for Schools and Organizations;

- Provide motorcycle awareness videos to schools and organizations. Videos will be provided to schools and organizations by 2nd quarter FFY 2007.
- Develop a motorcycle safety curriculum to be provided and implemented into Driver Education classes, licensing agencies, training classes and safety organizations by end of FFY 2007.

Measures to Prevent Special Crashes;

- Develop a publication and have available for distribution by the 3rd quarter of FFY 2007 that will identify high risk locations based on crash data analysis over the past 5 years.
- Partnership with the Department of Transportation to identify and catalog road hazards for motorcyclists and seek solution to minimize or remove the hazard. This task will be implemented by April 2007 and be ongoing.

- Develop a map of the Black Hills , home of the annual motorcycle rally, rating the frequented roads for skill levels of motorcyclist. The final mapping and rating scale will be completed and in distribution for the 2007 Black Hills Motorcycle Rally.

Promote Motorcycle Safety Courses;

- Based on a 2006 ABATE Survey, partner with the SD Safety Counsel to promote and increase availability of the SD Motorcycle Safety courses, Basic Skills and Advanced Riders, and identify funding to provide scholarships to cyclist to promote participation in safety courses.

Public Education and Awareness;

- Enhance motorcyclist and public awareness through the use of special events, fund raisers, brochures, educational materials, and media.
- By the 2nd quarter of FFY 2005 complete a step by step manual on motorcycle awareness that can be distributed statewide.
- Develop a motorcycle specific drink responsible guidelines manual by the 3rd Quarter of FFY 2007 that will be adapted by all SD ABATE Chapters.

Annual Motorcycle training Conference;

- Organize and host an annual South Dakota Motorcycle Training Conference in FFY 2007.



Data and Technology

The South Dakota Office of Highway Safety recognizes data as an essential element in our mission to make our highways safer. Highway Safety data and crash records must be treated as vital information sources critical for future development of policies and safety strategies. The South Dakota Crash Data System has historically provided crash data in an accurate and timely manner; however we must strive to include the implementation of completeness, uniformity, linkage and accessibility of additional data files to enhance our system capabilities. Implementation requires the cooperation of multiple agencies partnering to utilize multiple data sources for statewide safety use and analysis. South Dakota is committed to the development and maintenance of a comprehensive data resource system.

Performance Measures:

1. By 1/1/07, contract with consultant to develop methodology for analysis of South Dakota crash data to enhance problem identification.

Strategies:

- Continue enhancement and support of a statewide safety database that will interface data sources and provide user-friendly reports.
- Identify and utilize new technology for data collection, analysis, maintenance and distribution.
- Work with Accident Records and Mountain Plains Evaluation to conduct traffic safety research and analysis.
- Conduct a State Data Assessment to support statewide efforts to upgrade and standardize crash record management.
- Evaluate the South Dakota crash data system to determine if a state data assessment is needed by the 3rd quarter of FFY 2007.

Actions:

Data Analyst

The Office of Highway Safety will partner with the Department of Transportation to contract for the service of a data analyst. The analyst will utilize multiple data sources, research reports, traffic assessments, ect—to conduct an in-depth analysis of the South Dakota transportation system and provide a report that provides clear problem identification that will facilitate the development of a strategic plan that effectively addresses safety issues.

Problem Identification and data analysis

The Office of Highway Safety will work with local, State, Federal and Native American safety advocates to develop reports to assist in crash identification and analysis. This will require funding for the development of specialized report within SDARS as well as other data sources used to identify highway safety strategies and needs. Funds will be utilized to produce mapping identifying crash location, crash data studies and data resources to safety agencies and vest public partners.

TraCS

TraCS is a customizable data collection system that can be used by local and state law enforcement and motor vehicle agencies. The TraCS architecture, along with a Software Development Kit (SDK), allows agencies to design their own local or state forms, validation edits, and process flows with minimal effort. Agencies will also be able to customize the TraCS Office database to include tables and data fields specific to their unique needs. This approach enables the distribution of TraCS Mobile and TraCS Office to increase their data collection effectiveness. The nature and complexity of agency specific data collection needs prohibit "off-the-shelf" applications from satisfying all aspects of these needs. Therefore, TraCS is designed to be both modular and

agency customizable, allowing the flexibility to meet the majority of the data collection requirements without depending on a vendor to make these modifications. Funding to support this project will consist of equipment to gather and enter the data such as lap top computers, portable scanners to read bar codes, portable printers and GPS equipment. Funds will also be utilized to update our current SDARS and local computer systems to allow for interface to send and receive data between systems. A combination of 408 and 402 funds will be utilized to complete this project.

Mountain Plains Evaluation

Mountain Plains Evaluation is a private contractor that has partnered with the Department of Human Services, Office of the Attorney General and the Office of Highway Safety to collect data from multiple sources such as UJS, Human Services Alcohol treatment, CHANGE curriculum, (DUI Educational program), Law enforcement, South Dakota Accident Records System (SDARS), Drivers Licensing and the 24/7 program to do an in-depth analysis of the alcohol prevention system currently implemented in SD to track DUI offenders and reduce recidivism.

Annual Statewide Seatbelt Survey

South Dakota contracts annually to conduct a statewide seatbelt survey. This is an observational survey conducted under the guidelines established by NHTSA. Funding is utilized to collect the seatbelt data, analyze the data and provide the Office of Highway Safety a written report documenting the survey results.

408 Data Enhancement Funds

The South Dakota TRCC committee has obligated 408 enhancement funds in FFY 2007 to address the following projects.

- Complete the rural 911 addressing system to improve response to emergencies in rural areas in SD.
- Improve advanced identification of hazardous locations.
- Upgrade the safety interfacing of the vehicle title and registration data system.
- Enhance the crash data collection and reporting on reservation land.
- Improve South Dakota compliance with NEMSIS conformance.
- Provide support and promote the South Dakota Trauma Registry.

- **Engineering**

The rate of traffic fatalities per 100 million vehicle miles traveled in South Dakota is among the highest in the nation. South Dakota has implemented a new research study entitled “Factors Contributing to Accidents and Fatalities in South Dakota”. This study will look at South Dakota and surrounding states to compare crash factors and prevention strategies to identify best practices. Through the Roadway Safety Improvement (RSI) process, data is analyzed annually to identify and evaluate crash patterns related to roadway design and/or signage problems. Roadway Safety Audits and Roadway Safety Audit Reviews are utilized periodically to evaluate engineering needs for South Dakota’s transportation system. South Dakota will continue to utilize the current and future studies to improve the safety of our roadways.

Performance Measures:

1. Evaluations are done through Department of Transportation research projects and monthly progress reports submitted to the Office of Highway Safety. Studies are conducted through the Department of Transportation to measure cost versus benefit on engineering projects.

Strategies:

- Improve traffic signal maintenance and management as identified through research.
- Evaluate and improve pavement markings and traffic control signs.
- Evaluate new software to identify dangers in work zones.

Actions:

The majority of local governments do not have the expertise on their staff to deal with signing, to identify the hazardous locations, to conduct safety studies and to develop an effective countermeasure. To meet these needs the office of Highway Safety provides funds to utilize a safety engineer from the Department of Transportation to provide traffic engineering services to local jurisdictions. This project’s objectives will include;

- Continue to provide funding for the traffic engineering position for FFY 2007.
- Assess the traffic engineering needs of 8 to 12 local jurisdictions in FFY 2007.
- Provide traffic engineering services to approximately 35 local jurisdictions in FFY 2007.



Media

Positive public response has been promoted through various media safety campaigns. Statewide campaigns enhance public awareness and promote community involvement. Media campaigns that enhance public awareness and support safety strategies are essential to the success of virtually every element of this plan. Research has indicated that safety strategies that are supported by media enhance program efficiency and effectiveness.

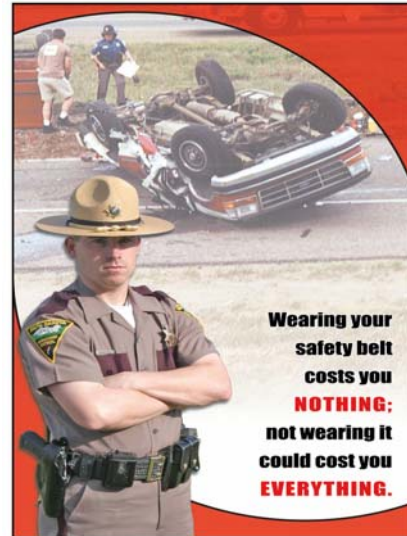
Buckle Up Every Trip-Every Time!

One out of every two occupants killed in motor vehicle crashes in SD are ejected from their vehicle!



73.5% of South Dakota's fatal crashes occur on Rural Roadways

*We need your help getting your neighbors,
friends and family to understand,
Seatbelts Save Lives!
"The life you save may be theirs"*



Objective: To reduce death and injury from crashes on South Dakota Highways by educating the public on the benefits of occupant protection, the consequences of impaired driving and the traffic safety priority programs as outlined in the South Dakota Highway Safety Plan.

Target Audience: Primary, Drivers ages 18 – 34 Secondary, all Drivers.

Campaign Strategies:

Develop sustained message by implementing media activity to coincide with ongoing enforcement strategies highlighting alcohol, speed and seatbelt enforcement issues, sobriety checks and saturation patrols. During the Labor Day “Drunk Driving. Over the Limit. Under Arrest” and the May Click It or Ticket May Mobilization utilize earned and paid media to provide a comprehensive media campaign that will support high visibility enforcement activities and coordinate messaging to enhance the national advertising campaigns.

Developing Business Partnerships:

We will employ many tactics to blanket the state of South Dakota with our messages. One vital aspect of these campaigns is to develop business partnerships throughout the state. We will continue to develop strategies/business partnerships that allowed us to get the message out to the public through local businesses and earned media.

Community Support:

Working with local and state safety advocates is an important part of our plan. They are the key to implementing programs throughout the community. We will develop meeting to coordinate local safety strategies, law enforcement activities, public education events and media efforts to support local alcohol countermeasures and traffic enforcement efforts.

Media Partnerships Statewide:

It is important to involve the media in every way possible throughout these campaigns. We will develop press releases to be distributed statewide on a regular basis. It will also be beneficial to team up with a statewide

television outlet such as KELO or Mid-Continent Communications. We will team up with various radio groups throughout specific communities. By bringing these groups in as sponsors, it will enable South Dakota to maximize the use of both paid and earned media to enhance the effectiveness of our media campaign.

Media Plan:

Media Objective:

To effectively reach our demographic with the needed frequency that will influence and change behavior on South Dakota Highways. South Dakota’s enforcement and media strategies consist of a coordinated effort to target booze, belts and speed in all high visibility enforcement campaigns.

Media Strategy and Execution:

Network broadcast television and cable television will serve as South Dakota’s primary mediums to deliver the “Drunk Driving. Over the Limit. Under Arrest” high visibility alcohol prevention message and Seatbelts Save Lives, Click It or Ticket seatbelt messaging. Radio will be used as a secondary medium to build message frequency, with the Internet as the third medium of choice. Based on market research, internet has been identified as being widely utilized within our target demographic. Based on this research we have added Internet marketing to our media plan. We will develop media relationships and look for innovative ideas and support to get our message to the public every way possible.

We will develop and produce new television, radio, print and email messaging utilizing the tag line “Drunk Driving. Over the Limit. Under Arrest” and” Seat belts Save Lives Click It or Ticket”. We feel by using the National tag lines we will enhance the effectiveness of reaching the target demographic. Paid media will be utilized one week prior, during and one week after the campaigns to enhance public awareness of the campaign messaging and strategies. (Reference media calendar attached)

Ongoing enforcement messaging will be provided to support sustained sobriety checks and saturation patrols. Media will be used to promote planned enforcement events and to publish the results of enforcement campaigns to enhance public awareness of enforcement strategies. South Dakota law enforcement has planned 332 sobriety checks and/or saturation patrols in FFY 2007 to provide sustained high visibility alcohol enforcement, the South Dakota media contractor will coordinate pre and post media releases to support the enforcement efforts at the local level through local media outlets.

Media Placement Budget Allocation:

Following what research shows as the most effective mix of Television, Radio and Internet advertising.

“Seatbelts Save Lives Click It or Ticket”	. “Drunk Driving. Over the Limit. Under Arrest”
<ul style="list-style-type: none"> • Broadcast and Cable TV: 50% • Radio: 40% • Internet : 10% 	<ul style="list-style-type: none"> • Broadcast and Cable television: 65% • Radio: 28% • Internet: 7%

Television:

Based on a quote from the National Media Forum on Highway Safety – Tools of the Trade, “Television is almost always considered a primary medium, with the ability to deliver an advertising message to virtually everyone. However, with careful planning and analysis, television can be used to focus more sharply on specific target segments and particular communications objectives.” With this in mind, we feel television will be one of the most effective ways to reach our demographic. We will be placing dollars directly in programming that our target demographic has been proven to be watching.

- 1) Network Programming – We will be placing commercials on broadcast networks such as FOX and CBS.
- 2) Cable – Placing buys through cable programming allows us to gain both reach and frequency and identify time slots that will reach our target audience. When placing our dollars on Cable

television we will utilize networks indexed high for our demographic, such as MTV, ESPN, Spike TV and the Speed Channel.

Radio:

Radio would be our next medium choice in targeting our key demographic. This is another medium that enables us to buy programming that reaches our demographic and increases our reach while generating high levels of frequency. Research shows that we are more likely to reach our target demographic by placing ads on “Pop” and “Rock” stations. These outlets are also the primary media delivery site for our 10 high risk counties.

Sioux Falls	Rapid City
KKLS (104.7 FM)	KDDX (101.1/103.5 FM)
KIKN (100.5 FM)	KRCS (93.1 FM)
Aberdeen	Pierre
KBFO (106.7 FM)	KLXS (95.3 FM)
KSDN (94.1 FM)	

Internet Marketing:

According to an April 2004 report on Behavior Patterns of the Internet Generation from the Online Publishers Association (OPA), approximately 72 percent of all 18-34-year-olds are online, the highest percentage of any age group. Additionally this skew is even more pronounced among 18-34-year-old-men. With this in mind, we feel it is important to delegate a portion of the budget to Internet Marketing. Emails are a powerful e-marketing solution that combines many of the most beneficial features of Internet marketing. An email message is delivered directly into a consumer’s email box. We have a list of 53,000 persons in South Dakota, ages 18 – 34 that we can deliver a safety message directly into their email box. This is not a spam email; these are people that have actually signed up to receive these types of email. This group of individuals not only visits Websites frequently, but also tends to spend more time online than with any other medium. This is a great way to reach our demographic for a small portion of the budget.

Earned Media:

Another important part of this campaign is to solicit as much free media coverage as possible. We have negotiated with television and radio stations to match our commercials one for one at no additional charge. We will also write and distribute media advisories, press releases and public service announcements. These will be distributed statewide, including American Indian Reservations. We will aid in arranging interviews with radio personalities and television newscasts during prime mobilizations. Life and death highway safety stories involving true survivors and victims are pieces that grab the attention of the media. Working tastefully and sensitively with law enforcement and emergency medical officials, as well as family members or crash victims and survivors will provide us with human-interest stories that the media and the public find interesting.

Follow-Up Research:

The South Dakota media contractor will conduct research to determine the effectiveness of the “Drunk Driving. Over the Limit. Under Arrest” campaign. This will verify we have reached our audience and/or allow us to revise future media campaign to more effectively target our audience.

Cost Proposal:

The South Dakota media contractor will implement a strategic and well-developed marketing campaign for the South Dakota Office of Highway Safety.

“Seatbelt Save Lives Click It or Ticket” \$30,000

The media plan for “Seatbelts Save Lives Click It or Ticket” Campaign will include television, radio and e-marketing. Television will be the primary medium for this campaign, while radio is the secondary medium and e-marketing the third. During the May Mobilization campaign we will schedule media with more frequency to match the efforts of local law enforcement and national advertising campaigns.

Sustained Messaging.....\$20,000
 Impaired Driving, Speed, seatbelts and other alcohol related traffic safety issues will be addressed during sustained campaigns throughout the year. Radio will be the primary medium using during these campaigns.

Development Costs.....\$10,000
 The South Dakota media contractor will research and refine the marketing strategies and produce television and radio commercials and create an e-marketing message that is appropriate to the time frame and ethnic target audience.

Follow-up Research.....\$5,000
 The South Dakota media contractor will conduct research to determine the effectiveness of the campaigns. The evaluation will be conducted through phone, internet and mailed surveys.

Administrative\$15,000
 Administrative cost will cover the administration of the grant and the cost of building community partnerships.

Media to enhance alcohol counter measures coordinated with enforcement efforts will be covered under 410 grant funding.

South Dakota FFY 2007 High Visibility Enforcement & Media Calendar

October 2006						
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June 2007						
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September 2007						
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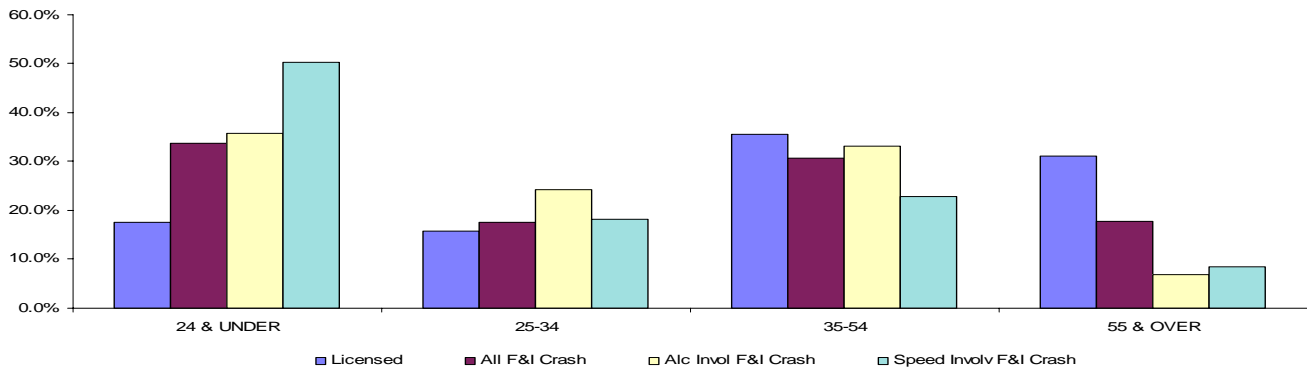
MESSAGE PLATFORM KEY	
	Alcohol Enforcement <i>Alcohol/Drugs "Drunk Driving, Over the Limit. Under Arrest"</i>
	Operation Safe <i>Corridor Enforcement 'Booze, Belts & Speed'</i>
	Occupant Protection <i>Seatbelt Save Lives "Click It of Ticket"</i>
	Pre-campaign media
	Post-campaign media

Driver Education

Our goal is to make driver awareness and education a continued process throughout the life of a driver. Providing an evaluation of a driver's ability to operate a motor vehicle will not only benefit that subject, but will also provide an advantage to fellow drivers who share the road. Inattentive drivers also create an unsafe environment on South Dakota roads. It is imperative that awareness and knowledge of distracted drivers be increased through media exposure.

Young drivers are over represented in fatality and injury crashes. The young driver is associated with a distinctive set of safety issues that need to be addressed. Historically, novice drivers represent the highest crash rate of any driver group. The lack of driving experience, immaturity and youthful drinking are all contributing factors to the higher crash rate.

DRIVERS BY AGE GROUP 2005
Fatal and Injury Crash Involved Drivers



Performance Measures:

1. Reduce speed related fatal and injury crashes by 5% from the 3 year average of 900 to 855 in FFY 2007.
2. Reduce speed related fatal and injury crashes by 5% in the 14-20 age group from the three year average of 327 to 311 in FFY 2007.
3. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,623 to 2,492 by FFY 2007.
4. Reduce fatal and injury crashes by 5% in the 25-34 age group from the 3 year average of 1,349 to 1,281 in FFY 2007.
5. Reduce fatal and injury crashes by 5% in the 35-54 age group from 3 year average of 2,341 to 2,199 in FFY 2007.
6. Reduce fatal and injury crashes by 5% in the age group 55 and over from the 3 year average of 1,366 to 1,297 in FFY 2007.

Strategies:

- Evaluate the effectiveness of the Graduated Driver's Licensing (GDL) program.
- Enhance public awareness through public education on aggressive, impaired, fatigued, and inattentive driving.
- Enhance visibility of safety strategies and promote mobilization campaigns that target data supported high risk populations with specific programming.
- Increase enforcement of traffic laws through high visibility enforcement campaigns, Operation Safe, saturation patrols and sobriety checkpoints.

- Increase safety partnerships between the trucking industry and the public.
- Provide public information awareness and resources on sharing the road with Commercial Motor Vehicle Carriers.
- Encourage Motor Carrier Safety Program and partners to target traffic enforcement around commercial motor vehicle inspection stations.
- Promote safety restraint compliance for motor carrier operators.

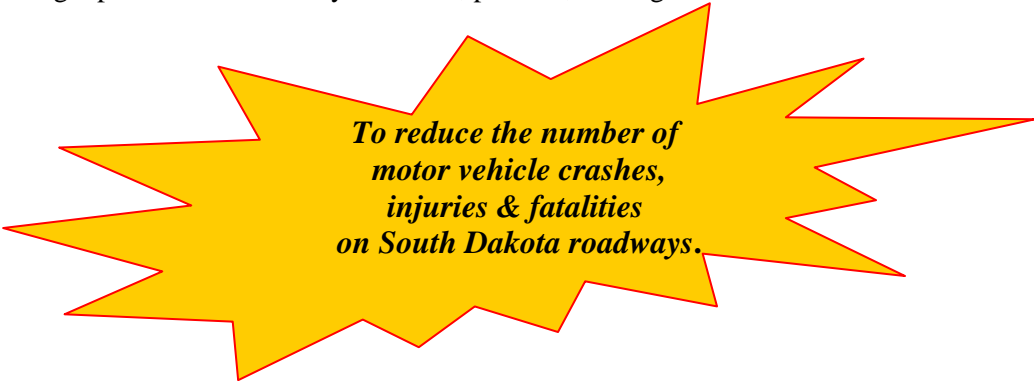
Tasks:

- Utilizing the infra-structure of the Department of Health, Department of Social Services, Department of Human Services and Volunteers of America , establish two safety resource center having safety information and resources to disseminate education materials to the public addressing prevention strategies.
- Partner with AARP, ABATE and Driver Education to provide the public with educational resources that target high risk younger and older drivers.
- Conduct two public awareness-training sessions (Share the Road Campaigns) for motor carrier and/or motorcycle safety in FFY 2007.

Roadway Safety Committee

The OHS recognizes that achievement of quantified goals is dependent not only on the work of one agency, but on the collaborative and ongoing efforts of a wide variety of governmental and private entities involved in improving highway safety. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by safety advocates, education, enforcement and engineering are all elements required to meet South Dakota's projected declines in crash related injuries and fatalities.

This task, within the Office of Highway Safety, will provide financial support for the coordination of the South Dakota Roadway Safety Committee (RSC). The RSC has representation from multiple agencies; these agencies are listed on page 2 of this document. Technical assistance will be provided through the cooperative efforts of the OHS and the RSC to state and local agencies for data analysis, needs assessment, countermeasure development, and public information and awareness efforts to promote traffic safety strategies. The RSC members will provide statewide community safety briefings promoting highway safety campaigns, engineering design, traffic laws, occupant protection projects, law enforcement strategies, as well as addressing alcohol countermeasures and gaining support for highway safety projects. Support is provided for the RSC for strategic planning and sub-committee meetings as needed, to develop media campaigns, traffic safety projects, enforcement efforts and a statewide strategic plan for traffic safety activities, policies, and legislation.



*To reduce the number of
motor vehicle crashes,
injuries & fatalities
on South Dakota roadways.*

Performance Measures:

1. This project will be evaluated through progress in the development, implementation and management of the State Highway Safety Plan, a state strategic plan, sub-committee progress reports and the evaluation of highway safety strategies implemented to reduce motor vehicle crashes, fatalities and injuries.

Strategies:

- Develop and implement an annual comprehensive Highway Safety Plan.
- Develop in Partnership with the Department of Transportation a State Strategic Plan.
- Develop partnerships with stakeholders that have a vested interest in highway safety strategies.
- Analyze crash data and develop specific countermeasures to target high risk factors.

Tasks:

- Provide travel and per diem for local, state and national training officers at State and National training seminars.
- Develop and promote public education and media campaigns, develop and disseminate educational materials and promotional items to heighten public awareness to enhance injury prevention projects.
- Provide technical support and funding to enable state and community safety advocates to develop and implement prevention projects.
- Analyze multiple data sources combined with epidemiological reports to identify risk factors and yearly trends that contribute to motor vehicle crashes.
- Provide crash analysis and data reports to facilitate problem identification for task grant applicants and public to enhance awareness and facilitate development of safety projects.

Planning and Administration

This project provides the necessary staff time and expenses incurred by the OHS that are directly related to the planning, development, coordination, monitoring, auditing and evaluation of projects within the program area, and the development of the FFY 2007 South Dakota Highway Safety Plan. The Director of Highway Safety, Fiscal Manager and staff provide program support.

The Governor's Representative for Highway Safety has the overall responsibility for the coordination of South Dakota's Traffic Safety Program and the development of the Highway Safety Plan. He is the liaison between the Governor's Office and the Legislature, local and state agencies, and various councils and boards throughout the state. Funding is provided to support the South Dakota Governor's Representative to travel to highway safety related events.

The Director of the Office of Highway Safety supervises fiscal and program staff and has the overall responsibility in meeting the program requirements. The Fiscal Manager is responsible for the accounting and financial reports required for 402 reimbursement.

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 applicable sliding scale rate (54.88% for South Dakota) in accordance with 23 USC 120. 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.

Performance Measures:

1. The South Dakota OHS will work with NHTSA Rocky Mountain Region to review the highway safety strategies and obligated funds to insure funds are obligated proportionately to the severity of injury factors based on South Dakota data analysis.
2. Utilize data analysis and project evaluations to determine if current strategies are successful in meeting projected goals and objectives.

Strategies:

- Administer and disperse highway safety and OJJDP Enforcing Underage Drinking Laws funds to reduce death and injury from motor vehicle crashes and underage drug and alcohol use in South Dakota.
- Enhance public awareness and participation in highway safety strategies.

Tasks:

- Develop the FFY 2008 HSP/Performance Plan by September 1, 2007.
- Document problem identification to support justification of the FFY 2008 HSP projects.
- Develop, coordinate, monitor and administratively evaluate highway safety projects identified in the FFY 2007 HSP.
- Develop and implement a comprehensive public awareness campaign in FFY 2007.
- Submit an Annual Progress Report for FFY 2006 by January 1, 2007.
- Distribute statewide program and project task requests by March 30 2007 to aid in development of the FFY 2008 HSP.
- Meet with the Roadway Safety advisory group to review 2008 program and project task grant requests to identify FFY 2008 countermeasures and obligate funding levels based on problem identification.

164 Alcohol Program Projects

According to the Section 164 legislation and interim regulations, any state that does not enact and enforce a conforming repeat intoxicated driver law will be subject to a transfer of funds. If a state does not meet the statutory requirements of this program on October 1, 2000, an amount equal to three percent of the funds apportioned to the state on those dates under 23 U.S.C. will be transferred to the state's apportionment under Section 402.

Directives regarding these transfer funds allow for the state to elect to use all or a portion of the transferred funds for hazard elimination activities under 23 U.S.C. 152. The South Dakota Department of Transportation has identified a sufficient number of hazard elimination activities to allow for a portion of the state's Section 164 transfer funds to be used for this purpose. The remaining funds are obligated to the Office of Highway Safety Section 402 to fund projects to reduce fatalities and injuries on South Dakota roadways.

The South Dakota Roadway Safety Committee will provide recommendations to the Office of Highway Safety and the South Dakota Department of Transportation to implement and/or expand countermeasures with a potential to reduce alcohol related crashes, fatalities and injuries in South Dakota.

School Based Safety Program:

Data provided in a 10 year longitudinal study, Youth Risk Behavior Survey, cited the following:

% of respondents who drank in the past 30 days- In SD=50.2% nationally=47.1%

% of respondents who binge drank in the past 30 days- In SD=36.5% Nationally=29.9%

In a 2000, Native American YRBS those rates were higher yet:

% of respondents who drank in the past 30 days- In SD=50.2% Nat'l=47.1% Native American=54%

% of respondents who binge drank in the past 30 days- In SD=36.5% Nat'l=29.9% Native American=44%.

The above data demonstrates the increased risk SD youth have versus the National data. In addition, in the 2006 South Dakota Highways Safety Plan data reported that in the past five years, drivers under the age of 21 represented 10.6% of the licensed drivers in the State, but represented 24.1% of the drivers involved in all fatal and injury crashes, 19.7% of the drinking drivers in fatal and injury crashes and 36.9% of the drivers in speed related fatalities and injury crashes. It is further reported in the YRBS(2005) that 32% of youth stated they had rode in the car of someone who had been drinking. This data demonstrates that the high risk alcohol and drug related behaviors identified by the Youth Risk Behavior Survey are prevalent in youth who are passengers and who operate a motor vehicle. The goal of the School Based and Community Based Prevention programming is to intervene with youth prior to the onset of alcohol and drug use so that the risk behaviors can be minimized so that the drinking and driving behavior will be decreased for this age group.

This startling information led to the 1999 partnership between the Division of Alcohol and Drug Abuse and Sioux Falls School District to implement prevention programming in the schools.

The continuum of prevention and intervention services provided to the schools and youth include but are not limited to the following:

- Implement researched based or promising practice model programs into schools.
- Work with school personnel to identify, screen and refer students in crisis due to alcohol and other drug-related issues to appropriate level of care.
- Complete assessments or screenings of students referred for potential alcohol, tobacco and other drug use.
- Provide individual, family, and group counseling for students experiencing difficulties related to alcohol and drug use.
- Conduct intensive prevention groups for students who have violated District alcohol and other drug use regulations. These groups include a parent participation component.

- Facilitate support groups for students with alcohol or drug abuse concerns and provided weekly interventions based on number of students and school/community needs.
- Assist district staff, as requested by building principal, in the supervision of prevention activities such as IMPROV, Youth to Youth, and SADD.
- Provide assistance to school staff to plan, organize and conduct prevention workshops for district personnel and assist with development and implementation of prevention strategies.
- Serve as a resource for parents, school counselors, and teaching staff.

To date the success of the school based prevention program in the Sioux Falls area is demonstrated by the reduction in the last 30 day use rate of students using alcohol/drugs from 64% to 45% at the high school level and from 28% to 16% at the middle schools.

Trend analysis data from the YRBS also shows a reduction in youth riding in the car of someone who had been drinking from 38.1% in 2001 to 36% in 2003 and 2005 shows this has continued to decrease to 32%.

We are requesting funding support to continue two existing programs and to expand this effective prevention strategy to one rural school system that will include students living on a Reservation in the Western part of the State and create a community mobilization program in the Northeastern part of the State who will also provide in-school services to that location and also provide services to students living on a Reservation. An integral part of the program this year would be the inclusion of a component to address the dangers of drinking and driving for youth. Infused lesson plans, "Steering Toward Safety: Developmental Boosters to Promote Healthy Driving Behavior", Catalano-Haggerty, would be incorporated. Out come data, pre and post test data will be collected and reported back to funding sources. The 164 Hazard Elimination funds will be combined with local funding and Enforcing Underage drinking funds to enhance and expand these programs.

Each school would be required to complete and submit an approved work plan with a list of goals and objectives. Common ones, for example, would be:

- Decrease # of students reporting alcohol, tobacco and other drug use.
- Improve truancy rates.
- Delay onset of use/abuse reported by students by one year.
- Increase the number of students who "believe use of alcohol/drugs is harmful". (change social norm)
- Increase opportunities for student's involvement as active members of school and community in pro-social events.
- Decrease the number of students reporting riding with someone who had been drinking or drinking and driving themselves.

As an on going maintenance of the programs, data and outcomes would be required to the Division/funding sources. These would include but are not limited to:

- Program evaluation
- Pre/post tests
- Focus groups
- School surveys/tracking

Reporting would be provided to the Division in compliance with their data system requirements on a monthly basis and any other funding source.

STOP Project

The purpose of the STOP program is to target the problem of suspended or revoked drivers who have lost their license because they have been cited for their dangerous driving practices. The Primary objective of the STOP is to designate two full time officers to insure safer streets and protect the public from the dangerous drivers by pro-active selective traffic enforcement. In order to accomplish this vital public safety objective, law enforcement must focus on deterring those who present the greatest danger to the public from driving and arrest them when they do so. This is the second year of this innovative highway safety program. The results of the first year efforts will be reported in the 2006 annual report.

2007 HSP Financial Budget

2007 HSP Financial Budget

Project

Project #	Project Name	402 Funds	408 Funds	410 Funds	164 Funds
ALCOHOL AND DRUGS					
20-01	Parents Matter	\$60,000.00			
20-02	University based Programs			\$70,214.00	
20-03	Statewide Compliance Checks			\$50,000.00	
20-04	24/7 sobriety project			\$308,750.00	
20-05	Madison Task Force			\$13,634.00	
20-06	Davison Co Task Force			\$12,550.00	
20-07	Pennington Co STEP Project			\$96,000.00	
20-08	Traffic Safety Resource Prosecutor			\$65,000.00	
20-09	Judicial Training			\$10,000.00	
20-10	Native American Alcohol Project			\$200,000.00	
20-11	Community Safe Ride Project			\$20,000.00	
Enforcement					
21-01	Law Enforcement Training	\$20,100.00		\$18,000.00	
	Law Enforcement Overtime				
21-02	Support	\$160,000.00		\$405,917.00	
21-03	Law Enforcement Equipment	\$41,540.00		\$235,000.00	
21-04	Law Enforcement Liaison Program	\$40,000.00			
Occupant Protection					
22-01	Project 8	\$126,263.00			
	Governors Child Safety Seat				
22-02	Project	\$205,000.00			
Emergency Response Services					
23-01	EMS Training	\$218,917.00			
Safe Communities					
24-01	Volunteers of America	\$39,112.00			
24-02	Brandon Safety Coalition	\$1,000.00			

24-03	Growing Up Together	\$2,875.00			
24-04	Miss Click It	\$3,500.00			
24-05	SDEMSC Safety Tent	\$7,155.00			
24-06	Community Prevention Projects Aberdeen Safe Community	\$60,000.00			
24-07	Coalition	\$10,000.00			
Motorcycle Safety					
25-01	ABATE Safety Projects	\$60,000.00			
Data and Technology					
26-01	Data Analyst	\$50,000.00			
26-02	Local and State Problem ID	\$10,000.00			
26-03	TraCS		\$120,000.00		
26-04	Mountain Plains Evaluation	\$65,000.00			
26-05	State Seatbelt Survey	\$25,000.00			
26-06	408 Data Enhancement Grant		\$400,000.00		
Local Traffic Engineering					
27-01	Local Traffic Engineering Projects	\$109,937.00			
Media					
28-01	Media Campaigns	\$100,000.00		\$145,000.00	
Driver Education					
29-01	Public Awareness Projects	\$25,000.00			
Roadway Safety Program					
30-01	Strategic Planning Coalition	\$15,000.00			
Planning and Administration					
31-01	P&A	\$85,000.00			
164 Alcohol Program Projects					
32-01	School Based Safety Project				\$500,000.00
32-02	STOP Project				\$100,000.00
		\$1,540,399.00	\$520,000.00	\$1,650,065.00	\$600,000.00

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;

- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments

- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations

- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs

- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs

- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State 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:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L.

92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under

subparagraph (d) (2), with respect to any employee who is so convicted -

- 1) Taking appropriate personnel action against such an employee, up to and including termination.
 - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of

Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant

learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection

with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the

method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2007 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Governor's Representative for Highway Safety

10-1-06
Date