

### Annual Report of NHTSA Funded Highway Safety Programs

Federal Fiscal Year 2014

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: <a href="www.state.sd.us/dps/hs">www.state.sd.us/dps/hs</a>

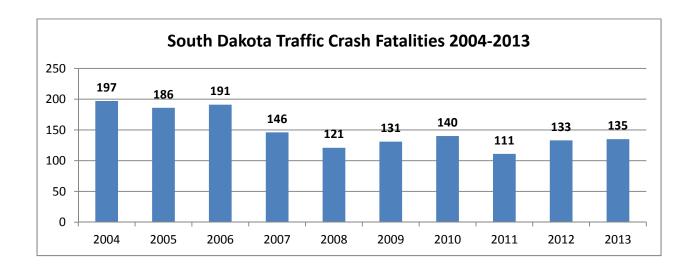
### **Contents**

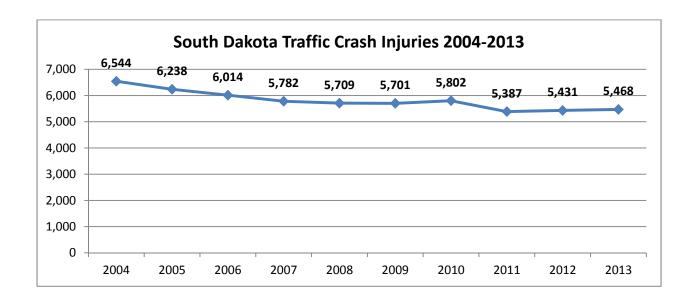
Summary of Annual Reports for FFY14 Highway Safety Projects:  Community Alcohol Prevention	Executive Summary	1
Community Alcohol Prevention	FFY14 Goals and Accomplishments	4
Community Outreach and Program Management.  Dept of Corrections Preventing Serious Injuries in Crashes Involving High Risk Offenders.  Department of Health BAC Testing.  Department of Health Impaired Driving Forensic Lab Support.  Department of Public Safety Communications.  1 DUI Court 5 the 6 the Circuit.  DUI Prosecutor- Minnehaha County.  DUI Prosecutor- Minnehaha County.  DUI Prosecutor- Pennington County.  Emergency Medical Services for Children.  Emergency Medical Services Frogram.  From the HEART.  Highway Patrol.  Law Enforcement Equipment.  Law Enforcement Equipment.  Law Enforcement Overtime.  Law Enforcement Overtime.  Lawrence and Schiller, Media Contractor.  Mountain Plains Evaluation.  National EMS Information System.  Parents Matter Prairie View Prevention.  Planning and Administration.  Planning and Administration.  Planning and Administration and Analysis (USD).  Seatbelt Survey Administration and Analysis (USD).  Seatbelt Survey Observation (EMT Association).  Sioux Empire Mobile Driver Simulators.  South Dakota School of Mines Safe Rides.  2 South Dakota School of Mines Safe Rides.  Traffic and Criminal Software (TraCS).  Traffic Safety Engineer.  Traffic Safety Engineer.  Traffic Safety Resource Prosecutor.  University of South Dakota Government Research Bureau.  2 University of South Dakota Government Research Bureau.  2 University of South Dakota Government Research Bureau.  2 University of South Dakota Safe Rides.	Summary of Annual Reports for FFY14 Highway Safety Projects:	
Dept of Corrections Preventing Serious Injuries in Crashes Involving High Risk Offenders.  Department of Health BAC Testing.  Department of Health Impaired Driving Forensic Lab Support.  Department of Public Safety Communications  1 DUI Court 5th & 6th Circuit.  DUI Prosecutor- Minnehaha County  DUI Prosecutor- Pennington County.  Emergency Medical Services for Children.  Emergency Medical Services Program.  From the HEART.  Highway Patrol.  Law Enforcement Equipment.  Law Enforcement Equipment.  Law Enforcement Usiasons.  Law Enforcement Usiasons.  Law Enforcement Overtime.  1 Lawrence and Schiller, Media Contractor.  Mountain Plains Evaluation.  National EMS Information System.  Parents Matter Prairie View Prevention.  Planning and Administration.  Planning and Administration.  Public Information Officer.  Public Information Officer.  Public Information Officer.  2 Roadway Safety Committee  Seatbelt Survey Administration and Analysis (USD).  Seatbelt Survey Administration and Analysis (USD).  Seatbelt Survey Observation (EMT Association).  2 Seatbelt Survey Administration and Analysis (USD).  Seatbelt Survey Administration and Analysis (USD).		
Department of Health BAC Testing.  Department of Health Impaired Driving Forensic Lab Support.  Department of Public Safety Communications.  DUI Court 5th & 6th Circuit.  DUI Prosecutor- Minnehaha County.  DUI Prosecutor- Pennington County.  Emergency Medical Services for Children.  Emergency Medical Services Program.  From the HEART.  Highway Patrol.  Law Enforcement Equipment.  Law Enforcement Equipment.  Law Enforcement Liaisons.  Law Enforcement Overtime.  1 Lawrence and Schiller, Media Contractor.  Mountain Plains Evaluation.  National EMS Information System.  Parents Matter Prairie View Prevention.  Planning and Administration.  Pine Ridge Oglala Sioux Police Department.  Public Information Officer.  Roadway Safety Committee.  Seatbelt Survey Administration and Analysis (USD)  Seatbelt Survey Observation (EMT Association).  Sioux Empire Mobile Driver Simulators.  South Dakota State University Safe Rides.  South Dakota Stoad Coordinating Committee.  Traffic and Criminal Software (TraCS).  2 Traffic Records Coordinating Committee.  Traffic Safety Engineer.  2 Traffic Safety Resource Prosecutor.  University of South Dakota Safe Rides.  2 University of America, Dakotas.	Community Outreach and Program Management	12
Department of Health Impaired Drīving Forensic Lab Support Department of Public Safety Communications 11 DUI Court 5th & 6th Circuit. 12 DUI Prosecutor- Minnehaha County. 13 DUI Prosecutor- Pennington County. 14 Emergency Medical Services for Children. 15 Emergency Medical Services Program. 16 Emergency Medical Services Program. 17 From the HEART. 17 Highway Patrol. 18 Law Enforcement Equipment. 19 Law Enforcement Equipment. 10 Law Enforcement Unit Contractor. 10 Law Enforcement Overtime. 11 Law Enforcement Overtime. 12 Law Enforcement Overtime. 13 Law Enforcement Overtime. 14 Lawrence and Schiller, Media Contractor. 15 Mountain Plains Evaluation. 16 National EMS Information System. 27 Parents Matter Prairie View Prevention. 28 Parents Matter Prairie View Prevention. 29 Pine Ridge Oglala Sioux Police Department. 20 Pine Ridge Oglala Sioux Police Department. 21 Public Information Officer. 22 Roadway Safety Committee. 23 Seatbelt Survey Administration and Analysis (USD). 24 Seatbelt Survey Administration and Analysis (USD). 25 Seatbelt Survey Administration and Analysis (USD). 26 Seatbelt Survey Administration and Analysis (USD). 27 Seatbelt Survey Observation (EMT Association). 28 South Dakota Broadcasters. 29 South Dakota Broadcasters. 20 South Dakota State University Safe Rides. 20 South Dakota State University Safe Rides. 21 Traffic Records Coordinating Committee. 22 Traffic Records Coordinating Committee. 23 Traffic Safety Engineer. 24 Traffic Safety Resource Prosecutor. 25 University of South Dakota Safe Rides. 26 University of South Dakota Safe Rides. 27 University of South Dakota Safe Rides. 28 Volunteers of America, Dakotas.		
Department of Public Safety Communications 1 DUI Court 5th & 6th Circuit. 1 DUI Prosecutor- Minnehaha County. 1 DUI Prosecutor- Pennington County. 1 Emergency Medical Services for Children 1 Emergency Medical Services Program 1 From the HEART 1 Highway Patrol 1 Law Enforcement Equipment. 1 Law Enforcement Usisons 1 Law Enforcement Overtime 1 Lawrence and Schiller, Media Contractor 1 Mountain Plains Evaluation. 1 National EMS Information System 2 Parents Matter Prairie View Prevention 2 Planning and Administration 2 Pine Ridge Oglala Sioux Police Department 2 Public Information Officer. 2 Roadway Safety Committee 2 Seatbelt Survey Administration and Analysis (USD) 2 Seatbelt Survey Administration 2 South Dakota School of Mines Safe Rides 2 South Dakota School of Mines Safe Rides 2 South Dakota School of Mines Safe Rides 2 Traffic And Criminal Software (TraCS) 2 Traffic Safety Resource Prosecutor 2 University of South Dakota Government Research Bureau 2 University of South Dakota Government Research Bureau 2 University of South Dakota Safe Rides 2 Volunteers of America, Dakotas 2		
DUI Court 5th & 6th Circuit.         1           DUI Prosecutor- Minnehaha County         1           DUI Prosecutor- Pennington County.         1           Emergency Medical Services for Children         1           Emergency Medical Services Program         1           From the HEART         1           Highway Patrol         1           Law Enforcement Equipment         1           Law Enforcement Liaisons         1           Law Enforcement Overtime         1           Law Enforcement Overtime         1           Lawrence and Schiller, Media Contractor         1           Mountain Plains Evaluation         1           National EMS Information System         2           Parents Matter Prairie View Prevention         2           Planning and Administration         2           Pine Ridge Oglala Sioux Police Department         2           Pine Ridge Oglala Sioux Police Department         2           Public Information Officer         2           Roadway Safety Committee         2           Seatbelt Survey Administration and Analysis (USD)         2           Seatbelt Survey Observation (EMT Association)         2           Seatbelt Survey Observation (EMT Association)         2           South Dakot	Department of Health Impaired Driving Forensic Lab Support	13
DUI Prosecutor- Minnehaha County	Department of Public Safety Communications	14
DUI Prosecutor- Pennington County.         1           Emergency Medical Services for Children         1           Emergency Medical Services Program         1           From the HEART         1           Highway Patrol         1           Law Enforcement Equipment         1           Law Enforcement Equipment         1           Law Enforcement Overtime         1           Law Enforcement Overtime         1           Law rence and Schiller, Media Contractor         1           Mountain Plains Evaluation         1           National EMS Information System         2           Parents Matter Prairie View Prevention         2           Planning and Administration         2           Pine Ridge Oglala Sioux Police Department         2           Public Information Officer         2           Roadway Safety Committee         2           Seatbelt Survey Administration and Analysis (USD)         2           Seatbelt Survey Observation (EMT Association)         2           Seatbelt Survey Observation (EMT Association)         2           South Dakota Broadcasters         2           South Dakota State University Safe Rides         2           South Dakota State University Safe Rides         2           Traff	DUI Court 5" & 6" Circuit	14
Emergency Medical Services for Children         1           Emergency Medical Services Program         1           From the HEART         1           Highway Patrol         1           Law Enforcement Equipment         1           Law Enforcement Usisons         1           Law Enforcement Overtime         1           Lawrence and Schiller, Media Contractor         1           Mountain Plains Evaluation         1           National EMS Information System         2           Parents Matter Prairie View Prevention         2           Planning and Administration         2           Pine Ridge Oglala Sioux Police Department         2           Pine Ridge Oglala Sioux Police Department         2           Public Information Officer         2           Roadway Safety Committee         2           Seatbelt Survey Administration and Analysis (USD)         2           Seatbelt Survey Administration and Analysis (USD)         2           Seatbelt Survey Observation (EMT Association)         2           Sioux Empire Mobile Driver Simulators         2           South Dakota Broadcasters         2           South Dakota School of Mines Safe Rides         2           South Dakota State University Safe Rides         2 <t< th=""><td></td><td></td></t<>		
Emergency Medical Services Program.       1         From the HEART.       1         Highway Patrol.       1         Law Enforcement Equipment.       1         Law Enforcement Liaisons.       1         Law Enforcement Overtime       1         Lawrence and Schiller, Media Contractor       1         Mountain Plains Evaluation       1         National EMS Information System       2         Parents Matter Prairie View Prevention       2         Planning and Administration       2         Pine Ridge Oglala Sioux Police Department       2         Public Information Officer       2         Roadway Safety Committee       2         Seatbelt Survey Administration and Analysis (USD)       2         Seatbelt Survey Observation (EMT Association)       2         Seatbelt Survey Observation (EMT Association)       2         Sioux Empire Mobile Driver Simulators       2         South Dakota Broadcasters       2         South Dakota School of Mines Safe Rides       2         South Dakota State University Safe Rides       2         Traffic Enforcement Training       2         Traffic Records Coordinating Committee       2         Traffic Safety Resource Prosecutor       2		
From the HEART. Highway Patrol Law Enforcement Equipment Law Enforcement Liaisons 1 Law Enforcement Overtime 1 Law Enforcement Overtime 1 Lawrence and Schiller, Media Contractor 1 Mountain Plains Evaluation 1 National EMS Information System 2 Parents Matter Prairie View Prevention 2 Planning and Administration 2 Pine Ridge Oglala Sioux Police Department 2 Public Information Officer 2 Roadway Safety Committee 2 Seatbelt Survey Administration and Analysis (USD) 2 Seatbelt Survey Observation (EMT Association) 2 Sioux Empire Mobile Driver Simulators 2 South Dakota Broadcasters 2 South Dakota School of Mines Safe Rides 2 South Dakota State University Safe Rides 2 Traffic and Criminal Software (TraCS) 2 Traffic Records Coordinating Committee 2 Traffic Safety Resource Prosecutor 2 University of South Dakota Safe Rides 2 University of South Dakota Safe Rides 2 University of South Dakota Safe Rides 2 Volunteers of America, Dakotas 2  Volunteers of America, Dakotas		
Highway Patrol		
Law Enforcement Equipment		
Law Enforcement Diaisons		
Law Enforcement Overtime1Lawrence and Schiller, Media Contractor1Mountain Plains Evaluation1National EMS Information System2Parents Matter Prairie View Prevention2Planning and Administration2Pine Ridge Oglala Sioux Police Department2Public Information Officer2Roadway Safety Committee2Seatbelt Survey Administration and Analysis (USD)2Seatbelt Survey Observation (EMT Association)2Sioux Empire Mobile Driver Simulators2South Dakota Broadcasters2South Dakota State University Safe Rides2South Dakota State University Safe Rides2Traffic and Criminal Software (TraCS)2Traffic Records Coordinating Committee2Traffic Records Coordinating Committee2Traffic Safety Engineer2Traffic Safety Resource Prosecutor2University of South Dakota Government Research Bureau2University of South Dakota Safe Rides2Volunteers of America, Dakotas2		
Lawrence and Schiller, Media Contractor		
Mountain Plains Evaluation1National EMS Information System2Parents Matter Prairie View Prevention2Planning and Administration2Pine Ridge Oglala Sioux Police Department2Public Information Officer2Roadway Safety Committee2Seatbelt Survey Administration and Analysis (USD)2Seatbelt Survey Observation (EMT Association)2Sioux Empire Mobile Driver Simulators2South Dakota Broadcasters2South Dakota School of Mines Safe Rides2South Dakota State University Safe Rides2Traffic and Criminal Software (TraCS)2Traffic Records Coordinating Committee2Traffic Resty Engineer2Traffic Safety Engineer2Traffic Safety Resource Prosecutor2University of South Dakota Government Research Bureau2University of South Dakota Safe Rides2Volunteers of America, Dakotas2		
National EMS Information System2Parents Matter Prairie View Prevention2Planning and Administration2Pine Ridge Oglala Sioux Police Department2Public Information Officer2Roadway Safety Committee2Seatbelt Survey Administration and Analysis (USD)2Seatbelt Survey Observation (EMT Association)2Sioux Empire Mobile Driver Simulators2South Dakota Broadcasters2South Dakota School of Mines Safe Rides2South Dakota State University Safe Rides2Traffic and Criminal Software (TraCS)2Traffic Records Coordinating Committee2Traffic Safety Engineer2Traffic Safety Resource Prosecutor2University of South Dakota Government Research Bureau2University of South Dakota Safe Rides2Volunteers of America, Dakotas2		
Parents Matter Prairie View Prevention		
Planning and Administration2Pine Ridge Oglala Sioux Police Department2Public Information Officer2Roadway Safety Committee2Seatbelt Survey Administration and Analysis (USD)2Seatbelt Survey Observation (EMT Association)2Sioux Empire Mobile Driver Simulators2South Dakota Broadcasters2South Dakota School of Mines Safe Rides2South Dakota State University Safe Rides2Traffic and Criminal Software (TraCS)2Traffic Records Coordinating2Traffic Records Coordinating Committee2Traffic Safety Engineer2Traffic Safety Resource Prosecutor2University of South Dakota Government Research Bureau2University of South Dakota Safe Rides2Volunteers of America, Dakotas2		
Pine Ridge Oglala Sioux Police Department 2 Public Information Officer 2 Roadway Safety Committee 2 Seatbelt Survey Administration and Analysis (USD) 2 Seatbelt Survey Observation (EMT Association) 2 Sioux Empire Mobile Driver Simulators 2 South Dakota Broadcasters 2 South Dakota School of Mines Safe Rides 2 South Dakota State University Safe Rides 2 Traffic and Criminal Software (TraCS) 2 Traffic Enforcement Training 2 Traffic Records Coordinating Committee 2 Traffic Safety Engineer 2 Traffic Safety Resource Prosecutor 2 University of South Dakota Government Research Bureau 2 University of South Dakota Safe Rides 2 Volunteers of America, Dakotas 2		
Public Information Officer		
Roadway Safety Committee 2 Seatbelt Survey Administration and Analysis (USD) 2 Seatbelt Survey Observation (EMT Association) 2 Sioux Empire Mobile Driver Simulators 2 South Dakota Broadcasters 2 South Dakota School of Mines Safe Rides 2 South Dakota State University Safe Rides 2 Traffic and Criminal Software (TraCS) 2 Traffic Enforcement Training 2 Traffic Records Coordinating Committee 2 Traffic Safety Engineer 2 Traffic Safety Resource Prosecutor 2 University of South Dakota Government Research Bureau 2 University of South Dakota Safe Rides 2 Volunteers of America, Dakotas 2		
Seatbelt Survey Administration and Analysis (USD) Seatbelt Survey Observation (EMT Association) Sioux Empire Mobile Driver Simulators South Dakota Broadcasters South Dakota School of Mines Safe Rides South Dakota State University Safe Rides Traffic and Criminal Software (TraCS) Traffic Enforcement Training Traffic Records Coordinating Committee Traffic Safety Engineer Traffic Safety Resource Prosecutor University of South Dakota Government Research Bureau University of South Dakota Safe Rides Volunteers of America, Dakotas		
Seatbelt Survey Observation (EMT Association)2Sioux Empire Mobile Driver Simulators2South Dakota Broadcasters2South Dakota School of Mines Safe Rides2South Dakota State University Safe Rides2Traffic and Criminal Software (TraCS)2Traffic Enforcement Training2Traffic Records Coordinating Committee2Traffic Safety Engineer2Traffic Safety Resource Prosecutor2University of South Dakota Government Research Bureau2University of South Dakota Safe Rides2Volunteers of America, Dakotas2		
Sioux Empire Mobile Driver Simulators		
South Dakota Broadcasters 2 South Dakota School of Mines Safe Rides 2 South Dakota State University Safe Rides 2 Traffic and Criminal Software (TraCS) 2 Traffic Enforcement Training 2 Traffic Records Coordinating Committee 2 Traffic Safety Engineer 2 Traffic Safety Resource Prosecutor 2 University of South Dakota Government Research Bureau 2 University of South Dakota Safe Rides 2 Volunteers of America, Dakotas 2		
South Dakota School of Mines Safe Rides		
South Dakota State University Safe Rides		
Traffic and Criminal Software (TraCS)		
Traffic Enforcement Training		
Traffic Records Coordinating Committee		
Traffic Safety Engineer		
Traffic Safety Resource Prosecutor		
University of South Dakota Government Research Bureau		
University of South Dakota Safe Rides	University of South Dakota Government Research Bureau	27
Volunteers of America, Dakotas2	University of South Dakota Safe Rides	28
FFY14 Expenditures2		
	FFY14 Expenditures	29
Addendum: Public Education Campaigns3	Addendum: Public Education Campaigns	34

#### South Dakota Highway Safety Executive Summary

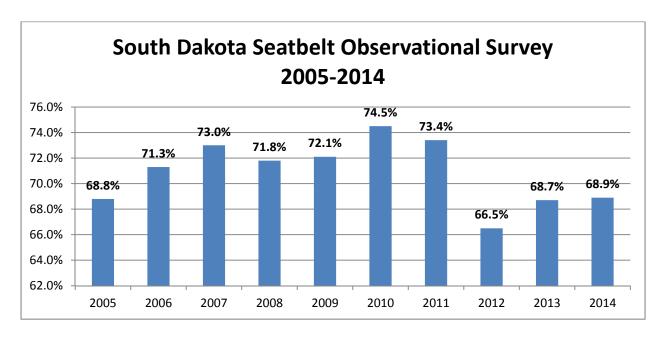
This report provides information about NHTSA funded highway safety activity for FFY14. Crash data from 2013 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2014 survey.

There is an average of 16,626 reportable traffic crashes in South Dakota each year. There were 135 fatalities and 5,468 injuries as a result of traffic crashes in 2013; this is a 1.5% increase in fatalities and a 0.7% increase in injuries from 2012.



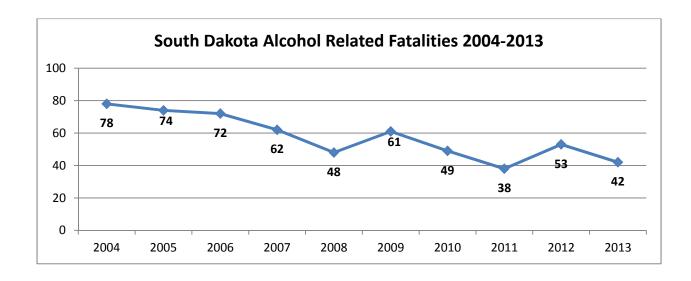


In 2013, 59.2% of the motor vehicle occupants killed in traffic crashes were not wearing seatbelts. Of the 103 fatalities, 61 were not wearing seatbelts. Of the 61 not wearing seatbelts, 38 were ejected from the vehicle. The most recent observational seatbelt survey shows an increase in the number of people wearing seatbelts, from 68.7% in 2013 to 68.9% in 2014, based on new survey methodology implemented by NHTSA.

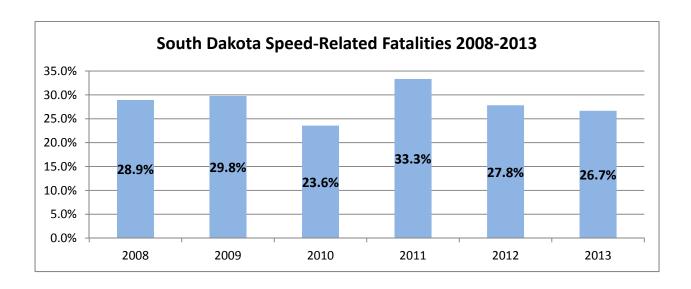


<sup>\*</sup>New survey methodology implemented by NHTSA in 2012.

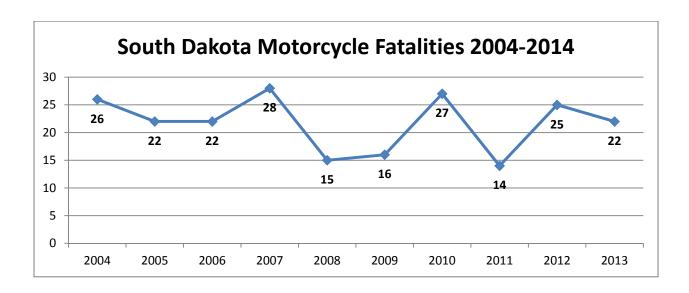
Alcohol-related fatalities continue to show a trending decline in the state. 2013 showed a significant decline from the prior year for this type of fatality by approximately 26.2%, from 53 to 42 fatalities.



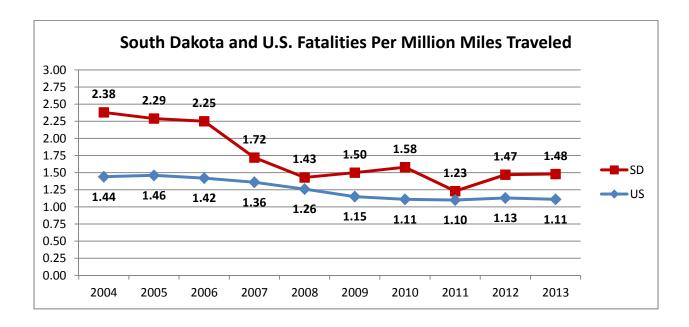
Speed was a contributing factor in .9% fewer fatalities in 2013 as compare to 2012.



In 2013, the number of motorcycle crash fatalities was in line with the ten-year average of 22 motorcycle fatalities per year. There were 22 motorcycle fatalities in 2013; 20 were drivers and 2 were passengers. 64% of the motorcyclists killed in motor vehicle traffic crashes did not wear a helmet.



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



#### FFY2014 Highway Safety Goals and Outcomes

The Highway Safety Plan for federal fiscal year 2014 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2013.

#### **Overall Goals**

C1 – Decrease the traffic fatalities five-year average by at least .6 percent from the 2008-2012 average of 127.2 to a five year average for 2009-2013 of 126.6.

#### Outcome:

At the end of CY2013, the traffic fatality count was 135 or a five year average of 130 fatalities. This misses the performance measure mark by 2.8 fatalities, or slightly more that 2%.

#### **General Assessment:**

Part of the challenge of meeting this goal is the increased fatality reporting from tribal safety partners. While South Dakota traffic fatalities continue to trend downward, we did miss this goal and will continue to work with our partners across the state.

We funded the following programs to assist in achieving this goal.

Community Outreach

- DOT Hazard Elimination
- Grant Management System
- Law Enforcement Programs/Overtime
- Our LEL Division
- Planning & Administration
- Public Information Officer
- Roadway Safety Committee
- USD Business Research

Clearly, we need to develop additional grass-root efforts to bring the fatality number down and to fine-tune the use of law enforcement overtime. A GIS analysis of multiyear fatality and injury crashes will be undertaken to create a sharper focus of these efforts.

# C2 – Decrease the serious traffic injuries five-year average by at least 3 percent from the 2008-2012 average of 858 to a five-year average for 2009-2013 of 833.

#### Outcome:

At the end of CY2013, the serious traffic injury count was 832 bringing the 5 year average to 819.4. This goal has been met.

#### **General Assessment:**

Injury crash prevention and fatal crash prevention often go hand-in-glove and the fact that our injury crash number goal is met is good news. Both crash reduction programs, however, depend on the ongoing effort in other program areas.

It should also be noted that the higher number of traffic injuries (as opposed to crash fatalities) allows for greater statistical allowances in data. For example, when a state has a relatively low fatality count, such as South Dakota, the addition of a small handful of fatal crashes is a statistical issue.

We funded the following programs specifically to assist in achieving this goal.

- EMS Training
- DOC Preventing Serious Injuries in crashes involving High Risk Offenders

The South Dakota Office of Highway Safety will continue to explore program opportunities to reduce injury crashes. This will have a corresponding effect on fatal crash numbers.

# C3 - Decrease fatalities per vehicle miles traveled from the 2012 calendar base year rate of 1.47 to 1.32 by December 31, 2013.

#### Outcome:

At the end of CY2013, the traffic fatality rate as a function of VMT rose to 1.48 in South Dakota.

#### **General Assessment:**

The highway safety office has some control over this number but this goal is almost entirely dependent on vehicle miles traveled by the motoring public.

It is the common wisdom of traffic safety professionals that VMT's ebb and flow with the economy. So, while an improvement in fatality counts may be made by the OHS, the outcome of this measure is dependent on economic factors outside the control of the state.

In a period of relative economic distress, the VMT goal will go up slightly because of fewer miles traveled. States, such as South Dakota, that depend heavily on tourism and the vehicles used to accomplish 'family vacations' look for improved economic periods to fulfill this goal.

C4 – Decrease the unrestrained passenger vehicle occupant fatalities five-year average by at least 2 percent from the 2008-2012 average of 66.2 to a five-year average for 2009-2013 of 65.

#### Outcome:

At the end of CY2013, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 61 persons which brings the 5 year average down to 64.8, exceeding our goal.

#### General Assessment:

Even with the changed NOPUS methodology in 2012, South Dakota's seatbelt usage rate is in need of improvement.

We are a secondary enforcement state and because of that our efforts need to be largely focused on educational messages and teaching the next generation the value of buckling up. NHTSA may argue that secondary enforcement doesn't mean 'zero enforcement' and South Dakota agrees. But, the stark reality is that enforcement is complicated as a secondary issue.

Despite a lack of primary enforcement and a substantial fine for not wearing a seatbelt, it remains the duty of the Office of Highway Safety to increase seatbelt usage. This will be a continued multi-front project because of the east/west river composite of the state. Adding the nine tribes to the messaging also creates a challenge.

We have funded the following programs to assist in achieving this goal.

- Media
- Oglala Sioux Tribe
- SD Broadcasters
- Seat Belt Survey
- Sioux Empire Safety Village

- Sioux Falls PD
- Volunteers of America
- C5 Decrease the alcohol impaired driving fatalities five-year average by at least 1 percent from the 2008-2012 annual average of 37 to a five-year annual average for 2009-2013 of 36.6.

#### Outcome:

The average in the goal above was incorrectly presented in the Highway Safety Plan. The 2008-2012 should have been 49.8 and the 2009-2013 is 48.6. This goal has been exceeded. At the end of CY2013 the number of fatalities stood at 42 for those fatalities involving a driver or operator with a BAC of .08 or above bringing the 5 year average down 1.2%.

#### **General Assessment:**

The South Dakota Office of Highway Safety strongly believes that funding a wide range of impaired driving programs will have a positive effect on fatality and injury crash numbers.

The 'frontier' mentality that it is okay to drink and drive has been addressed in many of our media messages. Most notably, the Drink Alone, Drive Alone, Die Alone campaign that can still be found online at DRIVESAFESD.com.

We continue to have great success with our DUI First educational materials. These materials are an attempt by our office to standardize the curriculum of those who are charged with their first DUI and charged to attend an educational program as part of their overall sentence. This has been a statistical success

We have also taken the lead in the state to increase access to prosecutors in the largest counties. In other words, when our efforts to prevent drinking and driving have failed, we won't idly standby due to the lack of prosecutorial staff and watch DUI charges get reduced to a reckless charges.

The following programs that we fund provide assistance in achieving this goal.

- 5<sup>th</sup> & 6<sup>th</sup> Circuit DUI Court
- Cheyenne River
- DSS Prevention Program
- Law Enforcement Other/Overtime
- Law Enforcement Equipment
- Media
- Mountain Plains Evaluation
- Ogala Sioux Tribe
- Pennington County DUI Prosecutor
- SD Broadcasters
- SDHP DRE School
- SDHP Enforcement

- SDSMT Safe Rides
- SDSU Safe Rides
- Sioux Empire Safety Village
- Sioux Falls PD
- Traffic Enforcement Training
- TSRP
- USD Safe Rides
- Volunteers of America

Our efforts will be bolstered in the coming months and years with the recommendations of the Impaired Driving Task Force which is meeting on a regular basis to determine what is and is not working in South Dakota.

C6 – Decrease the speeding related fatalities five-year average by at least 3.5 percent from the 2008-2012 annual average of 34.8 to a five-year annual average for 2009-2013 of 33.6.

#### Outcome:

Based on new statistical information the average in the goal above was incorrect. The 2008-2012 number should be 36.2 and a 3.5 percent drop for 2009-2013 number results in a goal of 34.9. At the end of CY2013 the number of fatalities was 36 for speeding-related deaths, a decrease of 1 bringing the 5 year average to 36.4. So, South Dakota failed to reach the goal on either account.

#### **General Assessment:**

Speed related fatalities remain a very real problem in South Dakota. The state continues to allocate resources to speed enforcement. But these resources often need to be tied to other program activity areas due to varying interpretations of MAP21.

Being a very rural state with long stretches of wide open roadways, the ability to speed has always been an issue. Law enforcement personnel cannot effectively cover the many hundreds of square miles of state roadways simultaneously, which results in the need to educate the public of the dangers.

The following programs were funded by SDOHS to assist in reaching this goal.

- Chevenne River
- Law Enforcement Equipment
- SDHP Enforcement

C7 – Decrease the motorcyclist fatalities five-year average by at least 4.5 percent from the 2008-2012 annual average of 22 to a five-year annual average for 2009-2013 of 21.

#### Outcome:

For CY2013 the fatality count ended at 22. The 5 year average exceeded our goal by .2 – coming in at 20.8 fatalities during the period.

#### **General Assessment:**

The State of South Dakota works diligently to keep this number as low as possible but the effort is complicated by the annual Sturgis Motorcycle Rally which brings hundreds of thousands of motorcycle enthusiasts to the state each year.

The 75<sup>th</sup> Anniversary of the Sturgis Motorcycle Rally is coming in 2015 and officials expect a record attendance at the event.

This will create roadway safety challenges for the state and the Office of Highway Safety is in the early stages of planning safety programs to minimize motorcycle fatalities in the coming year.

C8 – Decrease unhelmeted motorcyclist fatalities 10 percent from the 2012 calendar base year figure of 11 to 10 by December 31, 2013.

#### Outcome:

For CY2013 the unhelmeted count ended at 21 which is a failed goal far beyond the target.

#### **General Assessment:**

Although we fund the motorcycle safety and training program from state funds each year, the goals cited in C7 and C8 are dependent on motorist activities from visitors to the state (namely those attending the rally) and citizens of South Dakota.

The Office of Highway Safety has an ongoing educational website (SouthDakotaRides.com) that is actively marketed to individuals with an interest in motorcycle-related activities. Again, this activity is largely funded from state-based revenues.

South Dakota has determined that the application process for §405 funds targeted for motorcycle safety to be far too cumbersome for the amount of funding provided.

## C9 – Decrease drivers age 20 or younger involved in fatal crashes 14 percent from the 2011 calendar base year figure of 14 to 12 by December 31, 2013.

#### Outcome:

At the end of CY2013 the number stood at 16 drivers 20 or younger. This is an unachieved goal for the Office of Highway Safety and the State of South Dakota.

#### General Assessment:

Speed, unbelted drivers, and alcohol use are all factors in this performance goal.

The Impaired Driving Task Force is examining young drivers, the OHS has entered into a contract with a vendor to examine what factors are missing in South Dakota's driver education programs, and other initiatives are underway in an effort to push this number in a downward direction.

These are programs funded in FFY14 in an attempt to reach this goal:

- DSS Diversion Program
- From the H.E.A.R.T.
- Prairie View Prevention
- South Central Alcohol Task Force
- Teen Court

Obviously, additional work needs to be done on this front, but with one of the lowest legal driving ages in the United States (14 for an instructional permit), South Dakota has significant challenges ahead.

# C10 – Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2009-2013, despite expected increases in population.

#### Outcome:

This objective was exceeded, as the 5 year average number of pedestrian fatalities is 6.2 as of December 31, 2013.

#### **General Assessment:**

Fatalities in this category are historically tribal in nature. That makes it difficult to treat the problem with an over-arching fix.

The Office of Highway Safety does help fund the SDEMSC Bike Safety program to tangentially assist in achieving this goal.

B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.5 percentage points from the 2012 calendar year base year average usage rate of 66.5 percent to 70.0 percent by December 31, 2013.

#### Outcome:

Statewide usage for CY2014 is reported at 68.9%, based on new survey methodology implemented by NHTSA. Caution must be exercised in comparisons made to years prior to 2012 due to changes in sampling methodology combined with the addition of tribal counties, which OHS believes has skewed the data.

#### General Assessment:

As has already been assessed in Performance Goal C4, South Dakota needs to make large strides in Occupant Protection. The Office of Highway Safety recognizes this fact and works within appropriate boundaries to make a difference.

The office anticipates undertaking additional promotional activities and enforcement campaigns in late first quarter of 2015 to push seatbelt usage above the goals.

This will include educational activities on tribal lands which we believe skews our usage rate downward.

In addition to the goals outlined above, activity measures at the end of CY2013 had the following results:

Impaired Driving Citations: 9,450
Occupant Protection Citations: 7,555
Speed Citations: 36,552

### **FFY14 Project Agreement Annual Report Summaries**

#### **Community Alcohol Prevention**

Contact Information: Gib Sudbeck

Department of Social 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 Department of Social Services, Community Behavioral Health Prevention Program. Each specialist is linked to one of the 22 Alcohol and Drug Community Coalitions in the State, or one of the three Prevention Resource Centers, and together provide prevention and educational services on a statewide basis.

In FFY14, the Network distributed public education materials and provided presentations in communities across the state. Public education materials promoted by the Network are provided by multiple sources including local coalitions in Watertown, Sisseton, Huron, Redfield, Aberdeen, Deuel County, Pennington, Minnehaha through the Volunteers of America – Dakotas-Safe Communities Project, and the Hughes County coalition's Parents Matter project. The Network promotes the NHTSA campaigns and other 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 FFY14, 964 hours of service were provided by this project and 75,259 people were reached with alcohol/impaired driving messages.

This project was funded with Section 164 federal dollars.

#### **Community Outreach and Program Management**

Contact Information: Leah Svendsen

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.

#### <u>Department of Corrections – Preventing Serious Injuries in Traffic crashes Involving High</u> Risk Offenders

Contact Information: Kim Edson

SD DOC

3200 East Highway 34 Pierre, SD 57501

This project is to develop a comprehensive plan to provide a clear direction with possible changes in monitoring of offenders in the community, treatment strategies, and other potential systemic changes for chronic drinkers to reduce the number of serious injuries in traffic crashes.

This project was funded with Section 154 federal dollars.

#### **Department of Health- BAC Testing**

Contact Information: Mike Smith

SD DOH Laboratory Services

615 East 4<sup>th</sup> Street Pierre, SD 57501

This project funds a forensic chemist who provides additional analytical support to the Forensic Laboratory and therefore to the State as a whole. An additional ½ time person helps the turnaround time for lab results, which in effect help the law enforcement and prosecution of evidentiary traffic cases (DUI, vehicular homicide and vehicular battery) in court.

This project was funded with Section 410 federal dollars.

#### **Department of Health-Impaired Driving Forensic Lab Support**

Contact Information: Stacy Ellwanger

SD DOH Laboratory Services

615 East 4<sup>th</sup> Street Pierre, SD 57501

This project funds the replacement of the LC/Mass Spec equipment in the State Forensic Lab. This will improve turnaround time on tests used to determine BAC in DUI cases.

This project was funded with Sections 410 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.

#### DUI Court 5<sup>th</sup> & 6<sup>th</sup> Circuit

Contact Information: Noreen Plumage

500 E Capitol Ave Pierre, SD 57501

The DUI Courts were developed in South Dakota's 5<sup>th</sup> & 6<sup>th</sup> District following the national DUI Court model. DUI Court is an option for judges in this circuit as an alternative to incarceration. The DUI Court model provides 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, are at least 18 years of age 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 FFY14, the combined DUI Courts accepted 13 new clients, while continuing to serve 16 current clients in 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. A total of 44 clients were served and 19 graduated in 2014.

This project was funded with Section 410 federal dollars.

#### **DUI Prosecutor- Minnehaha County**

Contact Information: Aaron McGowan

Minnehaha County States Attorney

415 N. Dakota Avenue Sioux Falls, SD 57014

This project began in FFY2011 primarily to reduce the number of DUI offenses that are dismissed or in which the defendant is allowed to plead to a lesser offense, and to enhance

prosecutions of vehicular homicide and vehicular battery cases. This grant uses a full time prosecutor to oversee all DUI cases in Minnehaha County.

The DUI/Vehicular crimes prosecutor provides training as needed to local law enforcement officers and prosecuting attorneys in Minnehaha County on investigating and prosecuting impaired driving cases.

This project is funded with Section 164 federal dollars.

#### **DUI Prosecutor- Pennington County**

Contact Information: Glenn A. Brenner

Pennington County States Attorney 300 Kansas City St., Suite 400

Rapid City, SD 57701

This project began in FFY 2011 when statistics, provided by the SD Unified Judicial System Criminal Caseload Data 2009, demonstrated the need for a dedicated DUI prosecutor in Pennington County. This project addresses and lowers the dismissal rate of DUI cases in Pennington County.

This grant uses a full time dedicated prosecutor to oversee all DUI cases in Pennington County. Statistics will be compiled and compared on a yearly basis. South Dakota Unified Judicial System data will be analyzed in order to compare the dismissal rate in Pennington County as compared to the average dismissal rate overall in the state of South Dakota.

This project is funded with Section 164 federal dollars.

#### **Emergency Medical Services for Children**

Contact Information: David Boer

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 2-6, 2014. Education topics included child seats, seatbelts, under the influence goggles, bike safety, impaired driving, water safety, electrical safety and first aid. Fourteen partners participated in the Fair activities. Attendance at the Children's Safety Activities was 5,110.

This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY14, EMSC used a bike rodeo kit to provide assistance to communities who hosted a bike rodeo. The program brochure and bike rodeo kit are available online.

In addition, EMSC provides traffic safety promotion information to the 200 EMS services in our state. They provided services year round, with special emphasis in May of 2014 which includes EMS Week and the May Mobilization.

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

#### **Emergency Medical Services Program**

Contact Information: Marilyn Rutz

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 20% of the state's ambulance services have a shortage of trained personnel at any one time. There are 123 ground and 6 air ambulance services in the state plus 20 from out-of-state that take care of emergency calls within SD state lines.

EMS trains three levels of emergency responders: EMT, Advanced EMT, & Paramedic. In FFY14, 510 EMTs, 23 Advanced EMTs, and 95 Paramedics were trained to these levels. EMS providers of all levels were trained in emergency vehicle defensive driving courses, Life Support classes, and an average of 2,313 EMS providers every quarter took refresher/recertification training. (1st qtr-2244; 2nd qtr. 2359; 3rd qtr. 2158; 4th qtr. 2492)

The Office of Highway Safety funded a proportionate share of EMS program expenses; over 3,905 ambulance calls a year are in response to a traffic crash (motor vehicle crashes, motorcycle, pedestrian, all-terrain vehicles, or bicycles). In FFY14, a proportionate share of EMS Program training expenses were 32% 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.

#### From the H.E.A.R.T.

Contact Information: Nancy Scharenbroich

6700 East Split Rock Circle Sioux Falls, SD 57110

This project focuses on alcohol impaired driving prevention through the use of awareness materials. From the H.E.A.R.T. stands for Help Eliminate Alcohol Related Tragedies. The message, "Get a Ride Don't Drink and Drive" DVD of various safety videos, PSA messages and video clips broadcasting are being played at all Drivers Licensing Program Offices in the state of SD. The video is available to be checked out at most high and middle schools, school libraries, counselor's offices and Drivers Education classes across the state.

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

#### **Highway Patrol**

Contact Information: Colonel Craig Price, Superintendent/Sgt. Jon Stahl

Highway Patrol, Department of Public Safety

118 W Capitol Ave Pierre, SD 57501

In FFY14, the Highway Patrol provided 4610.4 hours of overtime for increased alcohol enforcement in the state resulting in 667 people arrested for impaired driving, 78 citations for underage possession / consumption, and 119 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 1788.6 hours of overtime to increase speed enforcement; 2064 people were given speed citations and 3209 people were given speed warnings by the highway patrol in FFY14.

The Highway Patrol performed 171 sobriety checkpoints and 233 saturation patrols; 261 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 2018.5 hours of 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.

In conjunction with May Seatbelt Mobilization activities, the Highway Patrol continued to utilize the Roll-Over Simulator. Troopers provided public education while using the two rollover simulators to demonstrate what happens to a person when they don't use a seatbelt. In FFY14, the simulator was used at 27 events. The simulators were used at events that ranged from schools, fairs, safety events, and Freshman Impact. 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. Three speed awareness trailers continue to be deployed to provide for more awareness and collect speed data and traffic counts to focus future enforcement efforts.

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 FFY14, 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 FFY14, the LELs were available to provide assistance to 66 county sheriff offices, 77 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY14: 29 sheriff offices, 35 police departments, and 2 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: 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 to begin in FFY09. In FY12, Lawrence and Schiller assisted with the development of the new SouthDakotaRides.com motorcycle safety website. In addition, an interactive website featuring "Miss Information" was initiated promoting ATV safety by increasing ATV law and safe practice awareness. In keeping with the continually expanding use of social media resources, and in conjunction with the NHTSA "Someone Needs You" mobilization campaign, Lawrence and Schiller helped us develop an Instagram based campaign titled, "Why I Buckle." These programs continued into FY13 & 14. We also have been working to make our web designs more smart phone/tablet friendly by re-formatting to be compatible with smaller screens. In addition, we launched the "DriveSafeSD" website last year which houses these campaigns: Occupant Protection (Someone Needs You), Impaired Driving (Designate a Driver), Motorcycle Safety (South Dakota Rides), and finally, our ATV Safety Campaign (Miss Information).

This contract was funded through Section 402, 410 and 2010 federal dollars and through donated bonus ad placement.

#### **Mountain Plains Evaluation**

Contact Information: Roland Loudenburg

Mountain Plains Evaluation

PO Box 530 201 N Main St Salem, SD 57058

In FFY14, a contract with Mountain Plains Evaluation again provided evaluation of the 1<sup>st</sup> 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 1<sup>st</sup> Offender curriculum can be part of the judgment for people arrested for their 1<sup>st</sup> DUI offense. A post 1<sup>st</sup> Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants.

In FFY14, 1,317 people participated in 1<sup>st</sup> Offender courses. After one year, 79% of participants stated the course helped them change their driving behavior. From 2004-2012, the percentage of course participants that had a 2<sup>nd</sup> DUI offense was 19.2% compared to 24.9% for controls. This represents a 22.9% decline in the recidivism rate for course participants compared to controls.

Participation in the South Dakota 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 twice daily breath tests have a recidivism rate lower than non-participants. For example, recidivism analysis of DUI 2 offenders participating in twice daily breath testing for at least 30 consecutive days have a three year recidivism rate of 3.3% compared to 12.0% for controls. Similar results are noted for DUI 3 and higher offenders participating in twice daily breath testing for at least 30 consecutive days.

This project is funded with Section 164 federal dollars.

#### **National EMS Information System (NEMSIS)**

Contact Information: Marilyn Rutz

SD Emergency Medical Services Program

118 W Capitol Ave Pierre, SD 57501

By the end of FFY14, the EMS Program had assisted 126 ambulance services using Med Media. Average of 88.09% services had runs each month.

The EMS program is also working to get all ambulance services compliant with the state electronic Patient Care Reporting System which affects statistics that flow into a national database.

This project was funded with Section 408 federal dollars.

#### **Parents Matter Prairie View Prevention**

Contact Information: Darcy Jensen

Prairie View Prevention

822 E 41<sup>st</sup> 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 FFY14, 173 schools participated in the campaign including 5 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. Past messages include effective, emotional testimonials from families who have lost a child in an alcohol related crash. This message has included a perspective on alcohol related injuries and parents who provide alcohol to kids. This program has continued to grow as it reaches more schools, parents, students and community members. This year the program focused on "It's Time, Have the Talk". Many parents are unsure or uncomfortable with talking to their child about underage drinking and driving. The program message for FFY14 comes from South Dakota parents who have had the talk with their own children; the message provides encouragement and affords parents with talking points for their own family discussion. Parents Matter started in 2006 when 13 youth were killed in alcohol related crashes in the southeastern area of the state.

This project was funded with Section 164 federal dollars.

#### **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, Sacred Cargo, 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.

#### **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 FFY14, the PIO focused on messaging involving impaired driving, speeding and seatbelt use. The South Dakota Office of Highway Safety, South Dakota Highway Patrol, and many local law enforcement agencies worked together in high-visibility saturation patrols and checkpoints focused on Memorial Day weekend, July 4<sup>th</sup> Holiday period and Labor Day weekend.

Beyond that, the PIO helped coordinate 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.

Helping bring public awareness to the motorcycle safety messaging and educational opportunities on the website "DriveSafeSD.com", was another PIO directive.

This project is funded with Section 402 and 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.

This project was funded with Section 402 federal dollars.

#### **Seatbelt Survey – Administration and Analysis**

Contact Information: Upper Great Plains Transportation Institute

North Dakota State University NDSU Dept. 2880 PO Box 6050

Fargo, ND 58108-6050

In FFY14, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual

seatbelt 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.

NDSU 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 2014, the certified seatbelt usage rate in South Dakota was 68.9%, based on new survey methodology implemented by NHTSA. Additional tribal counties were added to the survey database in FFY12 which OHS believes skewed the data.

This project was funded with Section 402 federal dollars.

#### <u>Seatbelt Survey – Observational</u>

Contact Information: Katherine Q Benton

SD EMT Association 300 S Courtland St #106 Chamberlain SD 57325

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. The data was gathered according to NHTSA protocols and provided to UGPTI for analysis (see above).

This project was funded with Section 402 federal dollars.

#### **Sioux Empire Driving Simulators**

Contact Information: Brenda Leiseth

Sioux Empire Safety Village

PO Box #90612

Sioux Falls, SD 57109

Since South Dakota lacks a cohesive Driver's Education program, Sioux Empire Safety Village has added Driving Simulators to teach young drivers the dangers of impaired driving and offers an opportunity to learn general rules of the road. Now numbering six units, we have since inception, visited 58 communities all across the State. In addition, we have recorded information of participants from 30 other communities outside of South Dakota.

Over 7965 students have been directly impacted by the project. The secondary audience of those who watched but did not actually sit in the seat is two or three times that number. In addition we are now seeing business and industry interest in bringing machines into the work place.

Due to the project's success, Sioux Empire Safety Village has requested funds for a continuation of the program. Staff will continue to train requesting organizations to facilitate the impaired driving messages to the two primary audiences, the 13-17 new driver and the 18-22

year old driver. We requested we will also work with business and industry groups to bring the impaired driving safety messages to the work-force in South Dakota.

This project is funded with Section 410 federal dollars.

#### **South Dakota Broadcasters**

Contact Information: Steve Willard, President

South Dakota Broadcasters Association

106 W. Capitol Avenue, Suite 7

Pierre, SD 57501

This is a nationally unique project that utilizes "paid public service announcements" placed on every broadcast station in South Dakota through the State Broadcasters Association. The contract with SDBA generates a minimum of 4 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 4+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

Because of this "extra" match activity, the Office of Highway Safety is able to maintain its S410 match for law enforcement agencies at 50%, rather than the 75% match required by NHTSA. This factor increases law enforcement participation in other areas of the S410 grant program.

This project is funded with Section 410 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.

The project used a local taxi service to provide safe rides home for an average of 600-800 students in per year. In addition to providing safe rides, the program supported alcohol prevention public education. Reaches over 4,000 students online and provides them with information on where to find alcohol free activities on and off campus and services related to alcohol and wellness.

Since 2005, the Campuses Community Coalition has given the CORE alcohol survey to approximately 870 Rapid City college students. The number of students who have reported not drinking and driving in FY13 was 79.1% from SDSM&T, 83.9% from WDT, and 79.0% from

He Sapa Center/OLC.

This project is funded with Section 164 federal dollars.

#### **South Dakota State University Safe Rides**

Contact Information: Mariah Weber

South Dakota State University

1440 N Campus Drive, Room 104, Box 2818

Brookings, SD 57007

The SDSU Safe Rides program focused on impaired driving education for SDSU students and provided alternative transportation for students to prevent impaired driving.

Program education was provided through presentations in Residential halls and in classrooms; posters, promotional messaging in the Collegian newspaper and feedback from a self-assessment tool/survey administered to freshmen.

The SDSU Safe Ride program is a partnership between the SDSU Wellness Center, the SDSU Students' Association, Brookings Area Transit Authority (BATA), the SD Department of Highway Safety, and the City of Brookings, offering a safe transportation alternative to SDSU students, Brookings community members, and visitors. Safe Ride operates for approximately 31 weeks during the academic year (September-May). The program operates two routes (blue route and yellow route) on Thursday, Friday, and Saturday evenings from 9pm until 3am and each route is completed approximately every 25 minutes. Routes focus on the more densely populated residential areas, the SDSU campus community, and downtown areas. Partnerships with local bars and businesses have been made and sponsorships have been solicited from businesses and civic organizations. In 2013-14, 8 students were trained as Safe Rides bus monitors. Training included information on alcohol poisoning, CPR, blood borne pathogens, and BATA/Safe Ride responsibilities and expectations.

The program started in 2006 with a 3 week pilot project and 1,300 students used the service. In FY14, 11,277 riders were safely taken home. The number of DWI convictions in the City of Brookings decreased by 22 convictions (20%) in 2013 (109) from 2012 (131).

This project was funded with Section 164 federal funds.

#### Traffic and Criminal Software (TraCS)

Contact Information: Lois Goff

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. This results in better information in the state accident database.

The state Highway Patrol has been using TraCS for crash reporting since FY2007. The Office of Highway Safety is expanding TraCS to county, city and tribal law enforcement agencies. Affinity Global Solutions is a contractor that provides TraCS training, installation and weekly maintenance for more than 59 local governmental law enforcement agencies. In FY13, the webbased version of TraCS deployed across South Dakota and currently serves 41 law enforcement agencies. There are 18 other agencies using TraCs that have not yet switched to the web-based version.

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 FFY13:

The IPTM DUI Instructor training was held March 24-28, 2014 at Law Enforcement Training. Twenty one students were scheduled to attend, however 19 were in attendance. Of the 19 total; 2 were from a state agency, 9 from city agencies, 4 from county agencies, 2 tribal, and 2 federal. Included in these totals were 3 officers from outside of South Dakota.

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

#### **Traffic Records Coordinating Committee (TRCC)**

Contact Information: Lois Goff

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: Traffic Safety Engineer

Department of Transportation

700 Broadway Ave Pierre, SD 57501

In FFY14, 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.

TSRP representatives attend the annual NHTSA meeting for discussions on the 24/7 sobriety program. 24/7 is a program of the state Attorney General's office to reduce recidivism among DUI offenders. The TSRP officer serves as the liaison between the state and NHTSA.

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 FFY15 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 FFY13.

This project was funded with Section 402 federal dollars.

#### **University of South Dakota Safe Rides**

Contact Information: Lauren Schuur, LMFT, CCDC III

USD Student Counseling Center Cook House 414 East Clark Street

Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides Program the following in FFY14:

- Contractual bus service, advertising for the service, bus monitors, training for the coordinator, and insurance.
- USD Safe Rides Program provided 10,259 rides during FFY14.
- The Safe Rides project has the full support and cooperation of the local police department which credits the service to a significant reduction in DUI arrests. Throughout FY14, there were only 5 student DUIs during the Safe Rides hours of operation.
- A random sample of 788 riders were polled, 110 (13%) were diverted from driving.
- The USD Safe Rides Program collaborated with the alcohol prevention program at USD and provided education about alcohol use through 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 51<sup>st</sup> St

Sioux Falls, SD 57105

This project provides community outreach to local highway safety efforts. The project coordinator provides technical assistance and public education materials to community and school-based highway safety projects. The program partners with community prevention advocates and law enforcement to provide outreach to communities.

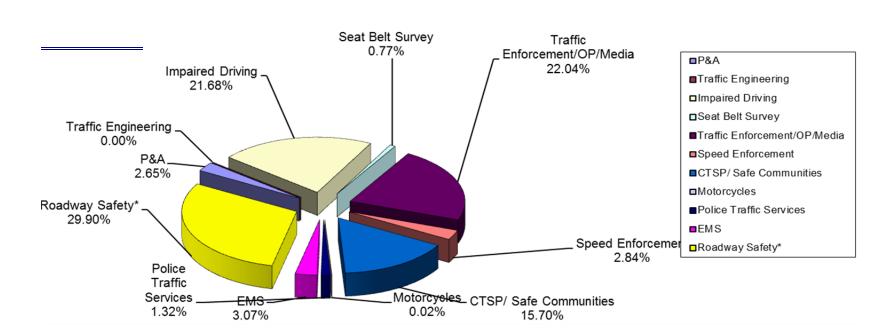
Public education campaigns developed by the project coordinator follow the NTHSA Communications Calendar. This program utilizes materials developed by the SD Office of Highway Safety, NHTSA, purchases commercially available material, or develops unique

materials as needed. The coordinator generates interest and involvement in highway safety activities from local partners.

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

# FFY 2014 Financial Summary Pages

	402	408	410	411	154	157	157	163	164	2010	Total	% of Total
P&A	\$178,991										\$178,991	2.6%
Traffic Engineering									0		<b>\$0</b>	0.0%
Impaired Driving	<b>\$0</b>		435,414						1,029,536		\$1,464,949	21.7%
Seat Belt Survey	\$52,215										\$52,215	0.8%
Traffic Enforcement/OP/Media	\$569,486		403,609						515,795		\$1,488,890	22.0%
Speed Enforcement	\$191,808										\$191,808	2.8%
CTSP/ Safe Communities	\$221,384	581,727							257,453		\$1,060,564	15.7%
Motorcycles	<b>\$0</b>									1,380	\$1,380	0.0%
Police Traffic Services	\$35,221		54,257								\$89,479	1.3%
EMS	\$207,481										\$207,481	3.1%
Roadway Safety*	\$5,148								2,015,093		\$2,020,240	29.9%
TOTAL											\$6.755.998	



	402	408	410	154/164	2010	Total
P&A	178991.1	0	0	102720	0	121211
46-07 - USD Business Research	14060					14060
51-01 - P&A	107151.09					107151.09
46-08 - Grant Management System	57780			102720		160500
Traffic Engineering						0
						0
Impaired Driving	0	0	435414	1029536	0	1464949
40-01 - Parents Matter				93041.4		93041.4
40-02 - Parents Matter-Media				65958.6		65958.6
40-03 - TSRP				105359.88		105359.88
40-04 - SDSU				50595.53		50595.53
40-05 - USD				24948		24948
40-06 - SDSMT				26367.83		26367.83
40-12 - DOH BAC Testing			379097.12			379097.12
40-11 - DOH High Risk Offenders				17467.72		17467.72
40-07 - PenningtonCo DUI Pros				79091.01		79091.01
40-08 - Stop DUI-5th Circuit				146979		146979
40-09 - Stop DUI-6th Circuit				99712.23		99712.23
40-10 - Teen Court				106984.5		106984.5
44-06 - From The H.E.A.R.T.			13174	13433.55		26607.55
44-07 - Mitchell Alcohol Task Force				12437.87		12437.87
41-04 - SDHP DRE Training			43142.41			43142.41
46-01 - Mountain Plains				142000.66		142000.66
41-09 - Sioux Falls PD						0
49-01 - Youth Simulator Project				45158.18		45158.18
Seat Belt Survey	52215	0	0	0	0	52215
46-02 - Seat Belt Survey	52215					52215
Traffic Enforce/OP/Media	569485.8	0	403609	515795	0	1488890
41-01 - SDHP	187614.9					187614.9
41-02 - SDHP			49188.1			49188.1

41-03 - SDHP			179498.76			179498.76
47-04 - Overtime-402	149167.92					149167.92
47-05 - Overtime-410			69002.95			69002.95
47-06 - LE Enforce-Other	30271.83					30271.83
47-07 - LE Enforce-Other			798.25			798.25
48-01 - Media	97361.22					97361.22
48-02 - Paid Media	89224.49			315795.44		405019.93
48-03 - Paid Media			105120.76			105120.76
48-06 - PIO	15845.46					15845.46
48-05 - SD Broadcasters				200000		200000
Speed Enforcement	191808.3	0	0	0	0	191808
47-01 - Radar	191808.27					191808.27
CTSP/Safe Communities	221384.2	581727	0	257453	0	1060564
21-08 - Rapid City Ped Campaign			_		-	0
44-01 - VOA	85865.72			60076.15		145941.87
44-02 - DSS Diversion				91508.32		91508.32
44-03 - DSS Prevention				105868.57		105868.57
44-04 - SDEMSC	31152.01					31152.01
44-05 - Community Outreach	92835.14					92835.14
44-08 - Aberdeen YMCA	3993.29					3993.29
46-03 - Tracs		274878.18				274878.18
46-04 - NEMSIS		22575				22575
46-05 - Driver Licensing		250000				250000
46-06 - CAD/RMS		34273.47				34273.47
26-07 - FARS Program						0
42-01 - SESV Occupant Protect	7537.99					7537.99
Motorycycles	0	0	0	0	1380	1380
45-01 - Motorcycle Safety					1380	1380
Police Traffic Services	35221.36	0	54257.4	379435	0	468914
41-04 - LE Train			13678.19			13678.19
41-06 - LEL's	33188.77					33188.77
41-07 - Sioux Falls PD	1298.63			379434.7		380733.33
41-09 - Oglala Sioux Tribe	733.96					733.96

47-02 - Cameras 47-03 - FSTs			13958 26621,25			
EMS	207481.3	0	0	0	0	207481
43-01 - EMS Train	207481.31					207481.31
Roadway Safety	5147.6	0	0	2015093	0	2020240
50-01/02 - Roadway Safety	5147.6			36555.04		41702.64
52-01 - DOT Haz Elim				1978537.7		1978537.7
	1461735	581727	893280	4300032	1380	7238153
						7157903

### **Public Education Campaigns Examples for FFY2014**

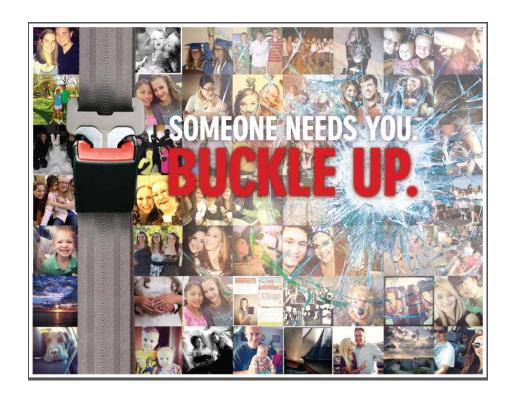


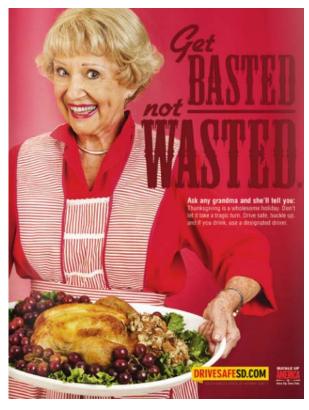
# SHARE THE ROAD

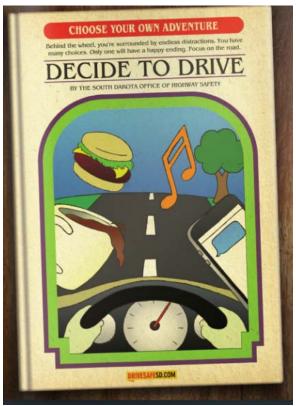
Brought to you by the South Dakota Office of Highway Safety











This project was printed on recycled paper.