



SOUTH DAKOTA
HIGHWAY SAFETY

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

Federal Fiscal Year 2015

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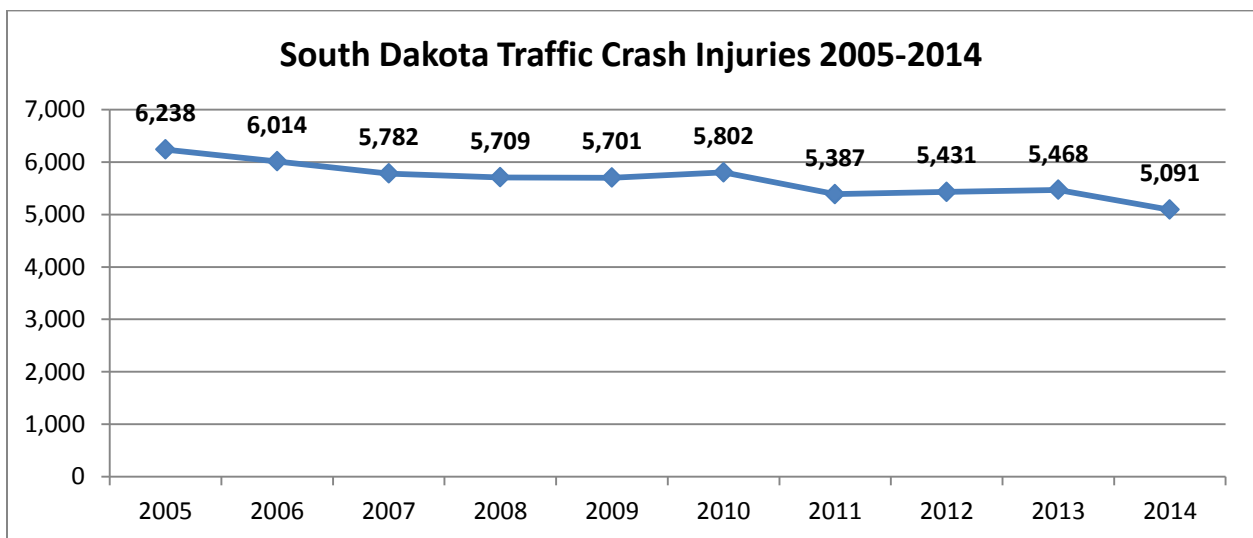
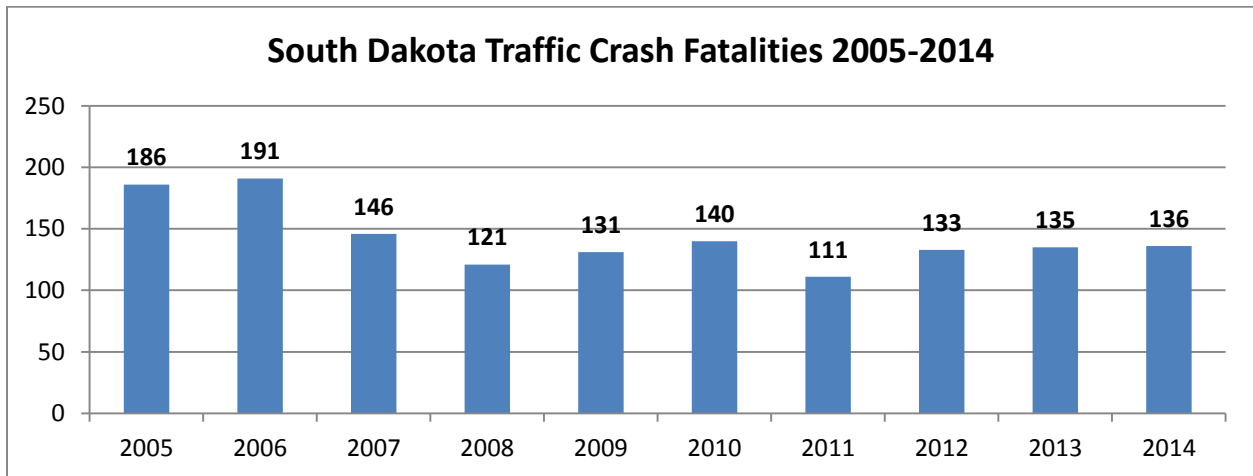
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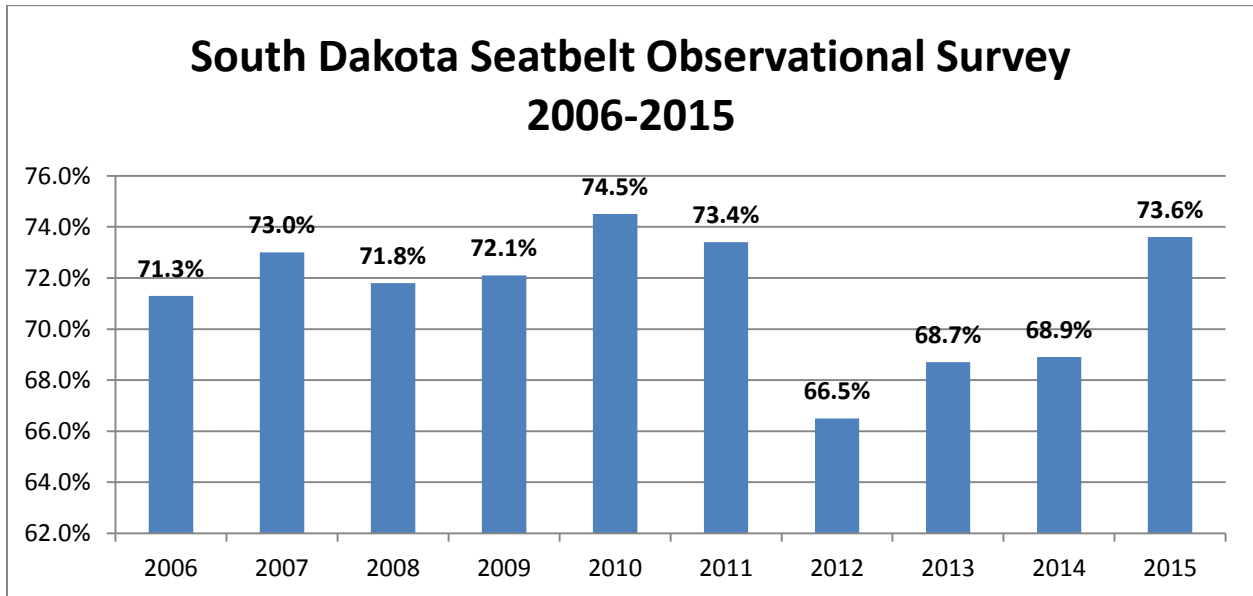
South Dakota Highway Safety Executive Summary

This report provides information about NHTSA funded highway safety activity for FFY15. Crash data from 2014 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2015 survey.

There is an average of 16,645 reportable traffic crashes in South Dakota each year. There were 136 fatalities and 5,091 injuries as a result of traffic crashes in 2014; this is a 0.7% increase in fatalities and a 7.4% decrease in injuries from 2013.



In 2014, 67.9% of the motor vehicle occupants killed in traffic crashes were not wearing seatbelts. Of the 106 fatalities, 72 were not wearing seatbelts. Of the 72 not wearing seatbelts, 39 were ejected from the vehicle. The most recent observational seatbelt survey shows an increase in the number of people wearing seatbelts, from 68.9% in 2014 to 73.6% in 2015, based on new survey methodology implemented by NHTSA.

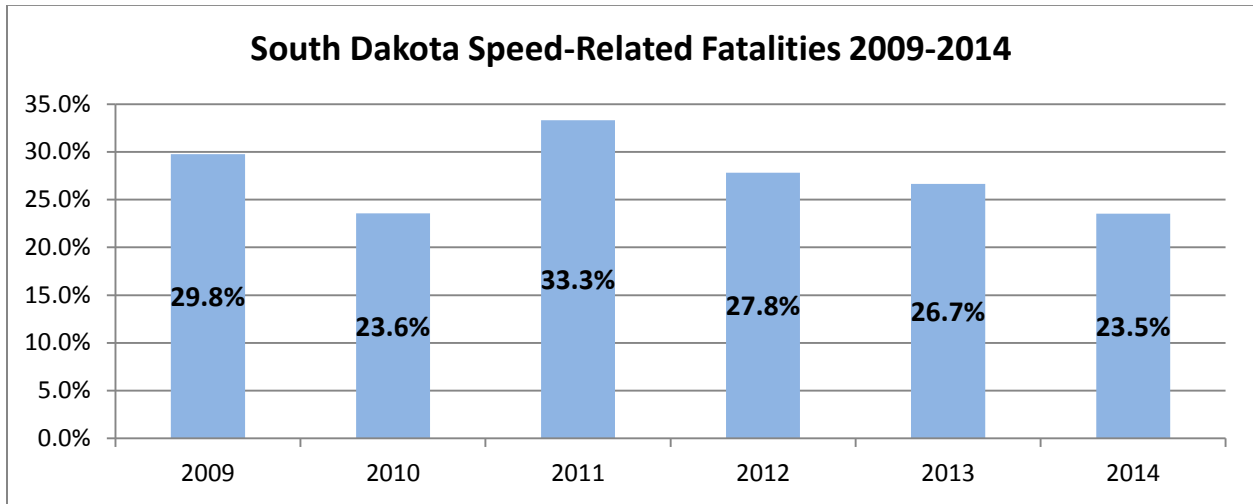


*New survey methodology implemented by NHTSA in 2012.

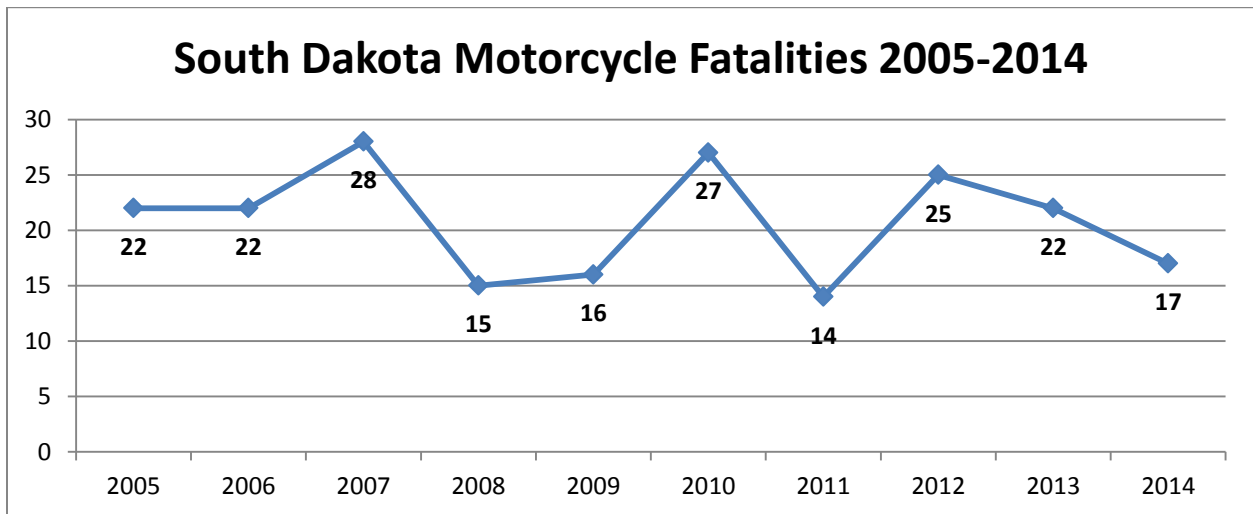
Alcohol-related fatalities increased slightly in the state. 2014 showed an increase from the prior year for this type of fatality by approximately 10.3%, from 42 to 47 fatalities.



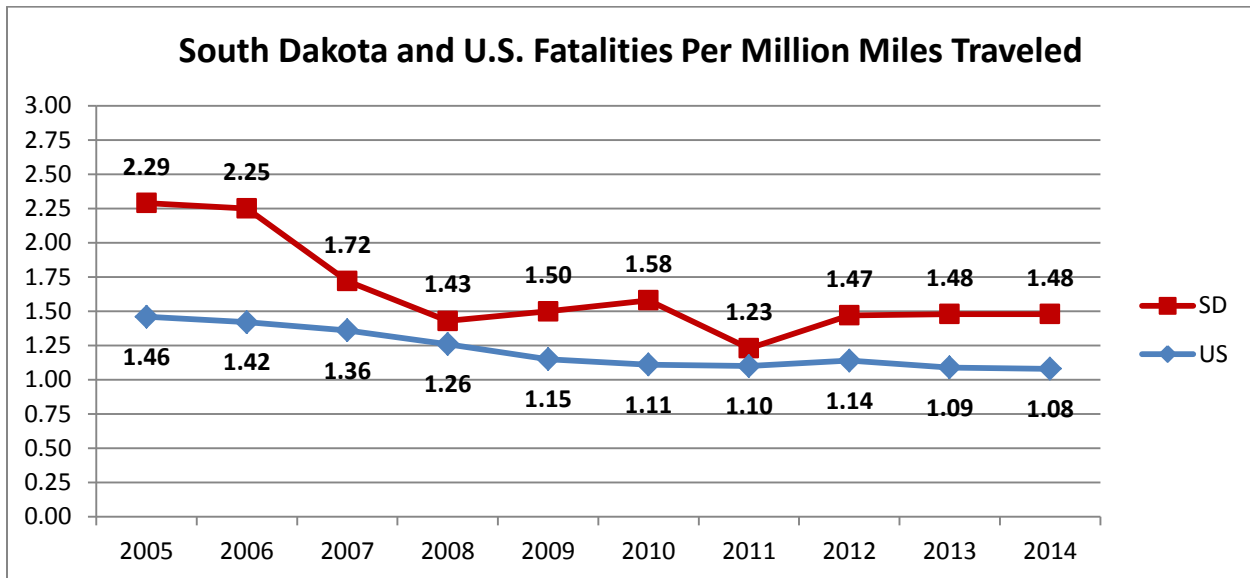
Speed was a contributing factor in 4.3% fewer fatalities in 2014 as compared to 2013.



In 2014, the number of motorcycle crash fatalities was less than the ten-year average of 21 motorcycle fatalities per year. There were 17 motorcycle fatalities in 2014; 14 were drivers and 3 were passengers. 65% 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 fourth lowest measurement in the past ten years, but remained the same from the previous year. It is still above the national average as shown below.



FFY2015 Highway Safety Goals and Outcomes

The Highway Safety Plan for federal fiscal year 2015 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2014.

Overall Goals

C1 – Decrease the traffic fatalities five-year average by at least .2 percent from the 2009-2013 average of 130 to a five year average for 2010-2014 of 129.8. This equates to 130 fatalities or less for the calendar year 2014, a 3.7% reduction from the 2013 value of 135.

Outcome:

At the end of CY2014, the traffic fatality count was 136 or a five year average of 131 fatalities. This misses the performance measure mark by 1.2 fatalities, or right around 1%.

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
- Custer State Park
- 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 1.1 percent from the 2009-2013 average of 818 to a five-year average for 2010-2014 of 809.

Outcome:

At the end of CY2014, the serious traffic injury count was 738 bringing the 5 year average to 798.6. 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 – a) Decrease the five-year average fatalities/VMT from the 2009-2013 average rate of 1.45 to 1.43 by December 31, 2014.

b) Decrease the five-year average rural fatalities/VMT from the 2009-2013 average rate of 1.76 to 1.74 by December 31, 2014.

c) Return the five-year average urban fatalities/VMT from the 2009-2013 average rate to .68 through December 31, 2014.

Outcome:

At the end of CY2014, the traffic fatality rate as a function of VMT remained the same at 1.48 in South Dakota. At the end of CY2014, the rural traffic fatality rate as a function of VMT rose to 1.78 in South Dakota. At the end of CY2014, the urban traffic fatality rate as a function of VMT rose to 0.78 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 5 percent from the 2009-2013 average of 66.4 to a five-year average for 2010-2014 of 63.

Outcome:

At the end of CY2014, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 72 persons which brings the 5 year average down to 63.4, which is slightly above our goal of 63.

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.

- Aberdeen YMCA
- Media
- Prairie View Prevention
- SD Broadcasters
- Seat Belt Survey
- Sioux Falls PD
- Volunteers of America

C5 – Decrease the alcohol impaired driving fatalities five-year average by at least 1 percent from the 2009-2013 annual average of 36.4 to a five-year annual average for 2010-2014 of 36.0.

Outcome:

The 2009-2013 five-year average should have been 48.6 and the 2010-2014 five-year average is 45.8. This goal has been exceeded. At the end of CY2014 the number of fatalities stood at 47 for those fatalities involving a driver or operator with a BAC of .08 or above bringing the 5 year average down 2.8%.

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 Time For a Reality Check 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.

- 5th & 6th Circuit DUI Court
- DSS Prevention Program
- Law Enforcement Other/Overtime
- Law Enforcement Equipment
- Media
- Minnehaha County DUI Prosecutor
- Mountain Plains Evaluation

- Oglala 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
- Volunteers of America – PRIME for Life

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 5.5 percent from the 2009-2013 annual average of 32.4 to a five-year annual average for 2010-2014 of 30.6.

Outcome:

The 2009-2013 number should be 36.4 and a 5.5 percent drop for 2010-2014 number results in a goal of 34.4. At the end of CY2014 the number of fatalities was 32 for speeding-related deaths, a decrease of 4 bringing the 5 year average to 35.0. 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.

- Law Enforcement Equipment
- SDHP Enforcement

C7 – Decrease the motorcyclist fatalities five-year average by at least 1 percent from the 2009-2013 five-year annual average of 20 to a five-year annual average for 2010-2014 of 19.8.

Outcome:

For CY2014 the fatality count ended at 17. The 5 year average exceeded our goal by 1.2 – coming in at 21 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 75th Anniversary of the Sturgis Motorcycle Rally occurred in 2015 and the large number of motorcyclists attending this event will dramatically impact our FFY16 Annual Report.

C8 – Decrease the unhelmeted motorcyclist fatalities five-year average to 14.85 fatalities or less for 2010-2014.

Outcome:

For CY2014 the unhelmeted count ended at 11. This goal has been met.

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 five-year average by at least 5.4 percent from the 2009-2013 annual average of 18.4 to a five-year annual average for 2010-2014 of 17.4.

Outcome:

At the end of CY2014 the number stood at 23 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 FFY15 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 2010-2014, despite expected increases in population.

Outcome:

This objective was not met, as the 5 year average number of pedestrian fatalities is 7.2 as of December 31, 2014.

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.

C11 – Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2010-2014, despite expected increase in population.

Outcome:

At the end of CY2014 the number stood at 2 fatalities. This measure was met as the five-year average from 2010-2014 was 1 fatality.

General Assessment:

South Dakota historically has a low number of bicycle fatalities.

This program was funded in FFY15 in an attempt to reach this goal:

- South Dakota EMS for Children

B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.3 percentage points from the 2013 calendar year base year average usage rate of 68.7 percent to 70.0 percent by December 31, 2014.

Outcome:

Statewide usage for CY2015 is reported at 73.6%, 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 CY2014 had the following results:

- Impaired Driving Citations: 9,481
- Occupant Protection Citations: 9,845
- Speed Citations: 36,423

FFY15 Project Agreement Annual Report Summaries

Aberdeen YMCA

Contact Information: Dan Grewe
Aberdeen YMCA-Youth Programs
5 S State Street
Aberdeen, SD 57401

The Aberdeen YMCA helped reduce unrestrained passenger vehicle occupant fatalities in all seating positions and to increase observed seat belt usage for passenger vehicle in front seat occupant positions. Trying to raise awareness for families to become familiar with the term 'buckle up' while in an automotive was the main goal for this project. They focused on having children teach their parents with the slogan 'winners buckle up' on basketballs, footballs, soccer

balls, and volleyballs. The hope was that everyone who read the message on one of these items would think twice before driving off without buckling up.

This project was funded with Section 402 federal dollars.

Project Contribution to Highway Safety Target:

Aberdeen YMCA conducted a survey of people wearing their seat belts when entering versus exiting the parking lot. The survey showed roughly 75-80% of families coming and going were wearing seat belts.

Alcohol Diversion Program

Contact Information: Gib Sudbeck
Department of Social Services, Division of Alcohol & Drug Abuse
700 Governors Drive, Kneip Building
Pierre, SD 57501

By utilizing the Diversion Program, The DSS Prevention Program will be able to provide services in the following top 10 counties for alcohol-related crashes: Pennington, Lawrence, Meade, Brown, Codington, Brookings, Davison, Minnehaha, Lincoln, and Yankton. The Prevention Program has two goals, prevent harm to the individual drinker and to prevent harm to society.

This project was funded with Section 154 federal dollars.

Project Contribution to Highway Safety Target:

During the FFY2015, a total of 683 youth and young adults completed one of the Community Based Diversion Programs which included a 10 hour course for first offenders 18 years and younger, a 12 hour course for individuals 19 to 20 years old, and a 16 hour Intensive Prevention course provided for repeat offenders age 20 and younger. Of those youth and young adults who entered the program, 93.9% completed the program. The project completion rate of 95% was missed by 1.1%. During FFY 2015, of the 683 youth and young adults that completed the Diversion programming, the average participants increase in knowledge from pre-test to post-test was 20%. The projected increase in learning was 5% more than the established benchmark of 15% increase in learning.

Community Alcohol Prevention

Contact Information: Gib Sudbeck
Department of Social Services, Division of Alcohol & Drug Abuse
700 Governors Drive, Kneip Building
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 FFY15, the Network distributed public education materials and provided presentations in communities across the state. Various SADD trainings were held across the state along with 2 SADD Conferences that were held in Rapid City and Watertown. The Network promotes the NHTSA campaigns and other campaigns and material developed by the Office of Highway Safety media consultant.

This project was funded with Section 154 federal dollars.

Project Contribution to Highway Safety Target:

The Network staff track the number of hours and people served during grant funded activities. In FFY15, 906.2 hours of service were provided by this project and 88,851 people were reached with alcohol/impaired driving messages. Local coalitions conducted Impaired Driving Campaigns for youth in the 9th to 12th grade in high risk communities. The FFY 2013 Youth at Risk Behavioral Survey reported that the number of youth surveyed that indicated they rode in a car with a drinking driver, decreased by 228 youths. There were training events in the targeted communities in the State that trained 509 students on the dangers of drinking and driving.

Community Outreach and Program Management

Contact Information: Leah Svendsen/Amanda Hossle
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.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Department of Corrections – Preventing Serious Injuries in Traffic crashes Involving High 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.

Project Contribution to Highway Safety Target:

The workgroup met several times during FFY15 and finalized the Risky Offenders Drunk Driving (RODD) Program Description. A Request for Proposal (RFP) was released in April 2015 for a

community provider to meet all of the components of the RODD Program Description, to provide work opportunities for the offenders, and provide a detailed plan including the use of incentives/positive reinforcements. There was an interest in exploring more uniform options for multiple DUI offenders in the community prior to incarceration. The RFP was removed and consideration of this component may now be evaluated by the Impaired Driving Taskforce.

Department of Public Safety Communications

Contact Information: Lee Axdahl/Tony Mangan
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.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

DUI Court 5th & 6th Circuit

Contact Information: Noreen Plumage
500 E Capitol Ave
Pierre, SD 57501

The DUI Courts were developed in South Dakota's 5th & 6th 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 either the Brown County Courthouse (5th Circuit) or Stanley County Courthouse (6th Circuit). 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.

This project was funded with Section 164 federal dollars.

Project Contribution to Highway Safety Target:

In FFY15, the combined DUI Courts accepted 15 new clients, while continuing to serve 29 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 65 clients were served and 24 graduated in 2015. At the end of FFY15, the retention rate for the 5th Circuit DUI Court and 6th Circuit DUI Court was 85.29% and 77.42%, respectively. These retention rates are well above their goal of 60%.

DUI Prosecutor- Minnehaha County

Contact Information: Aaron McGowan
Minnehaha County States Attorney
415 N. Dakota Avenue
Sioux Falls, SD 57014

This project primarily reduces 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. The office has taken a firm position when it comes to low blood DUI cases that are charged as a second offense or greater. By refusing to reduce low blood DUI's, and having the work force to support that position, the office has observed more guilty pleas to low blood DUI second and higher charges. Strengthening prosecution of DUI offenses plays an integral role in law enforcement's goal of reducing the frequency of DUI-related injuries and fatalities and increasing public safety.

This project is funded with Section 164 federal dollars.

Project Contribution to Highway Safety Target:

For the period of January 1, 2015, through September 30, 2015, 1,226 cases were charged out. 759 were DUI 1st cases, 311 were DUI 2nd cases, 106 were DUI 3rd cases, 26 were DUI 4th cases, 6 were DUI 5th cases, and 18 were DUI 6th cases. To date, 105, or approximately 12% of those cases have been either remanded (6), reduced (83), or dismissed (16). 431 DUI cases were resolved by a guilty plea to the charge of DUI. Once more cases have been closed; we will be able to submit adequate numbers for comparison of reduction rates across the state.

DUI Prosecutor- Pennington County

Contact Information: Koln Fink
Pennington County States Attorney
300 Kansas City St., Suite 400
Rapid City, SD 57701

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.

Project Contribution to Highway Safety Target:

The Pennington County State's Attorney's Office has greatly benefited from the Highway Safety Grant. The over-arching objective of the project is to be able to give more individualized attention to DUI related criminal matters in Pennington County. There has been a very steady

reduction in the overall number of DUI related cases that have come into the office over the past 5 years and this is due, at least in part, to our office's ability to handle each DUI related matter on an more individualized basis. In the FY2015 there were 1,389 total DUI related cases in comparison to 1,412 the year before. Also, there has been a reduced number of dismissals, no charges, and reductions by having individualized attention to the cases. Total dismissals were 21, down from 71 the previous year. Cases that were "no-charged" remained under 1% and the reductions were drastically reduced to only 26, down from 153 the previous year. These numbers show how the continued individualized attention that is given to each DUI case is affecting the overall numbers in a positive manner.

Emergency Medical Services for Children

Contact Information: Corolla Lauck
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.

This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY15, 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.

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

Project Contribution to Highway Safety Target:

EMSC provided injury prevention demonstrations at the regional Sioux Empire State Fair from August 1-7, 2015. Education topics included child seats, seatbelts, under the influence goggles, bike safety, and impaired driving. Fourteen partners participated in the Fair activities. Attendance at the Children's Safety Activities was close to 4,000. In addition, EMSC provides traffic safety promotion information to the 277 EMS services in our state. They provided services year round, with special emphasis in May of 2015 which includes EMS Week and the May Mobilization.

Emergency Medical Services Program

Contact Information: Marilyn Rutz
Office of Rural Health/Emergency Medical Services
600 E 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 21 from out-of-state that take care of emergency calls within SD state lines.

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

Project Contribution to Highway Safety Target:

EMS trains three levels of emergency responders: EMT, Advanced EMT, & Paramedic. In FFY15, 538 EMTs, 47 Advanced EMTs, and 30 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 2,132 EMS providers every quarter took refresher/recertification training. (1st qtr-2,406; 2nd qtr. 1,897; 3rd qtr. 1,882; 4th qtr. 2,344)

The Office of Highway Safety funds a proportionate share of roadway related EMS program expenses. In FFY15, a proportionate share of EMS Program training expenses were 37.7% of overall expenses, reflecting the percent of EMS responses needed for traffic crashes.

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 and public education. 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 154 federal dollars and local match.

Project Contribution to Highway Safety Target:

From The H.E.A.R.T., Inc. began supplying the "Get a Ride Don't Drink and Drive" DVD to Driver's License Program Offices across the state of South Dakota. This is a perfect public educational tool to convey the dangers of drinking and driving. This video may be the only place to hear and see some of the dangers they may encounter on the road. The video educates the general public as they sit and wait to acquire or update their South Dakota driver's license. The video plays for a full hour and is looped 8 times a day.

Highway Patrol

Contact Information: Colonel Craig Price, Superintendent/Sgt. Jon Stahl
Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

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.

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.

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.

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

Project Contribution to Highway Safety Target:

In FFY15, the Highway Patrol provided 3,442.6 hours of overtime for increased alcohol enforcement in the state resulting in 299 people arrested for impaired driving, 25 citations for underage possession / consumption, and 43 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 1,452.8 hours of overtime to increase speed enforcement; 1,867 people were given speed citations and 2,472 people were given speed warnings by the highway patrol in FFY15.

The Highway Patrol performed sobriety checkpoints and saturation patrols throughout FFY15. Each high visibility event was preceded by a news release developed by the Public Information Officer.

The Highway Patrol dedicated 2,734.5 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 FFY15, the simulator was used at 29 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.

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.

Project Contribution to Highway Safety Target:

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to purchase equipment which will ultimately be used to drive down fatalities and injuries.

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 FFY15, 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 FFY15, 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 FFY15: 25 sheriff offices, 24 police departments, 1 tribal law enforcement agency, and 1 State park entity.

This project is funded with Section 402 federal dollars.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

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.

Project Contribution to Highway Safety Target:

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to fund overtime enforcement activities which will ultimately be used to drive down fatalities and injuries.

Lawrence and Schiller, Media Contractor

Contact Information: Sam Gotham
Lawrence & Schiller
3932 South Willow Avenue
Sioux Falls, SD 57105

Lawrence and Schiller is a full service advertising agency that assists the Office of Highway Safety in all of its advertising, social media, and other safety messaging activities.

This contract was funded through Section 164, 402, 410, and 405f federal dollars and through donated bonus ad placement.

Project Contribution to Highway Safety Target:

This project focused on public messaging of safety campaigns.

Mountain Plains Evaluation

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

In FFY15, a contract with Mountain Plains Evaluation again 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 FFY15, 1,360 people participated in 1st Offender courses. After one year, 79.5% of participants stated the course helped them change their driving behavior. From 2004-2014, the percentage of course participants that had a 2nd DUI offense was 21.3% compared to 26.0% for controls. This represents a 18.1% decline in the recidivism rate for course participants compared to controls from 2004 through 2014..

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 shows 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 154 federal dollars.

Project Contribution to Highway Safety Target:

Among other things, this project assisted in the justification to add a new 24/7 program in the recently enacted FAST Act. The new program will assist states nationwide in driving down impaired driving death and injury.

National EMS Information System (NEMSIS)

Contact Information: Marilyn Rutz
Office of Rural Health/Emergency Medical Services
600 E Capitol Ave
Pierre, SD 57501

The goal of the NEMSIS project is to have 100% of the ambulance services using the new system. Submission of South Dakota data to NEMSIS is done by Med Media, our vendor, completing a download to the national data bank in quarterly increments. The EMS program is also working to have hospitals use the system so they can access ambulance run reports for all patients brought to their location.

This project was funded with Section 408 federal dollars.

Project Contribution to Highway Safety Target:

By the end of FFY15, there were 120 services on the system out of 128 services—123 ground and 5 air which is 94% that were using the system. There were 2,598 reports that were non-complete and 85,186 that were complete for 97% completion rate during FFY15. By the end of FFY15, 80% to 85% of hospitals participate in this plan use the system so they can access ambulance run reports.

Parents Matter Prairie View Prevention

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

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 FFY15 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.

Project Contribution to Highway Safety Target:

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 FFY15, 162 schools participated in the campaign including 5 universities and colleges.

Several schools added the Parents Matter Campaign banner to their district website which allowed parents to access the Parents Matter, SafeSouthDakota.Com right from the school website. The printed Talking Points sheets for parents have been used at local fairs, back to school events and parent teacher conference this fall. All these efforts have continued to provide a means for a unified prevention campaign across the state. Over 14,000 page views were logged on the website with the site having 9,925 visits and 8,926 visitors.

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.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Public Information Officer

Contact Information: Tony Mangan
 Department of Public Safety
 118 W Capitol Ave
 Pierre, SD 57501

Tony Mangan joined the SD Department of Public Safety in March 2015 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 FFY15, 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 4th 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 federal dollars.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Roadway Safety Committee

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

The Roadway Safety Committee is an ad hoc, informal group of roadway safety minded partners that 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.

This project was funded with Section 402 federal dollars.

Project Contribution to Highway Safety Target:

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.

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 FFY15, 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.

This project was funded with Section 402 federal dollars.

Project Contribution to Highway Safety Target:

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 2015, the certified seatbelt usage rate in South Dakota was 73.6%, based on new survey methodology implemented by NHTSA.

Seatbelt Survey – Observational

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.

Project Contribution to Highway Safety Target:

In 2015, the certified seatbelt usage rate in South Dakota was 73.6%, based on new survey methodology implemented by NHTSA. These surveys provide a guide post for future enforcement and messaging campaigns.

Sioux Empire Driving Simulators

Contact Information: Brenda Leiseth
Sioux Empire Safety Village
PO Box #90612
Sioux Falls, SD 57109

The Sioux Empire Safety Village is dedicated to reducing alcohol related traffic deaths among youth in the state of South Dakota. There were several educational projects targeted to teens including our Simulated Reality and Midnight Ride programs and as well as our media campaigns. The Simulated Reality program brought the driving simulators and educational booklets to over 2,500 students throughout the eastern portion of South Dakota. The simulators educate teens on the consequences of impaired and distracted driving. The Midnight Ride crashed car program has been a wonderful addition to the Simulated Reality program. This display is of a car damaged in an impaired accident. Visible on the car is the story of what happened, statistics of the traffic deaths in SD and quotes to pull on the heartstrings. Some schools have bundled it with the driving simulators, while others have had it as a stand-alone display.

This project is funded with Section 154 federal dollars.

Project Contribution to Highway Safety Target:

In FFY15, the simulators visited 21 communities all across the State. Over 2,500 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 to schools, the simulator was featured at local business and at community fairs and events. The Midnight Ride

crashed car program was displayed at five high schools as well as local events. Media campaigns on teenage drinking and impaired driving have continued to do well on social media (Pandora, Facebook, YouTube). The click-thru rates were up to eight times the national average.

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 3 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 3+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

This project is funded with Section 410 federal dollars.

Project Contribution to Highway Safety Target:

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.

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.

This project is funded with Section 164 federal dollars.

Project Contribution to Highway Safety Target:

At the end of FFY15, the Campuses Community Coalition gave the CORE alcohol survey to approximately 650 Rapid City college students. The number of students who reported not

drinking and driving in FY15 was 84.0% from SDSM&T and 84.0% from WDT as compared to FFY14 results of 82.4% from SDSM&T and 80.7% from WDT.

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 South Dakota State University (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 Wednesday, 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.

This project was funded with Section 164 federal funds.

Project Contribution to Highway Safety Target:

In the fall of 2015, 10 students were trained as Safe Rides bus monitors. In FY15, 16,289 riders were safely taken home as compared to 11,277 riders in FFY14. The number of crashes involving impaired drivers in Brookings County decreased by 4 in 2014. In 2013 there were 17 injury crashes and 0 fatal crashes. In 2014, there were 13 injury crashes (decrease of 4 from base year 2013) and 3 fatal crashes (increase of 3 from base year 2013). Although fatality crashes increased in 2014, the number of injury crashes decreased by 4. The number of DWI convictions in the City of Brookings decreased by 3 convictions (3%) in 2014 (106) from 2013 (109). The number of DWI's recorded in 2014 (106) is significantly less than the amount recorded in 2012 (131).

South Dakota Teen Court Association

Contact Information: Jennifer Stalley
 South Dakota Teen Court Association
 1351 N Harrison Ave
 Pierre, SD 57501

Teen Court programs have a proven record of positively impacting youth behaviors to reduce alcohol violations among high-risk youth and provide an opportunity to interact with high-risk youth in a constructive way. Teen Courts address specific alcohol violations by youth charged with an alcohol-related crime through education and preventative services.

This project was funded with Section 164 federal funds.

Project Contribution to Highway Safety Target:

The twelve Teen Court programs in South Dakota serve youth in eighteen counties. In FFY15, 191 alcohol related sentences were completed and 214 youth completed alcohol prevention screenings and/or education. The teen court programs demonstrated a 13.7% recidivism rate for alcohol-related cases during the FY 15 grant. This number was better than anticipated by the grant measures and demonstrates the effectiveness of the teen court sentencing model to deter youth from reoffending after completion of the sentence.

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.

This project was funded with Section 408 federal dollars.

Project Contribution to Highway Safety Target:

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 110 local governmental law enforcement agencies. The web-based version of TraCS deployed across South Dakota and currently serves 92 law enforcement agencies. There are 18 other agencies using TraCs that have not yet switched to the web-based version.

Traffic Enforcement Training

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

The widespread use of alcohol and resulting crashes necessitate the need for training in the development of programs to counter these types of issues. This project provides traffic enforcement opportunities to law enforcement officers throughout South Dakota. This expands training opportunities to the advanced levels that are not presently available within the state.

This project was funded with Section 410 federal dollars.

Project Contribution to Highway Safety Target:

The IPTM DUI Instructor training was held March 23-27, 2015 at Law Enforcement Training. Fifteen officers successfully completed the course. Of the 15 total; 3 were from a state agency, 7 from city agencies, 4 from county agencies, and 1 tribal.

Traffic Records Coordinating Committee (TRCC)

Contact Information: Lee Axdahl
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 408 federal dollars and local match.

Project Contribution to Highway Safety Target:

This project coordinates the sharing and implementation of roadway safety data activity.

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.

Project Contribution to Highway Safety Target:

In FFY15, the Traffic Safety Resource Prosecutor provided training to three law enforcement agencies across the state regarding DUI search warrants. Assistance was provided to more than twelve prosecuting agencies across the state on impaired driving and other traffic cases. The annual DUI conference for prosecutors was held on May 5, 2015 that included training regarding field sobriety tests and recidivism statistics.

University of South Dakota Government Research Bureau

Contact Information: Dr. Shane Nordyke
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 FFY16 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.

This project was funded with Section 402 federal dollars.

Project Contribution to Highway Safety Target:

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.

University of South Dakota Safe Rides

Contact Information: Lauren Schuur/Michele Turner
USD Student Counseling Center
Cook House 414 East Clark Street
Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides program focused on providing alternative transportation for students to prevent impaired driving. Randomly selected Safe Rides consumers were asked to not only rate their level of intoxication, but if they were diverted from driving that night. 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.

Project Contribution to Highway Safety Target:

In FFY15, the USD Safe Rides program provided 10,320 rides during FFY15. 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 FY15, there were only 6 student DUIs during the Safe Rides hours of operation. A random sample of 547 riders were polled, 177 (32%) were diverted from driving.

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 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 NHTSA 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 and 154 federal dollars.

Project Contribution to Highway Safety Target:

The Volunteers of America, Dakotas project agreements contributed to the overall statewide highway safety targets by completing 13 occupant protection awareness efforts in 49 communities and 5 alcohol-impaired driving awareness efforts in 42 communities.

Volunteers of America – Prime for Life

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

Participants in Prime for Life will attend a 3-day, evidence-based curriculum training. Once participants receive this training, they will be able to provide this class to youth offenders who receive a minor in consumption.

This project was funded with Section 154 federal dollars.

Project Contribution to Highway Safety Target:

The Prime for Life training was held July 7-9, 2015 where 28 participants were trained on the Prime for Life version 9 curriculums. Six people attended the one day refresher on July 10, 2015 for version 9. The average pre-test score was 66.3% and the average post-test score was 87.2%. This is an increase of 20.9% from pre to post test.

U.S. Department of Transportation National Highway Traffic Safety Administration

Federal Reimbursement Voucher

State: South Dakota

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2015-FINAL

Report Date: 12/22/2015

Reimbursement Info: Total: \$.00

For Approval

Claim Period: 09/30/2015 - 09/30/2015

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2015-31-01-00	Planning and Administration	\$119,274.08	\$.00	\$217,358.54	\$119,274.08	\$119,274.08	\$.00
	Planning and Administration Total		\$119,274.08	\$.00	\$217,358.54	\$119,274.08	\$119,274.08	\$.00
Emergency Medical Services								
	EM-2015-23-01-00	EMS Training	\$180,984.19	\$167,299.39	\$315,107.67	\$180,984.19	\$180,984.19	\$.00
	Emergency Medical Services Total		\$180,984.19	\$167,299.39	\$315,107.67	\$180,984.19	\$180,984.19	\$.00
Pedestrian/Bicycle Safety								
	PS-2015-24-04-00	SDEMISC Bike Safety	\$42,572.20	\$42,572.20	\$77,598.20	\$42,572.20	\$42,572.20	\$.00
	Pedestrian/Bicycle Safety Total		\$42,572.20	\$42,572.20	\$77,598.20	\$42,572.20	\$42,572.20	\$.00
Police Traffic Services								
	PT-2015-21-01-00	SDHP Crash Reduction	\$153,887.02	\$43,643.73	\$153,887.02	\$153,887.02	\$153,887.02	\$.00
	PT-2015-21-06-00	Law Enforcement Liaisons	\$29,074.99	\$.00	\$29,074.99	\$29,074.99	\$29,074.99	\$.00
	PT-2015-21-07-00	Sioux Falls PD	\$9,716.15	\$9,716.15	\$15,750.34	\$9,716.15	\$9,716.15	\$.00
	PT-2015-21-08-00	Custer State Park	\$9,440.27	\$.00	\$9,440.27	\$9,440.27	\$9,440.27	\$.00
	PT-2015-27-04-00	Law Enforcement Overtime	\$174,161.43	\$174,161.43	\$225,368.76	\$174,161.43	\$174,161.43	\$.00
	PT-2015-27-06-00	Law Enforcement - Other	\$21,179.15	\$20,009.57	\$61,961.32	\$21,179.15	\$21,179.15	\$.00
	Police Traffic Services Total		\$397,459.01	\$247,530.88	\$495,482.70	\$397,459.01	\$397,459.01	\$.00
Roadway Safety								
	RS-2015-30-01-00	Roadway Safety Committee	\$4,211.85	\$.00	\$4,211.85	\$4,211.85	\$4,211.85	\$.00
	Roadway Safety Total		\$4,211.85	\$.00	\$4,211.85	\$4,211.85	\$4,211.85	\$.00
Safe Communities								
	SA-2015-24-01-00	Volunteers of America	\$103,163.28	\$103,163.28	\$103,163.28	\$103,163.28	\$103,163.28	\$.00

U.S. Department of Transportation National Highway Traffic Safety Administration

Federal Reimbursement Voucher

State: South Dakota

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2015-FINAL

Report Date: 12/22/2015

Reimbursement Info: Total: \$.00

For Approval

Claim Period: 09/30/2015 - 09/30/2015

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	SA-2015-24-05-00	Community Outreach	\$99,352.31	\$0.00	\$99,352.31	\$99,352.31	\$99,352.31	\$0.00
	SA-2015-24-08-00	Aberdeen Family YMCA	\$2,774.99	\$0.00	\$2,774.99	\$2,774.99	\$2,774.99	\$0.00
	SA-2015-26-02-00	Seat Belt Survey	\$54,515.00	\$0.00	\$54,515.00	\$54,515.00	\$54,515.00	\$0.00
	SA-2015-26-07-00	USD Business Research	\$13,874.00	\$0.00	\$13,874.00	\$13,874.00	\$13,874.00	\$0.00
	SA-2015-26-08-00	Grant Management System	\$47,418.78	\$0.00	\$47,418.78	\$47,418.78	\$47,418.78	\$0.00
	SA-2015-28-01-00	Media Campaigns	\$178,543.07	\$0.00	\$178,543.07	\$178,543.07	\$178,543.07	\$0.00
	SA-2015-28-05-00	Public Information Program	\$7,966.93	\$0.00	\$7,966.93	\$7,966.93	\$7,966.93	\$0.00
	Safe Communities Total		\$507,608.36	\$103,163.28	\$507,608.36	\$507,608.36	\$507,608.36	\$0.00
	<i>Speed Enforcement</i>							
	SE-2015-27-01-00	Law Enforcement Equipment - Radar	\$167,274.50	\$154,834.90	\$212,414.23	\$167,274.50	\$167,274.50	\$0.00
	Speed Enforcement Total		\$167,274.50	\$154,834.90	\$212,414.23	\$167,274.50	\$167,274.50	\$0.00
	<i>Paid Advertising</i>							
	PM-2015-28-02-00	Media	\$155,536.80	\$0.00	\$155,536.80	\$155,536.80	\$155,536.80	\$0.00
	Paid Advertising Total		\$155,536.80	\$0.00	\$155,536.80	\$155,536.80	\$155,536.80	\$0.00
	NHTSA 402 Total		\$1,574,920.99	\$715,400.65	\$1,985,318.35	\$1,574,920.99	\$1,574,920.99	\$0.00
	<i>408 Data Program SAFETEA-LU</i>							
	<i>408 Data Program Incentive</i>							
	K9-2015-26-03-00	TraCS/Web TraCS	\$269,789.29	\$0.00	\$269,789.29	\$269,789.29	\$269,789.29	\$0.00
	K9-2015-26-04-00	NEMSIS	\$22,575.00	\$0.00	\$228,967.45	\$22,575.00	\$22,575.00	\$0.00
	K9-2015-26-05-00	Driver License Modification	\$113,151.53	\$0.00	\$141,202.68	\$113,151.53	\$113,151.53	\$0.00
	K9-2015-26-06-00	SDHP CAD/RMS System	\$34,273.47	\$0.00	\$34,273.47	\$34,273.47	\$34,273.47	\$0.00
	408 Data Program Incentive Total		\$439,789.29	\$0.00	\$674,232.89	\$439,789.29	\$439,789.29	\$0.00
	408 Data Program SAFETEA-LU Total		\$439,789.29	\$0.00	\$674,232.89	\$439,789.29	\$439,789.29	\$0.00
	<i>410 Alcohol SAFETEA-LU</i>							
	<i>410 Alcohol SAFETEA-LU</i>							
	K8-2015-20-08-00	Stop DUI	\$0.00	\$0.00	\$240,536.86	\$0.00	\$0.00	\$0.00

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	K8-2015-20-12-00	Department of Corrections High Risk Offe	\$0.00	\$0.00	\$20,618.82	\$0.00	\$0.00	\$0.00
	K8-2015-21-02-00	SDHP Crash Reduction	\$100,000.00	\$89,637.58	\$100,000.00	\$100,000.00	\$100,000.00	\$0.00
	K8-2015-21-04-00	Traffic Enforcement Training	\$13,040.00	\$0.00	\$13,040.00	\$13,040.00	\$13,040.00	\$0.00
	K8-2015-21-05-00	SDHP DRE School	\$31,142.84	\$0.00	\$256,142.84	\$31,142.84	\$31,142.84	\$0.00
	K8-2015-27-07-00	Law Enforcement - Other	\$11,333.69	\$11,333.69	\$71,011.69	\$11,333.69	\$11,333.69	\$0.00
	410 Alcohol SAFETEA-LU Total		\$155,516.53	\$100,971.27	\$701,350.21	\$155,516.53	\$155,516.53	\$0.00
	410 Alcohol SAFETEA-LU Total		\$155,516.53	\$100,971.27	\$701,350.21	\$155,516.53	\$155,516.53	\$0.00
	410 High Fatality Rate							
	410 High Fatality Rate							
	K8FR-2015-24-07-00	Mitchell Alcohol Task Force	\$0.00	\$0.00	\$11,628.34	\$0.00	\$0.00	\$0.00
	K8FR-2015-27-02-00	Law Enforcement Equipment - Cameras	\$12,953.75	\$12,953.75	\$70,179.34	\$12,953.75	\$12,953.75	\$0.00
	K8FR-2015-27-03-00	Law Enforcement Equipment FST/PBT	\$2,275.00	\$2,275.00	\$6,120.00	\$2,275.00	\$2,275.00	\$0.00
	410 High Fatality Rate Total		\$15,228.75	\$15,228.75	\$87,927.68	\$15,228.75	\$15,228.75	\$0.00
	410 High Visibility							
	410 High Visibility							
	K8HV-2015-21-03-00	SDHP Crash Reduction	\$35,151.46	\$28,060.18	\$374,407.91	\$35,151.46	\$35,151.46	\$0.00
	K8HV-2015-21-07-00	Sioux Falls PD	\$0.00	\$0.00	\$318,041.36	\$0.00	\$0.00	\$0.00
	K8HV-2015-27-05-00	Law Enforcement Overtime	\$81,823.45	\$81,823.45	\$167,738.33	\$81,823.45	\$81,823.45	\$0.00
	K8HV-2015-28-03-00	Media	\$62,718.33	\$0.00	\$325,795.33	\$62,718.33	\$62,718.33	\$0.00
	K8HV-2015-28-04-00	SD Broadcasters	\$33,333.34	\$0.00	\$33,333.34	\$33,333.34	\$33,333.34	\$0.00
	K8HV-2015-80-00-00	SD Broadcasters	\$0.00	\$0.00	\$1,093,899.92	\$0.00	\$0.00	\$0.00
	410 High Visibility Total		\$213,026.58	\$109,883.63	\$2,313,216.19	\$213,026.58	\$213,026.58	\$0.00
	154 Transfer Funds							
	154 Alcohol							
	154AL-2015-20-12-00	Department of Corrections High Risk Offe	\$15,188.73	\$0.00	\$15,188.73	\$15,188.73	\$15,188.73	\$0.00

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	154AL-2015-20-13-00	VOA - Prime for Life	\$14,261.00	\$0.00	\$14,261.00	\$14,261.00	\$14,261.00	\$0.00
	154AL-2015-21-07-00	Sioux Falls PD	\$294,758.00	\$294,758.00	\$294,758.00	\$294,758.00	\$294,758.00	\$0.00
	154AL-2015-24-01-00	Volunteers of America	\$86,152.23	\$86,152.23	\$86,152.23	\$86,152.23	\$86,152.23	\$0.00
	154AL-2015-24-02-00	DSS Diversion Program	\$85,425.00	\$33,255.00	\$85,425.00	\$85,425.00	\$85,425.00	\$0.00
	154AL-2015-24-03-00	DSS Prevention Program	\$90,612.23	\$0.00	\$90,612.23	\$90,612.23	\$90,612.23	\$0.00
	154AL-2015-24-06-00	From The H.E.A.R.T.	\$29,233.88	\$29,233.88	\$29,233.88	\$29,233.88	\$29,233.88	\$0.00
	154AL-2015-24-07-00	Mitchell Alcohol Task Force	\$15,716.79	\$15,716.79	\$15,716.79	\$15,716.79	\$15,716.79	\$0.00
	154AL-2015-26-01-00	Mountain Plains Evaluation	\$120,592.37	\$0.00	\$120,592.37	\$120,592.37	\$120,592.37	\$0.00
	154AL-2015-26-08-00	Grant Management System	\$84,300.06	\$18,585.60	\$84,300.06	\$84,300.06	\$84,300.06	\$0.00
	154AL-2015-29-01-00	SESV Youth Simulator Project	\$76,229.37	\$76,229.37	\$76,229.37	\$76,229.37	\$76,229.37	\$0.00
	154AL-2015-30-01-00	Roadway Safety Committee	\$24,671.65	\$0.00	\$24,671.65	\$24,671.65	\$24,671.65	\$0.00
	154 Alcohol Total		\$937,141.31	\$553,930.87	\$937,141.31	\$937,141.31	\$937,141.31	\$0.00
	154 Transfer Funds Total		\$937,141.31	\$553,930.87	\$937,141.31	\$937,141.31	\$937,141.31	\$0.00
	164 Transfer Funds							
	164 Alcohol							
	164AL-2015-20-01-00	Parents Matter	\$92,769.99	\$92,769.99	\$92,769.99	\$92,769.99	\$92,769.99	\$0.00
	164AL-2015-20-03-00	Traffic Safety Resource Prosecutor	\$91,595.57	\$21,724.15	\$91,595.57	\$91,595.57	\$91,595.57	\$0.00
	164AL-2015-20-04-00	SDSU Safe Rides	\$49,318.06	\$44,764.68	\$49,318.06	\$49,318.06	\$49,318.06	\$0.00
	164AL-2015-20-05-00	USD Safe Rides	\$22,462.28	\$22,462.28	\$22,462.28	\$22,462.28	\$22,462.28	\$0.00
	164AL-2015-20-06-00	SDSMT Safe Rides	\$24,785.37	\$24,785.37	\$24,785.37	\$24,785.37	\$24,785.37	\$0.00
	164AL-2015-20-07-00	Pennington County DUI Prosecutor	\$193,911.84	\$193,911.84	\$193,911.84	\$193,911.84	\$193,911.84	\$0.00
	164AL-2015-20-08-00	Stop DUI	\$242,991.90	\$242,991.90	\$242,991.90	\$242,991.90	\$242,991.90	\$0.00
	164AL-2015-20-10-00	Teen Court	\$106,375.00	\$106,375.00	\$106,375.00	\$106,375.00	\$106,375.00	\$0.00
	164AL-2015-20-11-00	Minnehaha County DUI Prosecutor	\$112,241.21	\$112,241.21	\$112,241.21	\$112,241.21	\$112,241.21	\$0.00

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164 Alcohol Total			\$936,451.22	\$862,026.42	\$936,451.22	\$936,451.22	\$936,451.22	\$0.00
164 Paid Media								
	164PM-2015-20-02-00	Parents Matter - Media	\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$0.00
	164PM-2015-28-03-00	Media Campaigns	\$625,762.85	\$0.00	\$625,762.85	\$625,762.85	\$625,762.85	\$0.00
	164PM-2015-28-04-00	SD Broadcasters	\$166,666.66	\$0.00	\$166,666.66	\$166,666.66	\$166,666.66	\$0.00
164 Paid Media Total			\$872,429.51	\$80,000.00	\$872,429.51	\$872,429.51	\$872,429.51	\$0.00
164 Hazard Elimination								
	164HE-2015-32-01-00	DOT Hazard Elimination	\$221,342.74	\$221,342.74	\$221,342.74	\$221,342.74	\$221,342.74	\$0.00
164 Hazard Elimination Total			\$221,342.74	\$221,342.74	\$221,342.74	\$221,342.74	\$221,342.74	\$0.00
164 Transfer Funds Total			\$2,030,223.47	\$1,163,369.16	\$2,030,223.47	\$2,030,223.47	\$2,030,223.47	\$0.00
MAP 21 405c Data Program								
405c Data Program								
	M3DA-2015-26-03-00	TraCS	\$42,879.92	\$0.00	\$42,879.92	\$42,879.92	\$42,879.92	\$0.00
	M3DA-2015-26-05-00	Driver License Modification	\$136,848.47	\$0.00	\$181,780.57	\$136,848.47	\$136,848.47	\$0.00
405c Data Program Total			\$179,728.39	\$0.00	\$224,660.49	\$179,728.39	\$179,728.39	\$0.00
MAP 21 405c Data Program Total			\$179,728.39	\$0.00	\$224,660.49	\$179,728.39	\$179,728.39	\$0.00
MAP 21 405f Motorcycle Programs								
405f Motorcyclist Awareness								
	M9MA-2015-28-06-00	Media - 405f Motorcycles	\$19,483.92	\$0.00	\$24,354.90	\$19,483.92	\$19,483.92	\$0.00
405f Motorcyclist Awareness Total			\$19,483.92	\$0.00	\$24,354.90	\$19,483.92	\$19,483.92	\$0.00
MAP 21 405f Motorcycle Programs Total			\$19,483.92	\$0.00	\$24,354.90	\$19,483.92	\$19,483.92	\$0.00
NHTSA Total			\$5,565,059.23	\$2,658,784.33	\$8,978,425.49	\$5,565,059.23	\$5,565,059.23	\$0.00
Total			\$5,565,059.23	\$2,658,784.33	\$8,978,425.49	\$5,565,059.23	\$5,565,059.23	\$0.00

I CERTIFY, that in accordance with the laws of the state and under the terms of the approved program(s) area that actual costs claimed have been incurred and have not previously been presented for payment.

(APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT OR OTHER APPROPRIATE REVIEW)

State Official:

Public Education Campaigns Examples for FFY2015



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DRINKER**

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Booze
Booze**

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GET READY FOR A BLOW OUT!

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Court fees. A suspended license. Death. The consequences of drunk driving are real. If you drink, don't drive.

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 SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY

To be eligible, each entrant must have a mobile phone with SMS technology. Standard text message rates apply. Text HELP to 49494 for help. Text STOP to 49494 to cancel. Message frequency may vary based on account settings. Terms/Privacy/Showtext restrictions. Please text responsibly. Don't text and drive.

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If your athlete is caught drinking, they could lose playing time, be suspended from the team or even lose college scholarships.

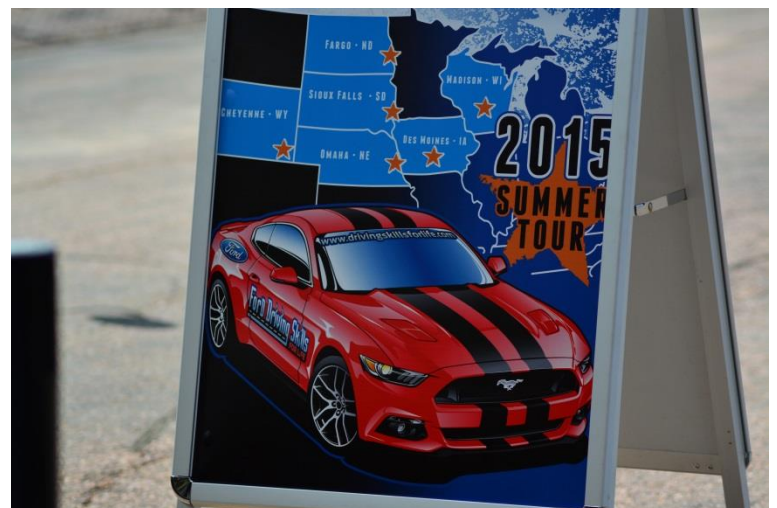
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