



SOUTH DAKOTA
HIGHWAY SAFETY

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

Federal Fiscal Year 2010

For information about this report, please contact:

Lee Axdahl, Director
Office of Highway Safety
SD Department of Public Safety
118 W Capitol Avenue
Pierre, SD 57501
Phone: 605 773-4949
Fax: 605 773-6893
Website: www.state.sd.us/dps/hs

Contents

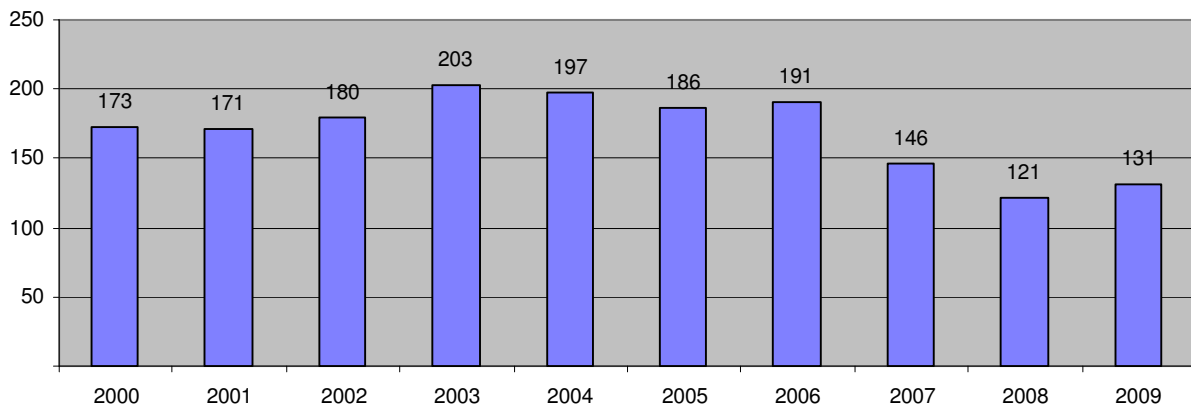
Executive Summary	1
FFY10 Goals and Accomplishments	4
Summary of Annual Reports for FFY10 Highway Safety Projects:	
911 Rural Addressing Cheyenne River, Faulk and Turner Counties	6
ABATE of South Dakota.....	6
Community Alcohol Prevention	7
Community Outreach and Program Management	7
Department of Public Safety Communications	8
Dewey County Traffic Safety Project	8
DUI Court 6th District	8
Emergency Medical Services for Children	9
Emergency Medical Services Program.....	9
Fatal Accident Crash Team	10
Growing Up Together.....	10
Highway Patrol	11
Law Enforcement Equipment.....	12
Law Enforcement Liaisons	12
Law Enforcement Overtime	12
Lawrence and Schiller, Media Contractor	13
Madison Buckle Up Bulldogs	13
Miss Click It	14
Mountain Plains Evaluation.....	14
National EMS Information System	15
Parents Matter Central South Dakota	15
Parents Matter Prairie View Prevention	15
Pennington County Selective Traffic Enforcement Program (STEP)	16
Planning and Administration	17
Pine Ridge Oglala Sioux Police Department	17
Project 8 Governors Child Seat Program.....	17
Public Information Officer.....	18
Rapid City DUI Program.....	18
Roadway Safety Committee	18
School Based Alcohol Prevention.....	19
Seatbelt Survey Administration and Analysis (USD)	19
Seatbelt Survey Observation (EMT Association).....	20
Sioux Empire Driving Simulators	20
South Dakota School of Mines Safe Rides	20
South Dakota State University Safe Rides	21
Traffic and Criminal Software (TraCS).....	21
Traffic Enforcement Training.....	22
Traffic Records Coordinating Committee.....	22
Traffic Safety Engineer.....	23
Traffic Safety Resource Prosecutor	23
University of South Dakota Government Research Bureau	24
University of South Dakota Safe Rides.....	24
Volunteers of America, Dakotas	25
FFY10 Expenditures	26
Addendum: Public Education Campaigns	27

South Dakota Highway Safety Executive Summary

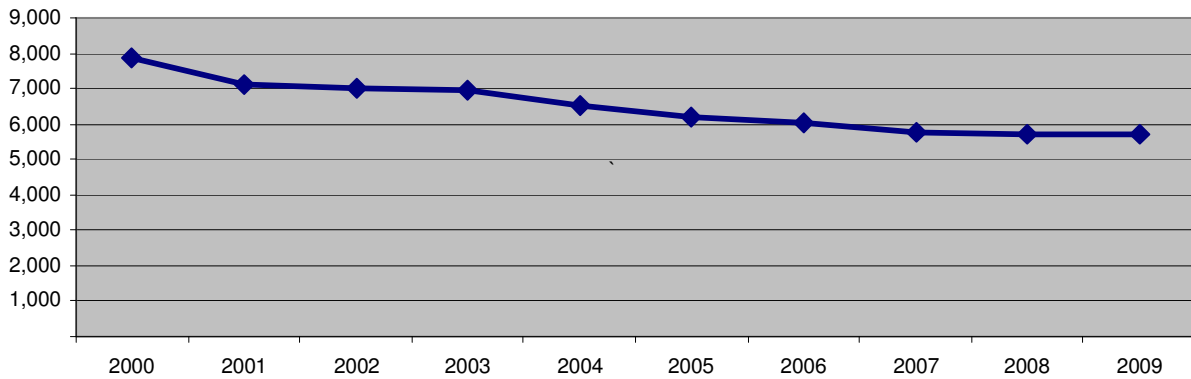
This report provides information about NHTSA funded highway safety activity for FFY10. Crash data from 2009 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2010 survey.

There is an average of 16,000 reportable traffic crashes in South Dakota each year. There were 131 fatalities and 5,704 injuries as a result of traffic crashes in 2009; this is a 7.7% increase in fatalities and a marginal increase in injuries from 2008.

South Dakota Traffic Crash Fatalities 2000-2009

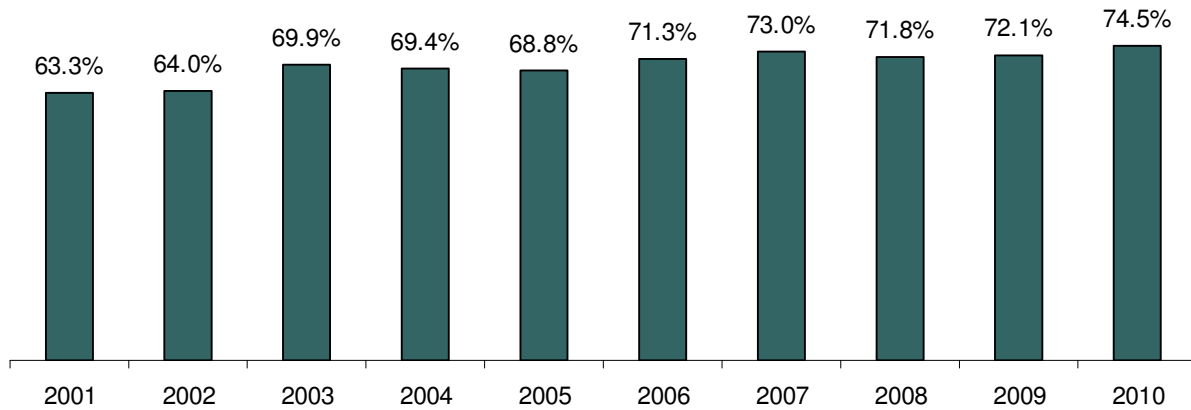


South Dakota Traffic Crash Injuries 2000-2009



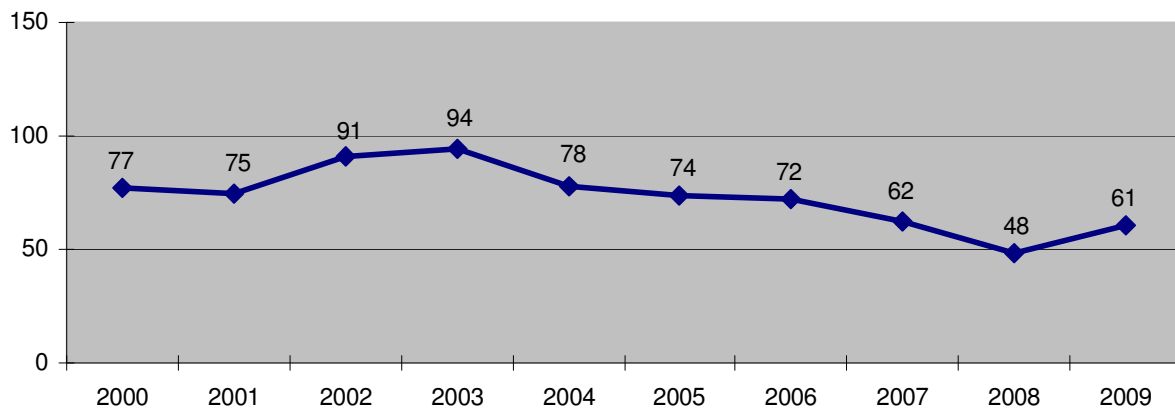
In 2009, 55% of the people killed in passenger vehicle traffic crashes were not wearing seatbelts. Of the 131 fatalities 72 were not wearing seatbelts. Of the 72 not wearing seatbelts, 49 were ejected from the vehicle. The most recent observational seatbelt survey shows an increase in the number of people wearing seatbelts, from 72.1% in 2009 to 74.5% in 2010.

South Dakota Seatbelt Observational Survey 2001 - 2010



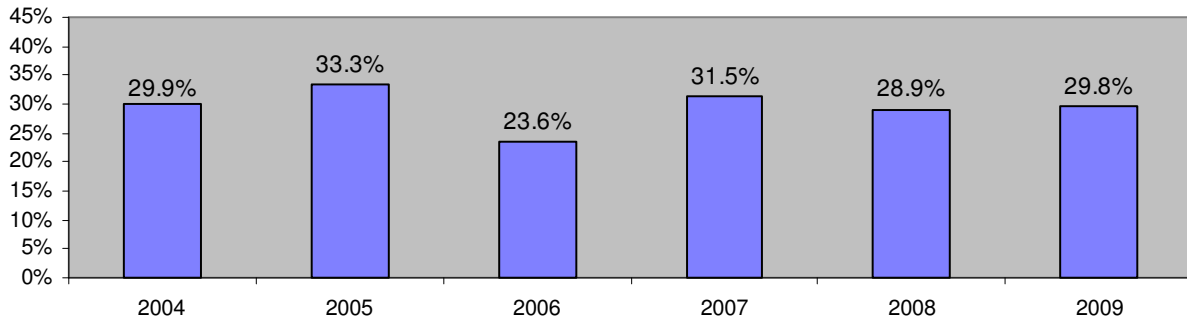
While alcohol-related fatalities continue to show a trending decline in the state, 2009 was not a good year, statistically-speaking, for the State of South Dakota. This type of fatality increased by approximately 27% in calendar year 2009.

South Dakota Alcohol Fatalities 2000 - 2009



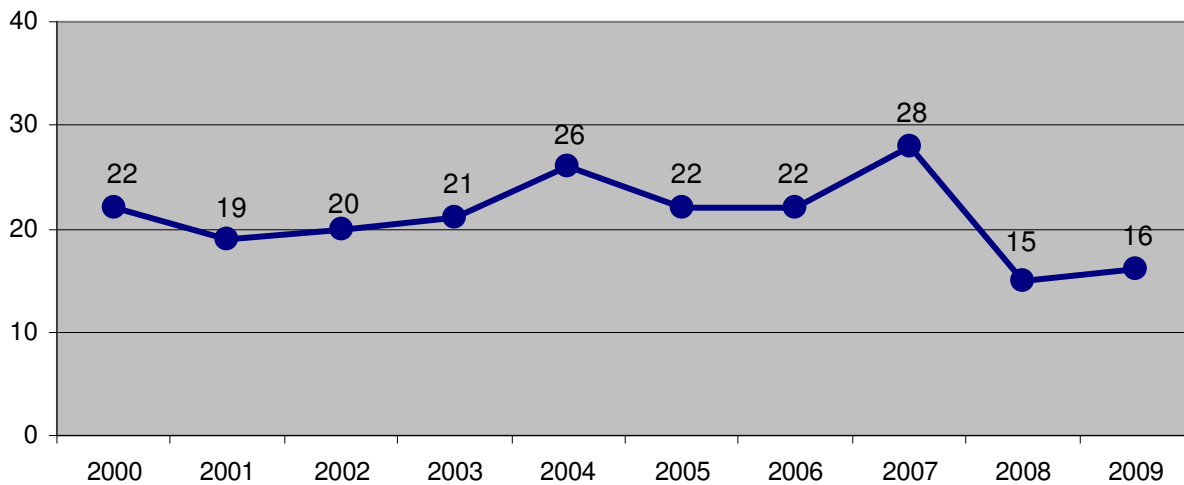
Speed was a contributing factor in about 29.5% of fatal crashes from 2004 – 2009 showing a marginal increase from the prior year.

South Dakota Fatalities - Speeding Drivers 2004 - 2009



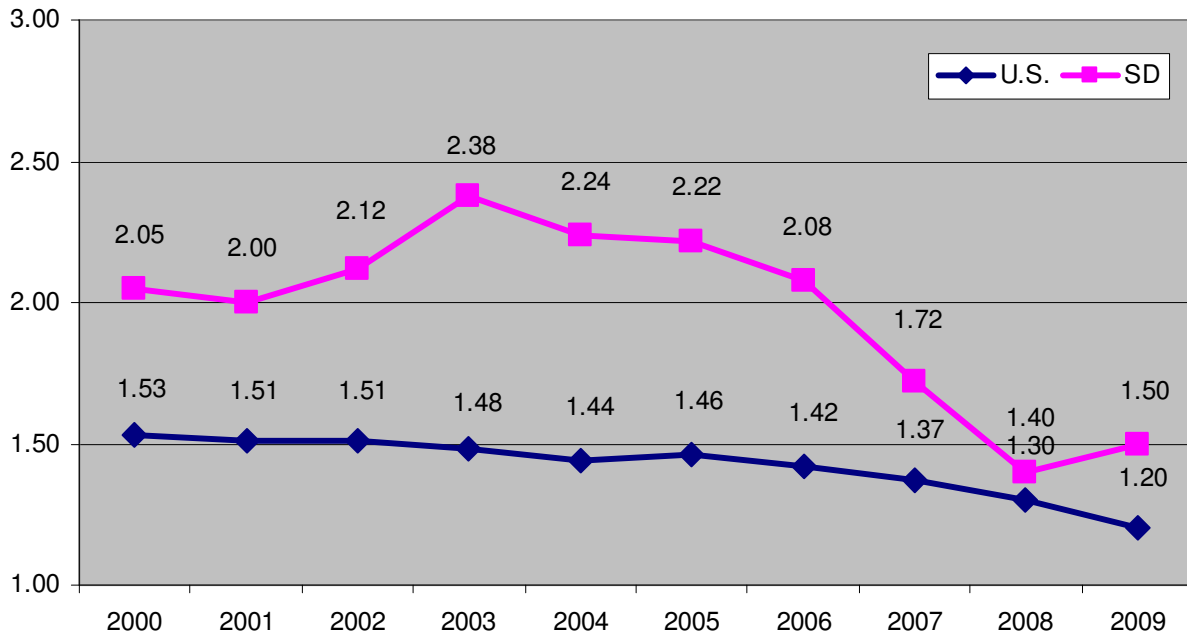
In 2009, the number of motorcycle crash fatalities was well below the ten-year average of 21 motorcycle fatalities per year. There were 16 motorcycle fatalities in 2009; 14 were drivers and 2 were passengers. 87.5% of the people in fatal motorcycle crashes did not wear a helmet.

South Dakota Motorcycle Fatalities 2000 - 2009



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

South Dakota and U.S. Fatalities Per Million Miles Traveled



FFY2010 Highway Safety Goals

The Highway Safety Plan for federal fiscal year 2010 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2009.

Overall Goals

- **Decrease traffic fatalities 21 percent from 2008 calendar base year figure of 121 to 96 by December 31, 2010.**

This objective is not being met. At the end of CY2009, the traffic fatality count was 131.

- **Decrease serious traffic injuries 13 percent from the 2008 calendar base year figure of 925 to 805 by December 31, 2010.**

Progress is being made on this goal. At the end of CY2009, the serious traffic injury count was 842.

- **Decrease fatalities per vehicle miles traveled from the 2008 calendar base year rate of 1.43 to 1.13 by December 31, 2010.**

This objective is not being met. At the end of CY2009, the traffic fatality rate as a function of VMT rose to 1.50.

- **Decrease the unrestrained passenger vehicle occupant fatalities in all seating positions 19 percent from the 2008 calendar base year figure of 60 to 49 by December 31, 2010.**

This objective is not being met. At the end of CY2009, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 79 persons.

- **Decrease alcohol impaired driving fatalities 22 percent from the 2008 calendar base year figure of 35 to 27 by December 31, 2010.**

This objective is not being met. At the end of CY2009 the number of fatalities stood at 47 for those fatalities involving a driver or operator with a BAC of .08 or above.

- **Decrease speeding-related fatalities 21 percent from the 2008 calendar base year figure of 35 to 28 by December 31, 2010.**

This objective is not being met. At the end of CY2009 the number of fatalities stood at 39 for speeding-related deaths.

- **Decrease motorcyclist fatalities 17 percent from the 2008 calendar base year figure of 15 to 12 by December 31, 2010.**

This objective is not being met. For CY2009 to fatality count ended at 16.

- **Decrease unhelmeted motorcyclist fatalities 10 percent from the 2008 calendar base year figure of 11 to 10 by December 31, 2010.**

This objective is not being met. For CY2009 the unhelmeted count ended at 14.

- **Decrease drivers age 20 or younger involved in fatal crashes 16 percent from the 2008 calendar base year figure of 23 to 19 by December 31, 2010.**

Progress is being made on this goal. At the end of CY2009 the number was 20.

- **Reduce pedestrian fatalities 55 percent from the 2008 calendar base year figure of 10 to 5 by December 31, 2010.**

This goal is being exceeded as the number of pedestrian fatalities stood at 4 at the end of CY2009.

- **Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.3 percentage points from the 2008 calendar year base year average usage rate of 71.8 percent to 73.1 percent by December 31, 2010.**

This goal has been exceeded. Statewide usage for CY2010 is reported at 74.5%.

In addition to the goals outlined above, activity measures at the end of CY2009 had the following results:

- Impaired Driving Citations: 7,070
- Occupant Protection Citations: 6,403
- Speed Citations: 30,907

FFY10 Project Agreement Annual Report Summaries

911 Rural Addressing –Turner County and Faulk County

Contact Information:

Brent Koens, Chief Deputy Faulk County 924 Lafoon Ave., PO Box 157 Faulkton, SD 574385	Ron Schulte Turner County 1070 E. 6 th , PO Box 549 Parker, SD 57053
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It's essential that each road intersection have a physical address so emergency services (police, fire, and ambulance) can respond to crash locations quickly and to accurately record traffic crash location information.

The counties noted above completed their 911 signage projects in FFY10 and have provided road name and location data to the Department of Transportation to be included in the statewide road location system.

These projects were funded with Section 408 federal dollars and local match.

ABATE of South Dakota

Contact Information:

Dianna Miller
ABATE of SD Grant Coordinator
2601 S. Minnesota Ave, Suite 105
Sioux Falls, SD 57105

In FFY10, ABATE of South Dakota worked on several motorcycle safety projects. ABATE developed and ran Share the Road TV and radio ads to educate motorists to exercise safety around motorcyclists. ABATE placed 1,075 30-second radio ads and 3,082 TV ads; these ads were matched with free ads from the stations. These ads ran statewide in May-September 4, 2010.

ABATE produced and distributed 60,000 Black Hills Skills Maps. Each year, 400,000 or more motorcyclists gather in the Black Hills of South Dakota for the annual Sturgis Motorcycle Rally. Most attendees are from out-of-state and are not familiar with the hilly, winding roads in the Black Hills. To promote traffic safety, ABATE provides maps that show the roads in the Black Hills with difficulty ratings to educate riders before they ride dangerous roads. The maps are distributed at a booth during the Rally, provided at interstate comfort stops, and at local businesses, hotels, and campgrounds.

ABATE actively participates in the Roadway Safety Committee which provides opportunities for collaboration on motorcycle safety issues with other highway safety programs.

This project was funded with Section 2010 and 402 federal dollars as well as local funding.

Community Alcohol Prevention

Contact Information: Shawnie Rechtenbaugh
 Department of Human Services, Division of Alcohol & Drug Abuse
 3800 East Highway 34
 Pierre, SD 57501

The Office of Highway Safety provides public education to schools and communities on alcohol and impaired driving through a statewide communications system, the SD Prevention Network. The Network is made up of specialists in alcohol & drug prevention who are under contract with the Division of Alcohol & Drug Abuse. Each specialist is assigned to serve several counties which collectively provide services statewide.

In FFY10, the Network distributed public education materials and provided presentations in communities. Public education materials promoted by the Network are provided by several sources including Volunteers of America - Safe Communities Project, the state Parents Matter project, NHTSA campaigns, and material developed by the Office of Highway Safety media consultant.

The Network staff track the number of hours and people served during grant funded activities. In FFY10, 1,848 hours of service were provided by this project and 173,878 people were reached with alcohol/impaired driving messages.

This project was funded with Section 164 federal dollars.

Community Outreach and Program Management

Contact Information: Pat Englehart
 Office of Highway Safety
 118 W Capitol Ave
 Pierre, SD 57501

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

This project was funded with Section 402 federal dollars.

Department of Public Safety Communications

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

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

This project was funded with Section 402 federal dollars.

Dewey County Traffic Safety Project

Contact Information: Les Mayer, Sheriff
Dewey County Sheriff's Office
702 C Street, Box 340
Timber Lake, SD 57656

This project provided support for traffic enforcement in a county that shares jurisdiction with a reservation. Traffic enforcement focused on speed violations and public education on impaired driving and seatbelts. Saturation patrols were conducted with other law enforcement agencies and a speed board was used to slow speeding traffic.

This project was funded with Section 402 federal dollars.

DUI Court 6th District

Contact Information: Noreen Plumage
Capital Area Counseling Services
803 E Dakota Avenue
Pierre, SD 57501

A DUI Court was developed in South Dakota's 6th District following the national DUI Court model. DUI Court is an option for judges in this circuit to prevent incarceration and provide judicially supervised treatment for eligible offenders. To be eligible for DUI Court, an offender must have a current felony DUI conviction, no history of illegal drug distribution or violent crimes, have an alcohol/drug dependence or abuse diagnosis, be at least 18 years old and live within 25 miles of the Stanley County Courthouse. Programming requirements include participation in the 24/7 program, attendance at a community support group, weekly court and participation in alcohol/drug and mental health treatment.

In FFY10, the DUI Court accepted 12 people into the program. As part of the DUI Court program, meetings were held weekly in court with the client, judge, state's attorney, defense counsel, court service officer, program manager, case manager, and treatment provider. Over the course of at least a year, the client progresses through four phases of approximately 3 months each in duration as well as relapse prevention and aftercare sessions. If the client does not continue to participate in their treatment plan, they are referred back to the court for traditional sentencing. September 2010 saw two graduating from the program; December 2010 the DUI Court graduated three more clients.

This project was funded with Section 410 federal dollars.

Emergency Medical Services for Children

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

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

EMSC provided injury prevention demonstrations at the regional Sioux Empire State Fair from August 11-14, 2010. Education topics included child seats, seatbelts, bike safety, impaired driving, and first aid. Twenty-two agencies participated in the Fair activities including the State Highway Patrol who provided roll-over simulator demonstrations and SAFE Kids Spot the Tot. Ninety volunteers provided 560 hours of time to this project; 1,400 youth and 1,050 adults were provided injury prevention information.

This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY10, EMSC created a physical bike rodeo kit to provide assistance to communities who hosted a bike rodeo. The updated program brochure and bike rodeo kit are available online. EMSC coordinated nine bike rodeos, serving 510 youth. In addition, EMSC provided nearly 1,000 bike helmets to youth at the bike rodeos and at other community events across the state.

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

Emergency Medical Services Program

Contact Information: Danny Hayes
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

In South Dakota, 80% of the ambulance services are staffed by volunteers so offering training at no cost is essential to maintain sufficient volunteers to serve. Approximately 15% of the state's ambulance services have a shortage of trained personnel at any one time. There are 127 ground and 6 air ambulance services in the state.

EMS trains four levels of emergency responders: EMT-Basic, EMT-Intermediate/85, EMT-Intermediate/99, and EMT-Paramedic. In FFY10, training was provided to 588 newly trained EMTs, 40 First Responders, 45 EMT-Paramedics, provided 40 emergency vehicle defensive driving courses, held 18 Life Support classes, and provided refresher/recertification training for 1,898 Emergency Medical Technicians.

The Office of Highway Safety funded a proportionate share of EMS program expenses; approximately 7,000 ambulance calls a year are in response to a traffic crash (motor vehicle crashes, motorcycle, pedestrian, all terrain vehicles, or bicycles). In FFY10; proportionate share

of EMS Program training expenses was 13.4% of overall expenses, reflecting the percent of EMS responses needed for traffic crashes.

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

Fatal Accident Crash Team

Contact Information: Brian Mueller
Pennington County Sheriff's Office
300 Kansas City Street
Rapid City, SD 57701

Drinking was contributing factor in 50% of the fatality crashes in 2008 and 2009. The Pennington County State's Attorney's Office charged two individuals with vehicular battery in 2008 and one in 2009. There was no vehicular homicide charges filed in Pennington County in either year. In 2008, one case was pleaded to a DUI and the other was convicted of vehicular battery. In 2009, the case was pleaded to a DUI.

A Fatal Accident Crash Team was developed in the Black Hills to provide critical expertise to crash investigations involving fatalities or serious injuries. This project increases the conviction rates for vehicular homicide and battery cases thus reducing the number of traffic crashes.

This project was funded with Section 410 federal dollars.

Growing Up Together

Contact Information: Dawn Tassler
Growing Up Together
800 E Dakota
Pierre, SD 57501

This project supported public education on drinking and driving, occupant protection, and bike safety. A Think and Drive – Stay Alive, drinking and driving, presentation at the local high school to reduce alcohol related crashes among youth was held on March 23, 2010. Over 500 high school students attended the presentations.

On April 17, 2010, a car seat clinic and bike rodeo were held in conjunction with Kids Safe Saturday, a community-wide event with various safety events for kids at different locations in town. The car seat clinic provided public education to 210 adults and children; the bike rodeo had 24 youth participants and provided 10 helmets to children without a helmet; the rest of the children had their helmets checked for size and fit.

Radio ads were developed and ran during May for seatbelt promotion.

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

Highway Patrol

Contact Information: Major Randy Hartley, Acting Superintendent/Sgt. Jon Stahl
Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

In FFY10, the Highway Patrol provided 4578 hours of overtime for increased alcohol enforcement in the state resulting in 890 people arrested for impaired driving, 144 citations for underage possession / consumption, and 187 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 1731 hours of overtime to increase speed enforcement; 2,068 people were given speed citations and 3293 people were given speed warnings by the Patrol in FFY10.

The Highway Patrol performed 189 sobriety checkpoints and 228 saturation patrols; 214 impaired driving arrests were elicited during these high visibility events. Each high visibility event was preceded by a news release developed by the Public Information Officer.

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

The Highway Patrol dedicated 2,201 hours to safety and education programs across the state. Troopers conducted presentations at schools, civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

Alive at 25 is a program implemented by the Highway Patrol with the assistance of the SD Safety Council. Alive at 25 is for youth aged 14-25; the program teaches responsible driving. In FFY10, troopers taught 18 Alive at 25 classes.

In conjunction with May Seatbelt Mobilization activities, the Highway Patrol unveiled the Roll-Over Simulator. Troopers provide public education while using the simulator to demonstrate what happens to a person when they don't use a seatbelt. In FFY10, the simulator was used at 52 events from May through September. The Public Information Officer used these events to generate earned media.

The Highway Patrol was provided with federal support for increased traffic enforcement and public education overtime; equipment including radars, cameras, and TraCS related accessories; and public education materials.

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

Law Enforcement Equipment

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

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

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

Law Enforcement Liaisons

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

Four individuals with law enforcement experience provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY10, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education.

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

In FFY10, the LELs were available to provide assistance to 66 county sheriff offices, 80 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY10: 26 sheriff offices, 22 police departments, and 1 tribal law enforcement agency.

This project is funded with Section 402 federal dollars.

Law Enforcement Overtime

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

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

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

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

Lawrence and Schiller, Media Contractor

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

The Office of Highway Safety released a Request for Proposals for marketing services in FFY10. Lawrence & Schiller was offered a contract; the RFP (FFY2009) included provision for 2 subsequent year contracts. In FFY10, Lawrence & Schiller developed social norming campaigns for impaired driving, seatbelts, and motorcycle safety. The campaigns followed NHTSA's Communications Calendar. Media campaign ads were placed on TV and radio, in newspapers, and on billboards. Campaign messaging was placed on incentive materials, rack cards, and through a text messaging website.

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

Madison Buckle Up Bulldogs

Contact Information: Diana Larson
Madison High School
800 NE 9th Street
Madison, SD 57042

This community coalition works to promote seatbelt use. The coalition has an adult advisory group and a student action group. The group developed the "Buckle Up Bulldogs" campaign and logo to promote safety belt use to all ages in Madison. The coalition works closely with the Volunteers of America coordinator and the Safe Communities coordinator, using state developed and NHTSA developed seatbelt promotion materials.

Some of the activities achieved in FFY10 include public presentations, a demonstration of the Highway Patrol's roll-over simulator; local media including radio and newspaper PSAs, signs, articles in school bulletins; a parking lot survey was conducted, and the group implemented a shoulder tap activity to promote seatbelt use. For more information, please see the Buckle Up Bulldogs website at <http://www.buckleupbulldogs.org/>.

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

Miss Click It

Contact Information: Sharmell Dahl-Murphy
Miss Click It
1600 Hillcrest Dr NE
Watertown, SD 57201

Miss Click It is a professional safety clown specializing in occupant protection; she provides presentations to children and adults to increase the use of seat belts, booster seats, and car seats around the state. In FFY10, Miss Click It presented 38 safety shows / special events and provided occupant protection education to 2,407 children and adults. Highway Patrol troopers, police officers, and sheriff's deputies assisted with presentations. This project was funded with Section 402 federal dollars.

Mountain Plains Evaluation

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

In FFY10, a contract with Mountain Plains Evaluation provided evaluation of the 1st Offender Curriculum and the 24/7 Sobriety Project; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

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

In FFY10, 1,322 people participated in 1st Offender courses and 1,099 participants consented to be contacted in one-year for evaluation purposes. After one year, 83.5% of participants stated the course helped them change their driving behavior. From 2004-2009, recidivism rates (course participants that have a 2nd DUI offense) are 28% less than a control group (people who did not take the course).

A 24/7 program can be part of a DUI judgment for people with more than one DUI. The 24/7 program requires people to be monitored continuously for blood alcohol for a set period of time through twice a day breath testing or a Scram ankle bracelet. Data show that, 3 years after participation, people who took part in the monitoring program have a recidivism rate of 5.9% for individuals with at least 30 days of participation compared to 15.6% for a control group.

This project is funded with Section 164 federal dollars.

National EMS Information System (NEMSIS)

Contact Information: Danny Hayes
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

By the end of FFY10, the EMS Program had assisted 125 ambulance services to implement NEMSIS; only two services remain to implement NEMSIS.

This project includes working with the Governor's Trauma System Development Committee; NEMSIS must be coordinated with trauma treatment protocols. Protocols were complete at the end of FFY10 and will be sent to all ambulance services.

This project was funded with Section 408 federal dollars.

Parents Matter Central South Dakota

Contact Information: Ruby Douglas
Capital Area Counseling Services
115 S. Huron
Pierre, SD 57501

This local coalition works to reduce alcohol involved traffic crashes among youth. The coalition uses materials produced by the statewide Parents Matter project, encouraging parents to talk to their kids about drinking and driving before a crash happens.

Parents Matter Central South Dakota works with schools and the parents of students in the Pierre and Ft. Pierre area to provide public education about drinking and driving. Some of the means the coalition used to provide education include a public presentation for youth and parents; using the results of a student survey in a score sheet to present to parents; distributing the statewide Parents Matter brochures, DVD, and letter to parents; and prevention ads were placed in a local newspaper, on local radio stations, and on a transit bus. A local newsletter was also started in the 2010 grant period. Local underage purchase or possession of alcohol arrests fell from 440 arrests in 2007, 332 arrests in 2008, down to 295 in 2009.

This project was funded with Section 164 federal dollars and local donations, but will be funded in the future by the Division of Alcohol and Drug Abuse.

Parents Matter Prairie View Prevention

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

Parents Matter is a public education program that encourages parents to talk to their kids about drinking and driving before the most problematic time, prom and graduation. In FFY10, 102 schools participated in the campaign including 6 universities and colleges.

Parents Matter involves city and county government, law enforcement, school administrators, prevention specialists, parents, and youth in a public education campaign. The statewide

coalition, coordinated by Prairie View Prevention developed strong, consistent, and positive messaging for parents, distributed through paid and earned media (TV and radio), developed a DVD and a website, and provided written materials. The messages include effective, emotional testimonials from families who have lost a child in an alcohol related crash.

Parents Matter started in 2006 when 13 youth were killed in alcohol related crashes in the southeastern area of the state. The number of youth lost has decreased each year; during the prom/graduation season of 2010, 3 youth were lost in alcohol related crashes.

Prairie View Prevention hired a consultant to perform a general opinion survey to ascertain whether people were hearing the public education ads and if they considered them valuable. Surveys were conducted at three public events in FFY10, 149 people participated. When asked if drinking and driving was a problem in SD, 96% said it was a moderate, large, or extreme problem. The number of people who said they were familiar with the Parents Matter program was 34.7% but the majority of people said they had seen/heard testimonials on TV or the radio from parents who'd lost a child in an alcohol related crash. Of the people familiar with Parents Matter, 63% thought the ads were effective.

This project was funded with Section 164 federal dollars.

Pennington County Selective Traffic Enforcement Program (STEP)

Contact Information: Tony Verchio
Pennington County Sheriff's Office
300 Kansas City Street, Suite 100
Rapid City, SD 57701

This project provided support for two additional deputies for traffic enforcement in Pennington County. Pennington County surrounds the 2nd largest city in the state and is part of the Black Hills, which draws over 3 million tourists a year. In addition, Ellsworth Airforce Base is in Pennington County, the Base continually rotates in new personnel to the area who are not familiar with the area or traffic laws. Baseline data for this project was gathered in 2006.

Speeding: STEP deputies issued 2,843 citations and warnings for speeding in FFY10. The additional manpower provided by the STEP deputies has provided the Pennington County Sheriff's Office with enough support to increase speeding citations by 34% since 2006.

Occupant Protection: STEP deputies issued 318 citations and warnings for occupant protection, unrestrained or improperly restrained occupants in motor vehicles. The additional manpower provided by the STEP deputies has provided the Pennington County Sheriff's Office with enough support to increase citations/warnings for occupant protection violations by 71.6% since 2006.

Impaired Driving: STEP deputies made 155 arrests for impaired driving in FFY10. The additional manpower provided by the STEP deputies has supplied the Pennington County Sheriff's Office with enough support to increase impaired driving citations by 47.5% of the total. Of the 188 underage alcohol violation arrests made in FFY10, 22 were made by the STEP deputies, and the rest were made by the Sheriff's officers.

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

Planning and Administration

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

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

Pine Ridge Oglala Sioux Police Department

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

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

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

Project 8 Governors Child Safety Seat Program

Contact Information: Melissa Fluckey
Department of Social Services
700 Governors Drive
Pierre, SD 57501

Project 8 has established a statewide system to educate parents about child safety seats and seatbelts, distribute seats to low-income eligible families, and provide technical assistance for proper installation of seats. Project 8 delivers services through a network of five regional hubs, 72 community partner agencies, 210 certified technicians and 13 certified instructors.

Project 8 distributed 4,911 child safety seats in FFY10 with instruction on proper installation technique. Project 8, as described by its name, promotes the best child seat for the child's height and weight. Of the 4,911 seats distributed in FFY10, an average of 39% was booster seats.

To provide the best instruction and assistance with picking the most appropriate seat for children, Project 8 provides technicians with training and certification opportunities. In FFY10, five technician trainings were held, training or recertifying 50 people. South Dakota had a technician recertification rate of 63.4% at the close of FFY10; this is higher than the national average of 52.2%.

This project was funded with Section 402 federal dollars.

Public Information Officer

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

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

During FFY10, the PIO focused on the three major highway safety campaigns including the May Seatbelt Mobilization, Labor Day Impaired Driving Mobilization, and Holiday Impaired Driving campaign and coordinated public information activities for other highway safety campaigns. The PIO directed the media contractor to develop and release appropriate public information in a timely fashion and assured it was focused on the target audience and was coordinated with the NHTSA Communication Calendar.

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

Rapid City DUI Program

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

To combat the high alcohol crash rates in Rapid City, the police department requested support for two additional officers for impaired driving law enforcement and public education. The DUI officers participate in checkpoints, saturation patrols, patrol for impaired drivers during high risk times and during special events, and work with local media to provide DUI enforcement messaging.

As a result of the decrease in manpower, the Rapid City Police Department had fewer impaired driving arrests by 43% in FFY10 (from 1678 in FFY2009 to 947 in FFY10). Alcohol related crashes decreased by 20.2% (from 109 in FFY2009 to 87 in FFY2010). The department feels a change in the public's perception to drinking and driving, and is choosing not to drink and drive.

This project was funded with Section 410 federal dollars.

Roadway Safety Committee

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

The Roadway Safety Committee provides recommendations and feedback to the SD Office of Highway Safety regarding setting highway safety priority areas, public education campaigns, safety engineering, law enforcement, emergency medical services, driver education, occupant

protection, impaired driving, motorcycle safety and training, and community involvement in highway safety activities. The Committee provides an opportunity for collaboration among a broad variety of agencies involved in highway safety; this maximizes the benefits of projects by avoiding duplication of efforts and coordinate overlapping activities.

The Committee meets semi-annually. In FFY10, the Committee met on November 5, 2009 and April 1, 2010. This project was funded with Section 402 federal dollars.

School Based Alcohol Prevention

Contact Information: Shawnie Rechtenbaugh
Department of Human Services
3800 E Highway 34
Pierre, SD 57501

To address the high number of youth in fatal and injury alcohol-related crashes, this project infuses alcohol related, highway safety activities into school lessons. Life Skills and Project Northland curriculums set the stage for decision making opportunities; infusing alcohol related activities into the lessons emphasizes the impact.

In FFY10, a School Based Prevention Resource Directory was written to provide guidelines to the school districts that participate in this project (Sioux Falls, Aberdeen, Rapid City, and Lead/Deadwood/Spearfish). This project reaches approximately 50,000 students a year. School based staff provided 9,259.75 hours of service in FFY10.

This project is funded with Section 164 federal dollars.

Seatbelt Survey – Administration and Analysis

Contact Information: Cindy Struckman Johnson, Ph.D.
USD Psychology Department
Dakota Union, Room 205
Vermillion, SD 57069

In FFY10, the Office of Highway Safety contracted with the University of South Dakota (USD) to administer and analyze data for the annual seatbelt and motorcycle helmet survey. The survey was administered in partnership with the EMT Association, described below.

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

In FFY10, the Office of Highway Safety added a motorcycle helmet component to the survey to ascertain an estimate of helmet usage. USD received the data from the SD EMT Association described below, performed the analysis, and produced the final report on the results of the survey. In 2010, the certified seatbelt usage rate in South Dakota was 74.5% and helmet usage was estimated at 53.4%.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Observational

Contact Information: Kurt Klunder
SD EMT Association
4749 E. Elmwood Drive
Black Hawk, SD 57718

The Office of Highway Safety contracted with the SD EMT Association for the observation portion of the annual seatbelt/motorcycle helmet survey. The Association provided EMT's to perform the observations at pre-determined sites and times in June 2010. A total of 12,391 motorists and 2,144 motorcycle drivers and passengers were observed. The data was gathered according to NHTSA protocols and provided to USD for analysis (see above).

This project was funded with Section 402 federal dollars.

Sioux Empire Driving Simulators

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

The city of Sioux Falls has a large immigrant and refugee population; this project provides driving simulation experience to people from foreign countries before they drive on the road. Four driving simulators were rebuilt and installed at the Sioux Falls Multi-cultural Center where they are used as part of driving classes. Students are required to take 4 hours of training on the simulators and achieve a minimum score before they can take the Center's driver education course or allowed to drive on roads. Up to 160 hours of instruction is done per month, while only accounting for 60 hours of interpreter time, or an average of 2.5 students/per session. In the past three years, the project has worked with 1200 students. The Multi-cultural Center provides interpreter service for the simulator training in appropriate languages for those using the simulators.

This project is funded with Section 402 federal dollars.

South Dakota School of Mines and Technology Safe Rides

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

To prevent college students from drinking and driving, this Safe Rides program provides prevention education and alternative transportation to college students. This program primarily serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The coalition did open the project to include other SD students in Rapid City attending SDSU, School of Nursing and Black Hills State University. About 20% of the rides are given to these new school students.

The project used a local taxi service to provide safe rides home for approximately 400 students in FFY10. In addition to providing safe rides, the program supported alcohol prevention public

education. Over 2,700 students received direct public education through presentations or received resource materials.

This project is funded with Section 164 federal dollars.

South Dakota State University Safe Rides

Contact Information: Ellie Trautman
South Dakota State University
907 Harvey Dunn St, Box 510 West Hall
Brookings, SD 57007

The SDSU Safe Rides project focused on impaired driving public education for students at SDSU and made alternative transportation available for students to prevent impaired driving.

Public education was provided through presentations in residence halls and in classrooms; posters, promotional messaging, and through feedback from a self-assessment survey administered to freshmen.

The Safe Rides bus service is provided on a contract with the Brookings city transportation system. The bus runs on a regular, well-publicized route during the school year and is available for special events to take students home. The project has built partnerships with local bars and restaurants and solicited donations from businesses and civic organizations. In 2009-2010, 17 students were trained as Safe Rides bus monitors and 9 bus drivers were trained to drive the Safe Rides bus.

The program started in 2006 with a 3 week pilot project and 1,300 students used the service. 2006-07- 5,600 used the bus; 2007-08- 10,062- and increase of 115%; 2008-09- 11,574-an increase of 15%; 2009-10 -10,600- a decrease of 9%. The possible decrease in numbers could be due to economic reasons, more house parties compared to the cost of the bars; weather has been warm in Sept.-November; when the weather turn colder, students call cabs, instead of waiting at the Safe Ride bus shelter; a more studious group of students.

This project was funded with Section 164 federal funds.

Traffic and Criminal Software (TraCS)

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

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

The state Highway Patrol has been using TraCS for crash reporting for about four years. In FFY09, the Office of Highway Safety began expansion of TraCS to county, city and tribal law enforcement agencies. The Lawrence County Sheriff's Office was the first local law enforcement agency to utilize TraCS. Affinity Global Solutions wrote the TraCS output

language, which enabled Lawrence County to develop the software language to link their accident data to their case management system.

Affinity provided technical assistance to 160 state Highway Patrol troopers. Affinity also provided TraCS training and installation for 400 officers within 44 local governmental law enforcement agencies in FFY10.

This project was funded with Section 408 federal dollars.

Traffic Enforcement Training

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

This project supported the following training to state and local law enforcement in FFY10:

- PBT Calibration, Oct. 27, 2009. 26 students attended (State 8, County 6, City 11, and Federal 1). This course was provided to enable agencies to calibrate their Preliminary Breath Testing devices on their own. The standards for this are set by the Department of Health.
- Advanced Standardized Field Sobriety Testing, December 9-10, 2009, 18 students attended (State 2, County 5, City 9, and Federal 2. (A snow storm hampered attendance for this testing program). All students passed the course initially or upon re-test.
- The Police Traffic Supervision and Management was conducted December 14-18, 2009 at the Law Enforcement Training Academy with 19 officers attending. The agency breakdown is as follows: State 7, County 1, City 10, and Federal 1.
- Accident Reconstruction specialized training was held on June 7-18, 2010. It was conducted by the Institute of Police Technology and Management. All 29 attendees successfully completed the course. The students were from the following agencies: State 6, County 5, City 7, and Tribal/BIA 1. Of these, eleven were from outside South Dakota.

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

Traffic Records Coordinating Committee (TRCC)

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

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

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

Traffic Safety Engineer

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

In FFY10, the traffic safety engineer assessed the traffic safety engineering needs of local jurisdictions, provided technical assistance and guidance for the jurisdictions related to traffic safety and administered signing projects for local jurisdictions.

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

Traffic Safety Resource Prosecutor

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

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

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

In FFY10, the TSRP provided a DUI training course for prosecutors and Drug Recognition Expert (DRE) instructors. This course included information from the National Traffic Law Center (NTLC) and guidance for working with victims during prosecution of vehicular homicide cases. The TRSP monitors the NTLC website daily for updates pertinent to South Dakota legal cases.

The TSRP developed a newsletter that will be sent bi-annually to prosecutors and law enforcement. The newsletter will showcase recent impaired driving SD Supreme Court decisions.

In FFY10, the TSRP attended a NHTSA /MADD conference in Denver, Co., the Lifesaver's conference in Philadelphia, PA., a TSRP conference in California, and a DUI Court meeting in Huron, SD. The TSRP continued to participate in the Steering Committee for the Attorney General's office First Offender and 24/7 programs. In addition, the TSRP assisted with the development of the 6th District DUI Court program.

The TSRP coordinated an Impaired Driving Conference for the 2010 Spring SD State's Attorney training conference for prosecutors and law enforcement. This conference focused on prosecuting low or no blood alcohol test DUI offenses. The TSRP has worked with the Office of Highway Safety and law enforcement training center to provide regional field sobriety refresher training courses to local law enforcement agencies; in FFY10, five refresher courses were held. These refresher courses will continue into the next fiscal year to provide refresher courses in all regions of the state.

This project was funded with Section 164 federal funds.

University of South Dakota Government Research Bureau

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

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY11 Highway Safety Plan. To develop the Plan, GRB analyzed data from the state crash database, the seatbelt/helmet survey, and the data from the Department of Transportation. The Plan projects estimates of future fatalities and injuries from traffic crashes, seatbelt use, and sets goals to track citation information. The Plan provides project descriptions that can favorably impact the performance goals as well as providing an annual budget. This project also analyzed how the performance measures were met by the Office of Highway Safety in FFY09.

This project was funded with Section 402 federal dollars.

University of South Dakota Safe Rides

Contact Information: Tiffany L. Kashas
USD Student Counseling Center
414 Clark Street, Julian Hall Room 336
Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides Program provided 10,953 rides during FFY10. The project provided contractual bus service, advertising the service, bus monitors, training for the coordinator, and insurance. This project has the full support and cooperation of the local police department which credits the service to a significant reduction in DUI arrests. There were 13 student DUI arrests in FFY10 when the safe rides bus was operating, compared to 20 arrests in FFY09. Three hundred and sixty-one (17.5%) riders from a random sample of 2060 riders were diverted from driving.

The USD Safe Rides program worked with the alcohol prevention programming at USD, providing education about alcohol use through numerous peer programs and campus organizations.

This project was funded with Section 164 federal funds.

Volunteers of America, Dakotas

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

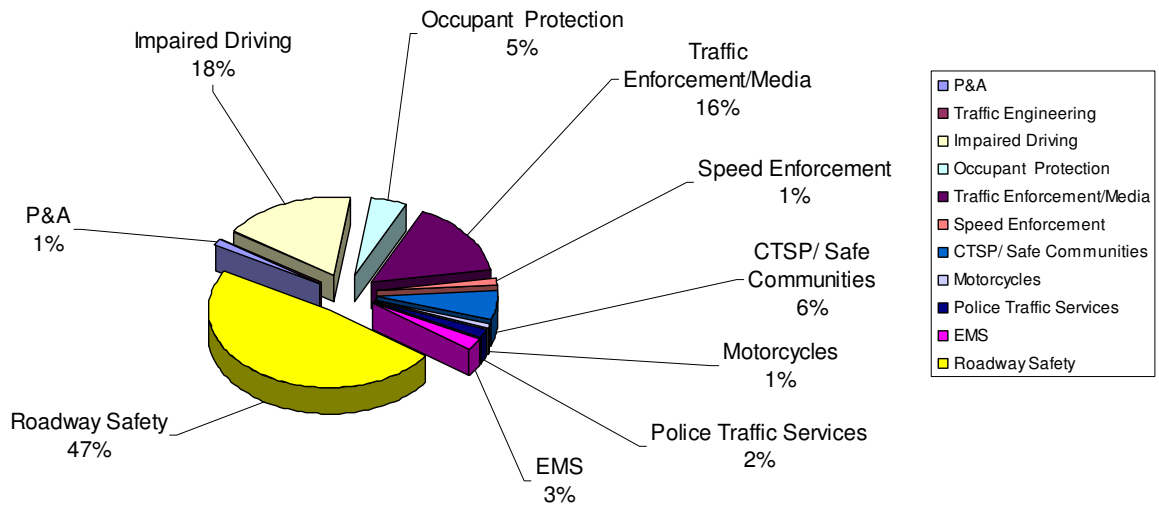
This project provides community outreach to local highway safety projects. The project coordinator provides technical assistance and public education materials to community and college highway safety projects. The coordinator utilizes the SD Prevention Network to provide outreach to communities addressing impaired driving.

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


This project was funded with Section 402 federal dollars.

FFY10 Expenditure Summary

FFY09 Expenditures	402	408	410	164	2010	Total	% of Total
Planning / Administration	\$98,738					\$98,738	1.2%
Alcohol / Impaired Driving	\$0		\$413,122	\$1,021,748		\$1,434,870	17.7%
Occupant Protection	\$374,791					\$374,791	4.6%
Traffic Enforcement / Media	\$787,347		\$486,194			\$1,273,541	15.7%
Speed Enforcement	\$99,778					\$99,778	1.2%
Community Traffic Safety / Safe Communities	\$160,578	\$218,760		\$117,961		\$497,299	6.1%
Motorcycle Safety	\$5,160				\$70,888	\$76,048	0.9%
Police Traffic Services	\$80,552		\$77,891			\$158,443	2.0%
Emergency Medical Services	\$204,915					\$204,915	2.5%
Roadway Safety	\$5,704			\$3,881,380		\$1,762,508	48.0%
TOTALS	\$1,817,563	\$218,760	\$977,207	\$5,021,089	\$70,888	\$8,105,507	100.0%



Addendum: Public Education Campaigns



Also, if you live in the South Dakota cities listed below, you can text at any time for a listing of cab numbers in your area (standard text message rates apply).

For taxis in:	Text to 88188:
Aberdeen	ABERDEEN
Belle Fourche	BELLE
Brookings	BRK
Custer	CSTR
Deadwood	DEADWOOD
Pierre	PIERRE
Rapid City	RC
Sioux Falls	SF
Spearfish	SPEARFISH
Sturgis	STURGIS
Watertown	WATERTOWN
Yankton	YANK

ACT CIVILIZED. Sign up for sobriety checkpoint texts and safe ride reminders.

There are a lot of ways to be responsible when you drink. But only one is downright civilized - knowing not to drink and drive.

Prevent primitive behavior by signing up for sobriety checkpoint alerts and safe ride reminders delivered to your mobile phone. You'll receive a text message when there's a sobriety checkpoint planned in your county.

First Name:

Last Name:

Cell Number:

County:

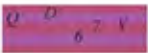
State:

Email (optional):

In the future I would like to receive information from the South Dakota Department of Public Safety.

To be eligible, each entrant must have a mobile phone with SMS technology or access to the Internet. You may fill out this form more than once if you'd like to receive alerts for more than one county.

Verification Code:
In an effort to provide better support to our customers, please enter the code you see in the box below.



The South Dakota sobriety checkpoint alerts will be sent for counties in South Dakota only. If you do not want to receive alerts for a South Dakota county, you may still sign up for future messaging from the South Dakota Department of Public Safety by submitting your email address above. Thank you!




ACT CIVILIZED

DON'T DRINK AND DRIVE.

VISIT WWW.ACTCIVILIZED.COM TO SIGN UP FOR SOBRIETY CHECKPOINT TEXTS AND SAFE RIDE HOME REMINDERS.

Brought to you by the South Dakota Department of Public Safety.

CALL A D.D.
ACT CIVILIZED
CALL A D.D.

THERE ARE A LOT OF WAYS TO BE RESPONSIBLE WHEN YOU DRINK.
 BUT ONLY ONE IS DOWNRIGHT CIVILIZED -
CALLING A DESIGNATED DRIVER.

PREVENT PRIMITIVE BEHAVIOR.
 VISIT WWW.ACTCIVILIZED.COM TO SIGN UP FOR
 SOBRIETY CHECKPOINT TEXTS AND SAFE RIDE HOME REMINDERS.
Brought to you by the South Dakota Department of Public Safety.

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**DON'T
 EMBARRASS
 YOUR SPECIES.**

Act Civilized. Call a D.D.
Brought to you by the South Dakota Department of Public Safety.





**ANYTHING BUT
BUTTONED DOWN.**

WEAR LEATHERS ON EVERY RIDE.

Brought to you by the South Dakota Department of Public Safety.



**NOTHING
STRAIGHT-LACED
ABOUT `EM.**

WEAR BOOTS ON EVERY RIDE.

Brought to you by the South Dakota Department of Public Safety.

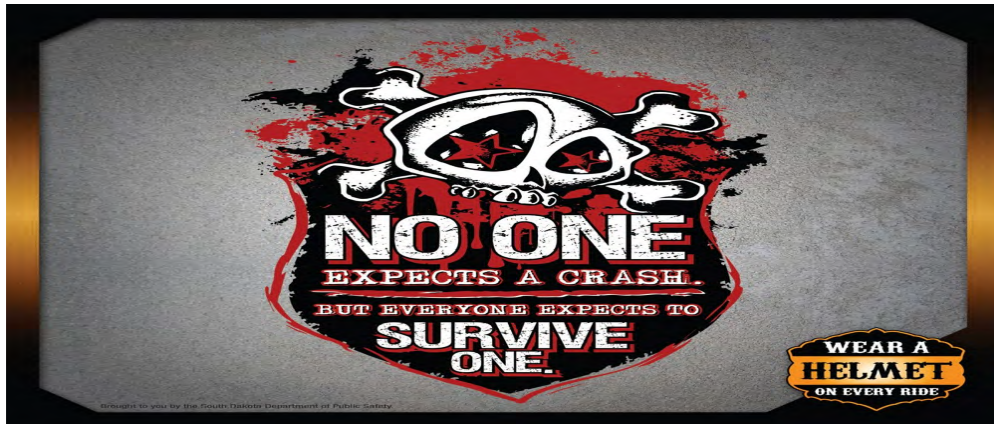


**THE DEFINITION OF
HEADSTRONG.**

WEAR A HELMET ON EVERY RIDE.

Brought to you by the South Dakota Department of Public Safety.

2010 Sidewalk Decals on Deadwood Sidewalks



This project was printed on recycled paper.