

South Carolina's FFY 16 Annual Report



South Carolina Department of Public Safety
Office of Highway Safety and Justice Programs

Protecting. Educating. Serving.

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Prepared by

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Executive Summary

Organizational Placement and Mission of the Office of Highway Safety and Justice Programs

The Office of Highway Safety and Justice Programs (OHSJP), a division of the South Carolina Department of Public Safety (SCDPS), is responsible for carrying out activities related to the administration of an effective highway safety program. This is accomplished by developing programs and other activities throughout South Carolina. Utilizing evidence-based performance measures and strategies, the impact goal of the OHSJP is to help reduce traffic crashes, injuries, and fatalities through the various programs that are spearheaded, coordinated, and/or implemented by this office. Crash statistics collected by the OHSJP are used to determine our progress in meeting this goal. The OHSJP is recognized internally and externally as a division of SCDPS that is dedicated to informing the public about highway safety issues through educational and public outreach campaigns; administering federally-funded grants to address highway safety issues; serving as a custodian of statewide collision statistics; and acting as a coordinator of highway safety activities throughout the state. The mission of the OHSJP is to develop comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways.

Major Functions of OHSJP:

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$5 - \$10 million in highway safety grant funds from our Federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis Center for the agency. Conducts statistical research and analysis to determine the specific causes, locations, and other information regarding traffic collisions. This information is used to determine where best to allocate our grant funds and focus our enforcement/educational efforts;
- Coordinates statewide highway safety enforcement and public information and education campaigns (e.g., *Sober or Slammer!*, *Buckle Up*, *South Carolina. It's the law and it's enforced.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click-it-or-Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement efforts, etc.;

- Supports the SC Law Enforcement Network (SCLLEN) system. The SCLLEN is comprised of 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts;
- Coordinates, with the assistance of appropriate state and federal partners, the development and implementation of the SC Strategic Highway Safety Plan.

Other Special Projects, Events, and Activities Coordinated by OHSJP:

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
- BAT (Breath Alcohol Testing) -mobile maintenance
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week
- School Zone Safety Week
- Highway Safety Booth at the SC State Fair

The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. The OHSJP is divided into the following primary sections: **Grants Administration; Statistical Analysis and Research; Public Affairs; Law Enforcement Support Services; Business Management; Criminal Justice Grants Programs, Juvenile Justice Grants Programs, Victims Services Grants Programs, and the SC Law Enforcement Officers Hall of Fame.**

Introduction

Statistical Summary

Despite a record low number of traffic deaths in South Carolina in 2013, recent years have seen an increase in such deaths. The number of deaths increased first in 2014, from 767 deaths in 2013 to 823 in 2014 before increasing again in 2015 to 979 deaths. The 823 fatalities in 2014 represented a 7.3% increase in fatalities compared to the 767 in 2013. Traffic fatalities increased again in 2015 to 979 deaths, a 19% increase. South Carolina's mileage death rate (MDR) has continued to rise, from 1.57 in 2013 to 1.65 in 2014 to 1.89 in 2015. The MDR in 2013 of 1.57 represented the lowest point in the history of the state; however, the rise to 1.65 in 2014 was a 5.1% increase. From 2014 to 2015, the MDR is expected to rise to 1.89, a 14.5% increase.

According to the National Highway Traffic Safety Administration (NHTSA), South Carolina has continued its downward trend for the third consecutive year for the number of alcohol-impaired driving traffic fatalities (a driver with a BAC of .08 or more involved in the collision). NHTSA's Fatality Analysis Reporting System (FARS) data indicated 301 fatalities involving an alcohol-impaired driver in 2015, down 9.1% from 331 in 2014. In 2014, 40.2% of all traffic fatalities involved an alcohol-impaired driver. That percentage decreased significantly to 30.7% in 2015. However, contributing to that precipitous decrease is the fact that the number of overall fatalities increased nearly 20% from 2014 to 2015.

Statistics involving vulnerable roadway users have presented some challenges for the state in recent years. Motorcyclist fatalities increased 52.1%, from 121 in 2014 to 184 in 2015. The motorcyclist figures include moped data to be consistent with FARS reporting. The year 2016 is projected to show a figure similar to the number of motorcyclist fatalities (including moped operators) in 2015, with 180 deaths anticipated. The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of motorcyclist fatalities will be 156, which, unfortunately, represents a 22.8% increase when compared to the 2009-2013 average of 127 motorcyclist fatalities.

South Carolina experienced 123 pedestrian fatalities in 2015. This is a 15% increase from the 107 pedestrian fatalities that occurred in 2014. Projections for the year 2016 show an estimated 126 pedestrian fatalities for the year, an increase of 22.3% from the 2009-2013 average of 103. Preliminary figures show the 2012-2016 average number of pedestrian fatalities to be 116, which is a 12.6% increase as compared to the 2009-2013 average of 103.

Bicyclist fatalities were up by two (2), from 14 in 2014 to 16 in 2015. As of early December, there have been 24 bicyclists killed in South Carolina in 2016. Projections for 2016 estimate the number of bicyclist deaths may increase to 26 deaths.

Statewide Goals and Results

Listed in the table below are South Carolina's Highway Safety Performance Measures which were established in the 2016 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor's Highway Safety Association (GHSA). The table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

Performance Measures	Results
To decrease traffic fatalities 10.6%, from the 2009-2013 five-year baseline average of 832 to 744, by December 31, 2016.	Goal Not Met: Based on Calendar Year 2015 FARS data, traffic fatalities increased 17.4% from the 2009-2013 five-year baseline average of 832 to 977 in 2015. The projected number of traffic fatalities for 2016 is 1,010, a 21.4% increase from the 2009-2013 five-year baseline average of 832.
To decrease serious injuries 7.9% from the 2009-2013 five-year baseline average of 3,365 to 3,100 by December 31, 2016.	Goal Exceeded: The projected number of serious injuries for 2016 is 3,000, a 10.8% decrease from the 2009-2013 five-year baseline average of 3,365.
To decrease traffic fatalities/VMT 12.4% from the 2009-2013 five-year baseline average of 1.70 to 1.49 by December 31, 2016.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; however, the state projects the VMT to be 1.90 for 2016.
To decrease traffic fatalities/VMT (Rural) 15.0% from the 2009-2013 five-year baseline average of 3.00 to 2.55 by December 31, 2016.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease traffic fatalities/VMT (Urban) 8.3% from the 2009-2013 five-year baseline average of 0.48 to 0.44 by December 31, 2016.	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
To decrease the alcohol-impaired driving fatalities by 20.3%, from the 2009-2013 five-year baseline average of 345 to 275 by December 31, 2016.	Goal Not Met: Based on CY 2015 FARS data, alcohol-impaired driving fatalities decreased 12.5% from the 2009-2013 five-year baseline average of 345 to 301 in 2015. The projected number of alcohol-impaired driving fatalities for 2016 is 300, a 13.0% decrease from the 2009-2013 five-year baseline average of 345.
To decrease motorcyclist fatalities 13.4% from the 2009-2013 five-year baseline average of 127 to 110 by December 31, 2016.	Goal Not Met: Based on CY 2015 FARS data, motorcyclist fatalities increased 44.9% from the 2009-2013 five-year baseline average of 127 to 184 in 2015. The projected number of motorcyclist fatalities for 2016 is 180, a 41.7% increase from the 2009-2013 five-year baseline average of 127 (includes moped fatalities).

<p>To decrease unhelmeted motorcyclist fatalities 1.1% from the 2009-2013 five-year baseline average of 93 to 92 by December 31, 2016.</p>	<p>Goal Not Met: Based on the CY 2015 FARS data, unhelmeted motorcyclist fatalities increased 38.7% from the 2009-2013 five-year baseline average of 93 to 129 in 2015. The projected number of unhelmeted motorcyclist fatalities for 2016 is 140, a 50.5% increase from the 2009-2013 five-year baseline average of 93.</p>
<p>To increase observed seatbelt usage rate 0.3 percentage points, from the 2013 calendar base year average of 91.7% to 92% by December 31, 2016.</p>	<p>Goal Exceeded: The observed seatbelt usage rate for 2016 is 93.9%, a 2.2 percentage point increase from the 2009-2013 five-year baseline average of 91.7%.</p>
<p>To decrease unrestrained motor vehicle occupant fatalities 21.9%, from the 2009-2013 five-year baseline average of 301 to 235, by December 31, 2016.</p>	<p>Goal Not Met: Based on CY 2015 FARS data, unrestrained motor vehicle occupant fatalities increased by 1.7% from the 2009-2013 five-year baseline average of 301 to 306 in 2015. The projected number of unrestrained motor vehicle occupant fatalities for 2016 is 323, a 7.3% increase from the 2009-2013 five-year baseline average of 301.</p>
<p>Decrease speeding-related fatalities 5.2%, from the 2009-2013 five-year baseline average of 306 to 290 by December 31, 2016.</p>	<p>Goal Not Met: Based on CY 2015 FARS data, speeding-related fatalities increased 18.0% from the 2009-2013 five-year baseline average of 306 to 361 in 2015. The projected number of speeding-related fatalities for 2016 is 374, a 22.2% increase from the 2009-2013 five-year baseline average of 306.</p>
<p>Decrease pedestrian fatalities 7.8% from the 2009-2013 five-year baseline average of 103 to 95 by December 31, 2016.</p>	<p>Goal Not Met: Based on CY 2015 FARS data, pedestrian fatalities increased 19.4% from the 2009-2013 five-year baseline average of 103 to 123 in 2015. The projected number of pedestrian fatalities for 2016 is 126, a 22.3% increase from the 2009-2013 five-year baseline average of 103.</p>
<p>Decrease bicyclist fatalities 0.0% from the 2009-2013 five-year baseline average of 14 to 14 by December 31, 2016.</p>	<p>Goal Not Met: Based on CY 2015 FARS data, bicyclist fatalities increased 14.3% from the 2009-2013 five-year baseline average of 14 to 16 in 2015. The projected number of bicyclist fatalities for 2016 is 26, an increase of 85.7% from the 2009-2013 five-year baseline average of 14.</p>
<p>Decrease moped fatalities 20.0% from the 2009-2013 five-year baseline average of 25 to 20 by December 31, 2016.</p>	<p>Goal Not Met: The projected number of moped fatalities for 2016 is 40, a 60.0% increase from the 2009-2013 five-year baseline average of 25.</p>

Annual Activity Tracker	
Seatbelt Citations	2013: 228,878 2014: 198,071 2015: 167,761 2016 Projection: 170,000 Based on previously reported figures, the OHSJP projects a 1.3% increase in the number of seatbelt citations issued from 2015 to 2016.
Impaired Driving Arrests	2013: 23,977 2014: 23,064 2015: 21,512 2016 Projection: 22,000 Based on previously reported figures, the OHSJP projects a 2.3% increase in the number of impaired driving arrests from 2015 to 2016.
Number of Speeding Citations	2013: 406,293 2014: 395,792 2015: 388,631 2016 Projection: 390,000 Based on previously reported figures, the OHSJP projects a 0.4% increase in the number of speeding citations issued from 2015 to 2016.

Federal Grant Projects by Program Area

Planning and Administration Program Area

Primary activities of Program Administration include:

Administration: Includes preparation of the Highway Safety and Performance Plan and distribution and administration of federal funds to state, local, and private agencies.

Problem Identification: Includes identification of actual and potential traffic safety hazards and effective countermeasures.

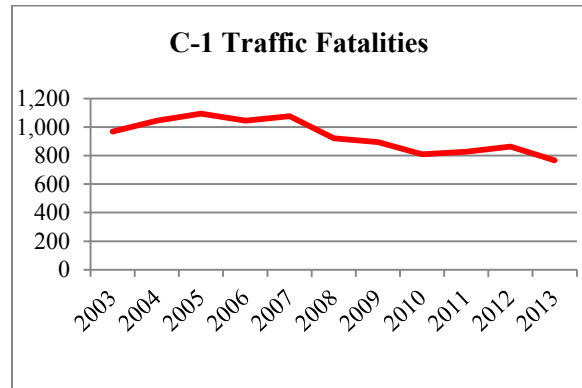
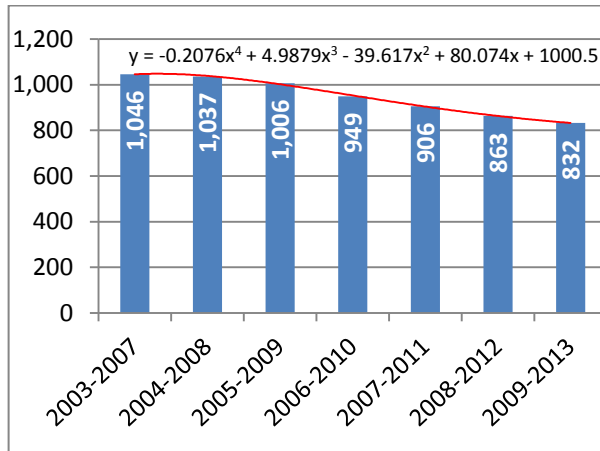
Monitoring and Evaluation: Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety and Performance Plan.

Public Information and Education: Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

Planning and Administration Program Overview

Planning and Administration Program Goals:

1. To decrease traffic fatalities by 10.6%, from the 2009-2013 five-year baseline average of 832 to 744 by December 31, 2016.



Polynomial Projection = $-0.2076(10^4) + 4.9879(10^3) - 39.617(10^2) + 80.074(10) + 1000.5 = 751$

2009-2013 Average = 832

2010-2014 Average = 818

2009 = 894

2010 = 809

2011 = 828

2012 = 863

2013 = 767 (11.1% decrease from 2012)

2014 = 823 (7.3% increase from 2013)

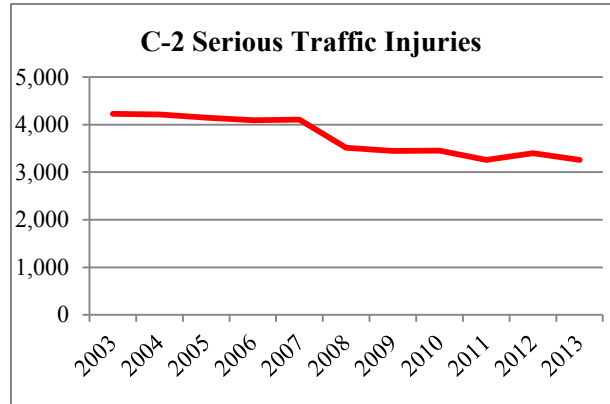
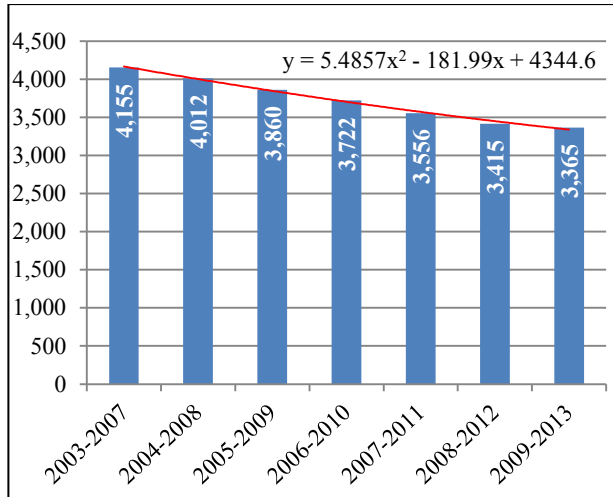
2015 = 977 (18.7% increase from 2014, not FARS finalized)

Figure 1: C-1. South Carolina Total Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of traffic fatalities will be 888, which represents a 6.7% increase from the 2009-2013 average of 832 fatalities. The OHSJP Statistical Analysis and Research Section predicts 1,010 traffic fatalities for CY 2016, which represents a 21.4% increase from the baseline 2009-2013 average of 832.

Planning and Administration Overview

- 2. To decrease serious injuries 7.9% from the 2009-2013 five-year baseline average of 3,365 to 3,100 by December 31, 2016.



Polynomial Projection = $5.4857(10^2) - 181.99(10) + 4344.6 = 3,073$

2009-2013 Average = 3,364.8
 2010-2014 Average = 3300.2
 2009 = 3448
 2010 = 3456
 2011 = 3261
 2012 = 3399
 2013 = 3260 (4% decrease from 2012)
 2014 = 3125 (4% decrease from 2013)
 2015 = 3075 (1.6% increase from 2014)

Figure 2: C-2. South Carolina Serious Injuries, 5-Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of serious traffic injuries will be 3,186, which represents a 5.3% reduction from the 2009-2013 average of 3,365 fatalities. The OHSJP Statistical Analysis and Research Section predicts 3,000 serious traffic injuries for CY 2016, which represents a 10.8% decrease from the baseline 2009-2013 average of 3,365.

Planning and Administration Overview

- 3. To decrease traffic fatalities/VMT 12.4% from the 2009-2013 five-year baseline average of 1.70 to 1.49 by December 31, 2016.

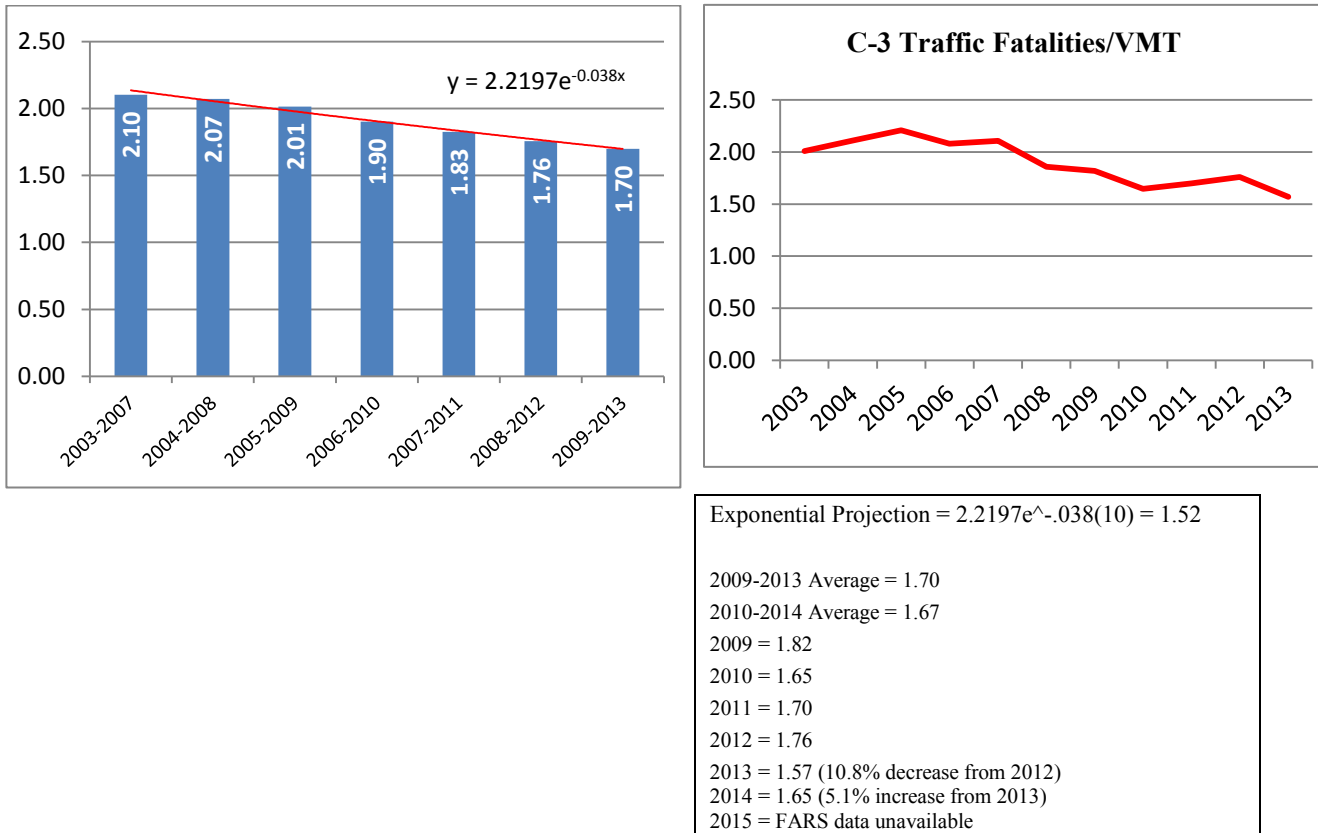
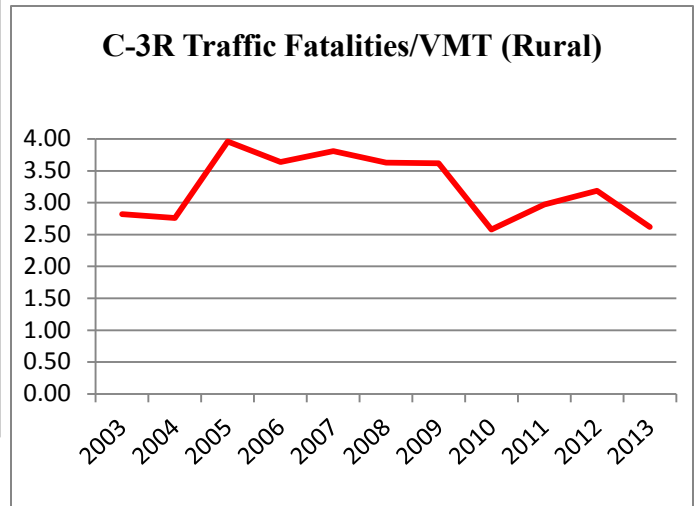
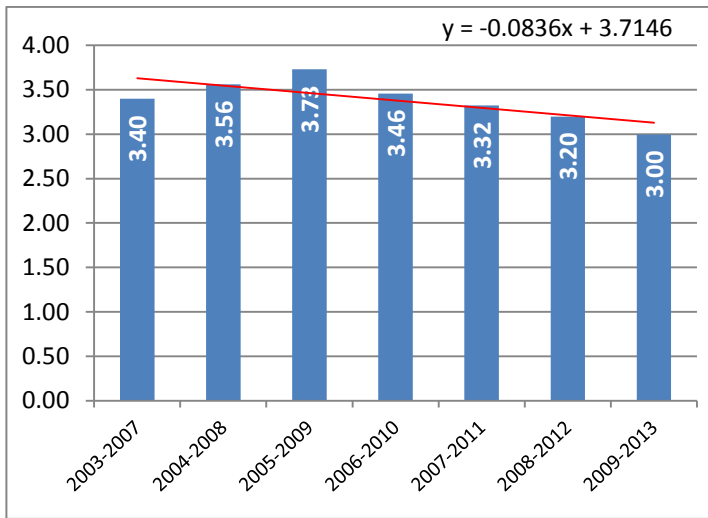


Figure 3: C-3. South Carolina Traffic Fatality Rate, 5-Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average fatality rate/100M VMT will be 1.75. The OHSJP Statistical Analysis and Research Section predicts the CY 2016 fatality rate/100M VMT to be 1.90, which represents an 11.8% increase from the baseline 2009-2013 average of 1.70 fatality rate/100M VMT.

Planning and Administration Overview



Linear Projection = $-.0836(10) + 3.7146 = 2.88$

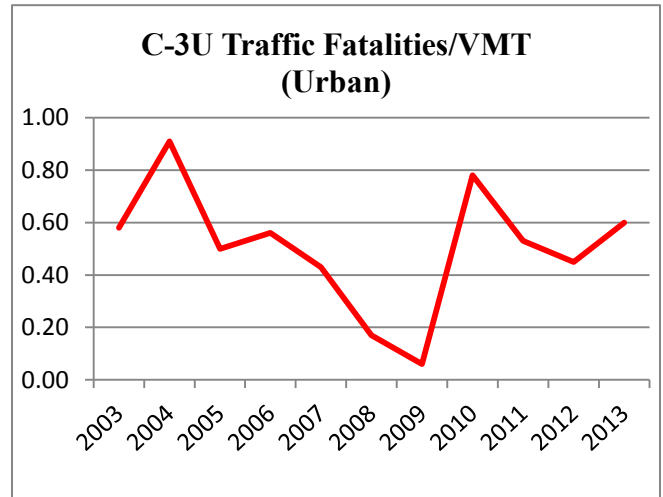
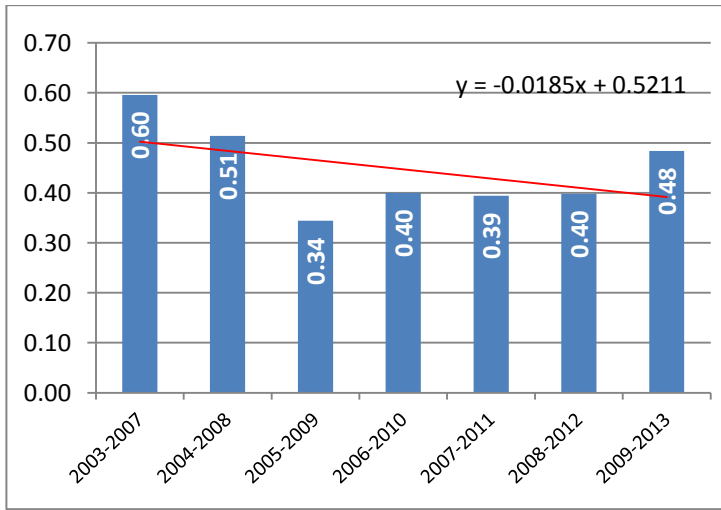
2009-2013 Average = 3.00
 2010-2014 Average = Unavailable
 2009 = 3.62
 2010 = 2.58
 2011 = 2.97
 2012 = 3.19
 2013 = 2.62 (17.9% decrease from 2012)
 2014 = 2.52
 2015 = FARS data unavailable

Figure 4: C-3R. South Carolina Traffic Fatality Rural Rate, 5-Year Moving Average with Trend Analysis, 2003-2013.

South Carolina statistical information for Goal C-3R, as outlined above in Figure 4, is not currently available for the Annual Report.

Planning and Administration Overview

- 4. To decrease traffic fatalities/VMT (Urban) 8.3% from the 2009-2013 five-year baseline average of 0.48 to 0.44 by December 31, 2016.



Linear Projection = $-0.0185(10) + 0.5211 = 0.34$

2009-2013 Average = 0.48
 2010-2014 Average = Unavailable
 2009 = 0.06
 2010 = 0.78
 2011 = 0.53
 2012 = 0.45
 2013 = 0.60 (33% increase from 2012)
 2014 = 0.93
 2015 = FARS data unavailable

Figure 5: C-3U. South Carolina Traffic Fatality Urban Rate, 5-Year Moving Average with Trend Analysis, 2003-2013.

South Carolina statistical information for Goal C-3U, as outlined above in Figure 5, is not currently available for the Annual Report.

Planning and Administration Overview

Planning and Administration Project:

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: PA-2016-HS-01-16
Project Title: Highway Safety Planning and Administration

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety and Justice Programs (OHSJP) of the South Carolina Department of Public Safety (SCDPS). The mission of the OHSJP includes developing and implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The OHSJP coordinates highway safety programming focused on public outreach and education, and aggressive traffic law enforcement through collaboration with safety and business organizations, the integration of public health strategies and techniques, the implementation of engineering-related countermeasures, and cooperation with state and local governments. Programming resources are directed to national and state-identified priority areas.

In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Assistant Director (40%), and one (1) Grants Administration Manager (100%).

Planning and Administration Project Summary

Activities Funded/Implemented	Results
To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.	In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Assistant Director (40%), and one (1) Grants Administration Manager (100%).
To plan and conduct a Project Management course for all new Highway Safety Project Directors.	Two Project Management courses were held for all new Highway Safety Project Directors and Financial Officers. On November 5, 2015, a Project Management course was held for subgrantees that were funded October 1, 2015. Due to the amount of de-obligated funds from the first quarter, the OHSJP was able to award six additional subgrantees in January 2016. As a result, the second Project Management course was held on February 10, 2016 for those six subgrantees. A Pre-Work course was held on October 30, 2015 for Project Directors and Financial Officers with continuation grants.

<p>To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects.</p>	<p>A Highway Safety Grant Solicitation Announcement for FFY 2017 projects was emailed on November 12, 2015. Additionally, a full-page postcard solicitation was mailed on November 18, 2015 to at least 700 recipients, including, but not limited to, Project Directors of current grant projects, local law enforcement agencies, state agencies, local agencies, county coroners, mayors, and organizations that work with roadway safety. The solicitation referred recipients to the OHSJP website to access the FFY 2017 Funding Guidelines and the online Grants Management Information System (GMIS) to complete and submit their applications. The solicitations also encouraged potential applicants to attend the Funding Guidelines Workshop.</p>
<p>To plan and conduct workshops on the FFY 2017 SCDPS's Office of Highway Safety and Justice Programs' Funding Guidelines, to include how to write a highway safety grant.</p>	<p>A Funding Guidelines Workshop for FFY 2017 highway safety grant submissions was held on December 2, 2015 in Columbia, SC at the South Carolina Law Enforcement Officers' Hall of Fame Auditorium. Topics covered during the workshop included the grant funding cycle, funding limitations, general funding requirements, financial requirements, SC traffic crash statistics, priority funding areas, and an application overview with checklist. Approximately 61 people attended. All attendees were provided with a folder that included copies of the following documents: the meeting agenda, PowerPoint Presentation slides, and the 2017 Highway Safety Funding Guidelines. The Funding Guidelines were also placed on the OHSJP's webpage.</p>

<p>To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council.</p>	<p>The OHSJP reviewed the 50 applications submitted and continued the implemented three-part review process prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC). The first segment of the staffing allowed OHSJP staff to review applications against established criteria and determine the written quality of grant applications. A formal process for discussion of every application was implemented. At the close of discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval. The second stage of the grant review process was based on discussions among the Grants Administration Manager, Assistant Director, and Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began. Ranking priority for projects recommended for funding was given to: (1) ongoing grant applications for the overall management and administration of the Highway Safety grant program; (2) continuation grant applications; (3) new grant applications located in priority counties or addressing one of the Funding Guidelines priority areas; and (4) new grant applications which demonstrated a highway safety problem and were located outside priority counties. The information was then compiled in the Summaries and Recommendations document that was provided in advance of the meeting to the members of the SCPSCC. Overall, 39 projects were recommended for funding in FFY 2017.</p>
<p>To develop an Annual Highway Safety and Performance Plan for submittal to NHTSA by July 1, 2016.</p>	<p>The FFY 2017 Highway Safety Plan and relevant applications for South Carolina were submitted to NHTSA on July 1, 2016 via the new Grants Management Solution Suite (GMSS).</p>
<p>To award all FFY 2017 approved grants by October 1, 2016, or upon receipt of the FFY 2017 Obligation Limitation from NHTSA.</p>	<p>The 39 approved FFY 2017 grants were awarded prior to October 1, 2016. Award notifications were provided via email on September 1, 2016. Award letters were mailed on October 25, 2016.</p>

<p>To conduct programmatic and financial on-site monitoring visits on 100% of all current Highway Safety grants.</p>	<p>Program Coordinators for each program area, along with the Grants Administration Accountant, were responsible for organizing programmatic and on-site monitoring visits for 100% of all Highway Safety Grants. First-year grant projects were monitored at least twice during the grant year and continuation grant projects were monitored at least once during the grant year. Monitoring took place during the second, third, and fourth quarters.</p>
<p>To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials.</p>	<p>Technical assistance was provided to all subgrantees throughout the grant period, primarily from the Program Coordinators and the Grants Administration Accountant, through monthly telephone calls, emails, on-site visits as needed, and dissemination of technical materials. Management staff was always available throughout the grant period and assisted as needed.</p>
<p>To provide technical training for the staff of the Office of Highway Safety and Justice Programs through participation in seminars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available.</p>	<p>OHSJP staff participated in a variety of trainings during the grant year, including but not limited to the following seminars/conferences: Lifesavers, the GHSA Annual Meeting, GHSA's Executive Training Seminar, Kidz in Motion, and multiple TSI courses such as Occupant Protection, Speed Management, Communication Skills for Highway Safety Professionals, and Managing NHTSA Grant Funds.</p>
<p>To prepare and submit an evaluation report on all FFY 2015 Highway Safety projects funded by 12-31-15.</p>	<p>The Annual Report for FFY 2015 was submitted to NHTSA on December 30, 2015.</p>
<p>To utilize a "Beeline" Contractor to maintain the Highway Safety portion of the Grants Management Information System (GMIS) by 9/30/16.</p>	<p>OHSJP staff utilized the State's Beeline Contract to develop and implement the OHSJP portion of the GMIS. The GMIS became operational on February 13, 2008 for online submissions, and highway safety grant applications continue to be submitted online annually through this system. The current Highway Safety Planning and Administration grant contains funding to maintain the GMIS and to make additions to the system on an as-needed basis during the grant year. The OHSJP began work to replace the GMIS with a new electronic Grants Management System, but has not finalized the software and/or vendor.</p>

Planning and Administration: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PA-2016- HS-01-16	South Carolina Department of Public Safety: Office of Highway Safety	Highway Safety Planning & Administration	\$109,703	\$101,051.03	State Funds
Total All Funds			\$219,406		
NHTSA 402 Total			\$109,703	\$101,051.03	NHTSA 402

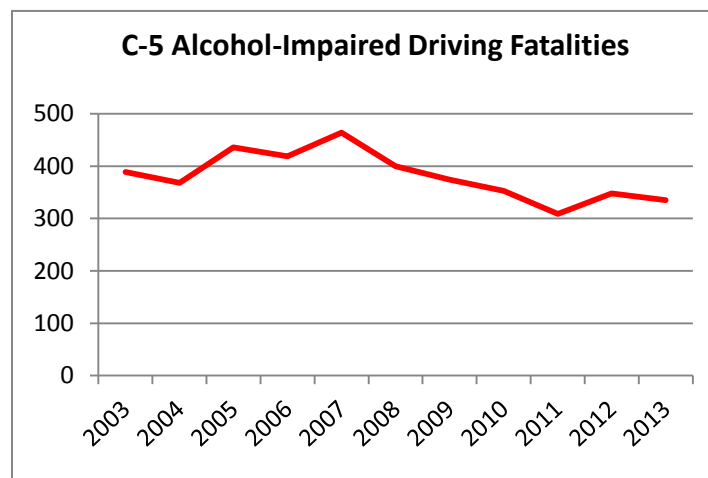
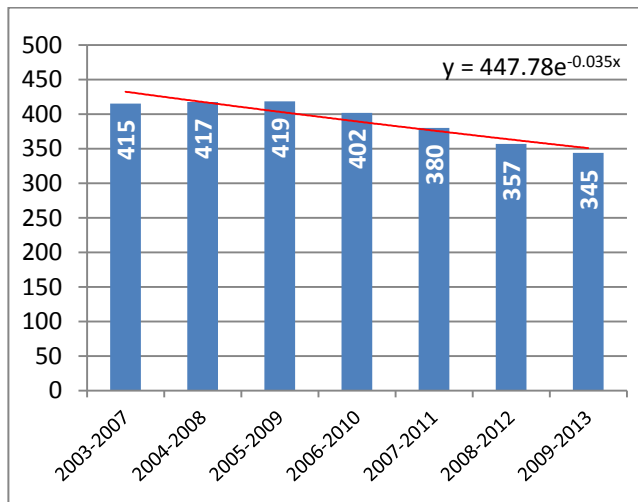
Alcohol Countermeasures Program Overview

Alcohol Countermeasures Program Area

The alcohol-impaired driving countermeasures grant program in South Carolina adopts and implements effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. In 2016 the State sought to implement a variety of programs and strategies to attack the state's impaired driving problems through the following efforts: a high-visibility law enforcement campaign, the use of sobriety checkpoints or saturation patrols, the effective utilization of media support for campaign efforts, the funding of specialized DUI enforcement and prosecutorial efforts, maintaining a statewide impaired driving task force, and effective program management.

Alcohol Countermeasures-Program Management Goals:

1. To decrease alcohol-impaired driving fatalities by 20.3%, from the 2009-2013 five-year baseline average of 345 to 275 by December 31, 2016.



Exponential Projection = $447.78e^{-0.035(10)} = 315.5$

2009-2013 Average = 344.6

2010-2014 Average = 327.4

2009 = 374

2010 = 353

2011 = 309

2012 = 348

2013 = 339 (2.6% decrease from 2012)

2014 = 331 (2.4% decrease from 2013)

2015 = 301 (9.1% decrease from 2014)

Figure 6: C-5. South Carolina Alcohol Impaired Driving Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of alcohol-impaired traffic fatalities will be 324, which represents a 6.1% reduction from the 2009-2013 average of 345 alcohol-impaired traffic fatalities. According to projections by the OHSJP Statistical Analysis and Research Section, it is estimated that 300 alcohol-impaired driving fatalities will occur in the state in 2016, a decrease of 13.0% as compared to the 2009-2013 average figure of 345.

Activity Measure A-2 deals with the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2016 Highway Safety Plan. Thus, Figure 7 below is presented as demonstration of an overall upward trend of enforcement activity over the last six data points relative to this type of citation. This enforcement activity has likely contributed positively toward the state's steady decline in alcohol-impaired driving negative statistics over time and to a reduction in traffic fatalities over time.

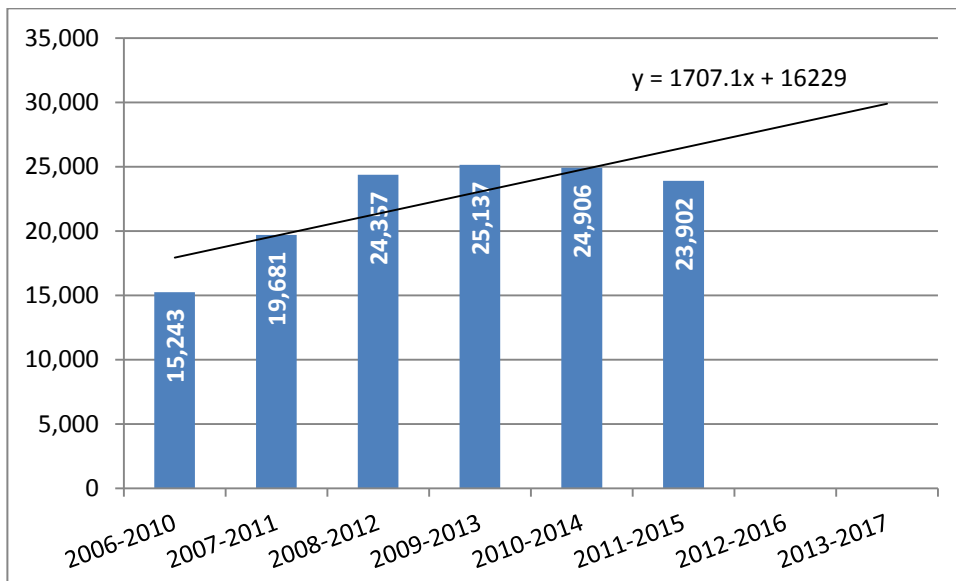


Figure 7: A-2 South Carolina Number of Impaired Driving Arrests Made, Trend Analysis, 2006-2017

In 2014, there were 23,064 reported grant-funded impaired driving arrests made, compared to 23,977 in 2013, which resulted in a 3.8% decrease from the 2013 number. In 2015, the number of arrests declined again to 21,512. Based on previously reported figures, the OHSJP Statistical Analysis and Research Section projects an approximate count of 22,000 grant-funded impaired driving arrests for 2016, an estimated 2.3% increase over 2015 (21,512), and 4.6% below the 2014 mark (23,064). A number of factors, including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Law Enforcement DUI Challenge, likely impacted the decline in overall citation data since 2010.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures – Program Management Project

Subgrantee: SCDPS, Office of Highway Safety and Justice Programs
Project Number: M4HVE-2016-HS-25-16
Project Title: Impaired Driving Countermeasures Program Management

The Impaired Driving Countermeasures grant project provided funding for the employment of an Impaired Driving Countermeasures Program Coordinator (IDCPC) (100%), an Administrative Coordinator (20%), two (2) Senior Accountants (25% each), one (1) Program Coordinator II (20%), and one (1) Administrative Manager (2%) to administer impaired driving highway safety grants during the course of the grant year. Ongoing administration of impaired driving countermeasures grant projects funded through the highway safety program included providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, on-site monitoring, and responding to requests for grant revisions during the grant period. The IDCPC and other staff members of the Office of Highway Safety and Justice Programs (OHSJP) continued the review of recommendations resulting from the 2013 Statewide Impaired Driving Assessment. Assistance was also provided to the Public Affairs Manager of the OHSJP, who worked with the agency's contractor to develop and implement a statewide DUI public information and education campaign to support law enforcement DUI mobilization crackdowns during the 2015-2016 Christmas/New Year's and 2016 Labor Day holiday time periods and a designated driver campaign during December 2015.

Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p>To continue the Law Enforcement DUI Challenge requiring at least quarterly impaired driving enforcement initiatives combined with additional nights of enforcement activity during two (2) major DUI mobilization crackdowns during FY 2016.</p>	<p>The 2016 Law Enforcement DUI Challenge ran from December 1, 2015, through June 30, 2016. Approximately 70% of the state's local law enforcement agencies participated in the Challenge. The South Carolina Highway Patrol and State Transport Police, which both have statewide jurisdiction, also participated in the Challenge.</p> <p>During the 2016 Challenge, state and local law enforcement agencies that participated collectively reported 12,330 DUI arrests and issued 93,390 citations for seatbelt violations and 224,344 citations for speed violations.</p> <p>Of the 12,330 DUI arrests made during the Challenge period, 1,198 DUI arrests were made during the Christmas/New Year's 2015/2016 <i>Sober or Slammer! (SOS)</i> enforcement mobilization period, and 1,117 DUI arrests were made during the 2016 Labor Day <i>SOS</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement in campaign efforts. They also participated in state-led press events regarding the enforcement emphases.</p> <p>The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of March through August 2016, supported by radio advertising.</p>
<p>To conduct at least two (2) public information, education, and enforcement campaigns to emphasize impaired driving enforcement initiatives during FY 2016.</p>	<p>During the FY 2016 grant period, the OHSJP conducted two (2) major education/media efforts to support the <i>SOS</i> enforcement mobilization crackdowns. They were conducted during the 2015/2016 Christmas/New Year's holidays and the 2016 Labor Day holiday. Media efforts included television advertising, radio advertising (in both English and Spanish), billboard advertising, and other alternative media (ice box wraps, commercial truck wraps, convenience store cooler clings, and gas pump toppers).</p> <p>Radio advertising also continued to support the specialized DUI enforcement weekends conducted from March through August by the SC Highway Patrol.</p>
<p>To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2016 and conduct a minimum of two (2) meetings a year to continue implementation of NHTSA recommendations resulting from the South Carolina Impaired Driving Assessment of 2013.</p>	<p>During the FY 2016 grant period, meetings of the SCIDPC continued. The SCIDPC held a total of three (3) meetings during the grant period. The full Council met on February 26, June 8, and September 16, 2016. The SCIDPC worked during the grant period on recommendations made by the State's 2013 Impaired Driving Assessments conducted by NHTSA.</p>

To hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during the previous calendar year.

The OHSJP hosted a DUI Awards Ceremony in April 2016 to recognize DUI enforcement achievements of agencies and officers in the state during CY 2015. The 2016 Law Enforcement DUI Challenge campaign, which was scheduled to end on September 5, 2016, ended on June 30, 2016, to comply with new NHTSA requirements regarding equipment distributed to law enforcement agencies. On September 21, 2016, for eligible law enforcement agencies, the OHSJP distributed equipment for DUI enforcement and held a drawing to award a vehicle to an agency for DUI enforcement for CY 2016.



Alcohol Countermeasures Program Overview

Alcohol Countermeasures – DUI Enforcement Projects

There were eight (8) DUI enforcement projects funded during FFY 2016. The projects funded statewide include the following:

Project Number	Agency	Grant-funded DUI Officers
M4HVE-2016-HS-16-16	Lexington County Sheriff's Office	2
M4HVE-2016-HS-21-16	Kershaw County Sheriff's Office	2
M4HVE-2016-HS-22-16	City of Charleston Police Department	2
M4HVE-2016-HS-24-16	Richland County Sheriff's Department	2
M4HVE-2016-HS-28-16	Berkeley County Sheriff's Office	1
M4HVE-2016-HS-29-16	Charleston County Sheriff's Office	1
M4HVE-2016-HS-30-16	Town of Mount Pleasant	2
M4HVE-2016-HS-41-16	Greenville County Sheriff's Office	1

The DUI enforcement grant projects referenced above developed or enhanced DUI enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized DUI enforcement was the priority for these enforcement projects; however, these projects also focused on other violations which, when manifested, lent themselves to a determination of possible impaired driving. There were 13 DUI enforcement officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, an impact was made in their communities. This impact is evidenced by the 757 DUI arrests, which removed 757 impaired drivers from South Carolina's roadways, as well as the 116 traffic safety presentations given to local schools, churches, and business/civic groups on the dangers of DUI. These efforts, and many others, all contributed to the effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Alcohol Countermeasures – DUI Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of 96 public safety checkpoints by September 30, 2016.	During the FFY 2016 grant period, the grant-funded DUI enforcement officers collectively conducted 161 public safety checkpoints.
To have an appropriate, corresponding increase in DUI arrests due to traffic enforcement efforts by the end of the grant period.	The grant-funded DUI enforcement officers collectively made 757 DUI arrests throughout the FFY 2016 grant period.
To have the grant-funded officers maintain a daily log of contacts made in the course of patrolling and submit a Monthly Enforcement Data Report Form by the 10 th of each month for the previous month.	During the FFY 2016 grant period, the grant-funded officers maintained a daily log. The Monthly Enforcement Data Report Form was submitted monthly for FFY 2016 grant period.
To participate actively in the local Law Enforcement Networks.	The eight (8) DUI enforcement projects funded during FFY 2016 participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity.
To train the DUI grant-funded officers in SFST through the SC Criminal Justice Academy.	Grant-funded DUI enforcement officers who had not been previously trained in SFST received this training through the SC Criminal Justice Academy during the FFY 2016 grant period.
To train the DUI grant-funded officers in DUI Trial preparation through the SC Commission on Prosecution Coordination.	The grant-funded DUI enforcement officers were trained in DUI Trial preparation through the SC Commission on Prosecution Coordination during the grant period.
To conduct a minimum of 48 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.	During the grant period, the grant-funded officers collectively conducted 116 traffic safety presentations during the grant year for schools, churches, and business/civic groups on the dangers of DUI and the activities of their respective DUI Enforcement Teams.
To issue monthly press releases during the grant period.	The DUI projects issued press releases during the grant period.
To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.	All agencies with grant-funded DUI enforcement projects reported public contact warnings according to SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures – Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy
Project Number: M4HVE-2016-HS-26-16
Project Title: Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the State Impaired Driving Coordinator (SIDC) to coordinate the Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (A-RIDE), and Standardized Field Sobriety Testing (SFST) impaired driver detection programs. The SIDC ensures that officers participating in the DRE, A-RIDE, and SFST programs are equipped with the knowledge, tools, and training needed to detect, arrest, and convict impaired drivers. Each of these classes is supported by the National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police. Through these classes, officers are better able to detect drivers impaired by drugs and alcohol.

The SC Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility in the state. SCCJA provides basic training for all law enforcement, detention, and telecommunications officers. The overall goal of this project was to continue the expansion of the DRE training program.

The SIDC taught 41 classes to 1,470 students over the course of the grant year. This resulted in 24 officers being awarded Drug Recognition Expert certifications, and 4 officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs have conducted over 436 DRE evaluations from October 1, 2015, through September 30, 2016. The DRE program not only provided the officers of the State of South Carolina with the knowledge to make the appropriate charges, but also enabled the officers to work in proactive ways to reduce the collision rates and ultimately aid in reducing the number of overall fatalities in the state.

**Alcohol Countermeasures – Education/Training
Impaired Driving Countermeasures Training for Law Enforcement Project Summary**

Activities Funded/Implemented	Results
To conduct at least two (2) Drug Recognition Expert (DRE) courses during the grant cycle.	During the grant period, the SIDC conducted a DRE course October 12-21, 2015, for 12 students and February 29- March 9, 2016 for 12 students. The SIDC also coordinated and conducted DRE “pre-schools” for the program to give law enforcement officers across the state the opportunity to qualify for the DRE program. The pre-schools also allowed the SIDC to identify the best prospective officers to enroll in DRE school. A total of 29 officers participated in the DRE pre-schools.
To conduct at least ten (10) Advanced Roadside Impaired Driving Enforcement (A-RIDE) trainings by the end of FFY 2016.	During the grant period, the SIDC participated in the coordination and training of 9 A-RIDE classes, teaching approximately 117 students.
To coordinate at least three (3) Standardized Field Sobriety Testing (SFST) Instructor trainings by September 30, 2016.	During the grant period, the SIDC assisted with the coordination and training of seven (7) SFST instructor courses. As a result of these seven (7) SFST instructor courses, 92 officers became certified SFST instructors.
To assist the SCCJA Traffic Safety Unit in the instruction of DataMaster training (DMT) classes, SFST Practitioner, SFST Instructor, and SFST re-certification courses when his schedule permits.	During the grant period, the SIDC assisted the Traffic Safety Unit with two (2) DataMaster trainings (DMT), one (1) SFST Practitioner class, and seven (7) SFST Instructor courses. Additionally, the SIDC is responsible for the SFST recertification program and online training.
To track training and proficiencies of the officers participating in the DRE Program.	The SIDC maintains the database of information on the training and practical applications of the state’s 144 DREs.

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: M4HVE-2016-HS-27-16
Project Title: Traffic Safety Resource Prosecutor

The project maintained the Traffic Safety Resource Prosecutor (TSRP) to address driving under the influence and highway safety issues 100% of the time. The TSRP provided technical assistance and legal research to prosecutors on a wide variety of legal issues, including probable cause; Standardized Field Sobriety Testing (SFST); implied consent; breath/blood testing; accusatory instruments; pre-trial procedures; trial practice; and appellate practice.

The TSRP coordinated and conducted 4 two-day regional DUI training programs during the grant period entitled “Prosecuting the Impaired Driver.” Program topics included: *Case Law Update, Implied Consent, Effective Opening and Closing Arguments, DUI Issues at Trial, A Judge’s Perspective, Effective Cross-Examination and Evidence Presentation, Toxicology, Underage Drinking Trends and Prosecution, and the SC Drug Recognition Expert Program.* Approximately 189 attendees were present for the regional trainings. In addition, the TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration Summary Court Judges’ Intensive Training on August 15-16, 2016, to approximately 75 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table on the following page.

**Alcohol Countermeasures – Education/Training
Traffic Safety Resource Prosecutor Project Summary**

Activities Funded/Implemented	Results
<p>To prepare newsletters for distribution over the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals dealing with DUI and traffic safety-related issues.</p>	<p>The TSRP distributed approximately 2,500 newsletters entitled <i>Behind the Wheel</i>, to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals/agencies dealing with DUI and traffic safety-related issues.</p>
<p>To coordinate with the American Prosecutors Research Institute (APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), MADD, National Association of Prosecutor Coordinators (NAPC), and other national and state organizations to obtain guest instructors, technical assistance, research data, and support for these courses.</p>	<p>The TSRP is a member of the TSRP Yahoo group designed for all TSRPs and a few other National District Attorney Association and NHTSA personnel dealing with traffic safety issues. The TSRP has used the National Traffic Law Center for impaired driving materials in presentations at regional DUI trainings. The TSRP also called upon prosecutors involved in NAPC for assistance in presentations that can be used in the trial advocacy component of the DUI trainings.</p>
<p>To market NDAA/APRI, NHTSA, NJC, MADD, and NAPC as training resources to statewide prosecutors, law enforcement, and judges.</p>	<p>During the grant period, the TSRP distributed NHTSA and NAPC material to prosecutors upon request. Copies of NHTSA's <i>Standardized Field Sobriety Testing Manual</i> and the NDAA and NHTSA's <i>Cops in Court</i> program were disseminated. The TSRP also distributed the NDAA's <i>CDL Quick Reference Guide</i> to prosecutors.</p>
<p>To attend and present impaired driving training at state prosecutor, law enforcement, and judicial conferences and seminars. The DUI regional trainings will be scheduled for dates from April to August. The TSRP also plans to assist in the summary court judges' annual conference scheduled for August 2016 and the summary court orientation program scheduled for March 2016. The TSRP also plans to assist state DRE and SFST instructors in coordinating training for state prosecutors to become more familiar with each detection method and their use in prosecuting DUI cases.</p>	<p>The TSRP coordinated and conducted 4 two-day regional DUI training programs entitled "Prosecuting the Impaired Driver" during the grant year for solicitors and law enforcement officers, with 189 individuals in attendance. Courses were held May 25-26, 2016 in Columbia; June 22-23, 2016 in Greenville; July 20-21, 2016 in North Charleston; and August 24-25, 2016 in Columbia. On March 30, 2016, the TSRP attended and presented an overview of DUI law and Prosecution issues to 22 summary court judges at the SC Court Administration Magistrates' Orientation training. The TSRP also made presentations at a number of trainings on DUI law issues and traffic safety issues, most notably at the SC Court Administration Summary Court Judges' Intensive Training on August 15-16, 2016. Through these trainings and the presentations conducted at numerous LEN meetings, the TSRP was able to reach over 1,000 law enforcement officers, prosecutors, judges, and traffic-safety professionals.</p>
<p>To assist in creating, sponsoring, and implementing multi-disciplinary felony DUI training for prosecutors, law enforcement, and other criminal justice professionals located in NHTSA Region 4.</p>	<p>Due to conflicting schedules, the TSRPs in Region IV were unable to implement a multi-disciplinary felony DUI training during the FFY 2016 grant period. However, the TSRP worked with other traffic safety professionals to coordinate a multi-state training to be held within the NHTSA region in the future. This planning continued at the TSRP National Training held from May 1-4, 2016 in Omaha, NE.</p>

<p>To prepare a registration form for the training courses and distribute to prosecutors, law enforcement, and summary court judges.</p>	<p>The TSRP prepared a registration form and sent it to the SC Law Enforcement Network, prosecutors' offices, and the SC Court Administration for distribution to summary court judges.</p>
<p>To prepare and distribute course announcements, and select and notify attendees prior to each of the regional trainings. Select and coordinate training facilities prior to February 28, 2016.</p>	<p>The TSRP finalized the coordination of four (4) facilities for the regional trainings by March 1, 2016. Other administrative logistics, such as the approval of course announcement(s) and registration(s), were also fulfilled and distributed to over 2,000 traffic safety professionals.</p>
<p>To recruit, select, train, notify, and coordinate course instructors and presenters at least 30 days prior to the scheduled course.</p>	<p>The TSRP coordinated with instructors and presenters for the four (4) regional trainings (Columbia [2], Greenville, and N. Charleston) that were conducted during the grant year.</p>
<p>To submit course agendas, locations, and speaker rosters to the South Carolina Commission on Continuing Legal Education and the South Carolina Criminal Justice Academy for approval for accreditation prior to each training course.</p>	<p>The TSRP submitted proper requests for accreditation for CLE, Law Enforcement, and Judicial Education credit. Additionally, the TSRP submitted attendance rosters following each training to the appropriate agency. Approval for 10.5 hours of credit from each institution was given for each training.</p>
<p>To prepare a course evaluation for each training and maintain on file copies of completed course evaluations.</p>	<p>Course evaluations were provided to the attendees at the 4 two-day regional trainings and the Magistrates' Intensive Training Seminar. The evaluations were shared with Court Administration and speakers in order to make any necessary changes for future trainings.</p>
<p>To maintain a log of inquiries made by criminal justice professionals regarding criminal law, procedure, and/or special problems associated with the prosecution of (DUI) traffic-related cases.</p>	<p>The TSRP has received inquiries from law enforcement personnel, judges, and prosecutors associated with traffic-related cases, particularly DUI cases. The TSRP maintains daily correspondences regarding case law, DUI in particular.</p>
<p>To provide technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers.</p>	<p>The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers.</p>
<p>To provide the manner in which the TSRP reviews and/or accepts traffic-related cases, particularly DUI cases, for either consultation and/or second-chairing cases arising out of General Sessions and Magistrate court.</p>	<p>The TSRP developed an agreed-upon protocol for the submission, review, and acceptance of General Sessions-level traffic cases for consultation or second-chairing. Each judicial circuit solicitor was sent a letter offering the TSRP as a resource for the prosecution of DUI-related cases.</p>
<p>To develop, maintain, and update a TSRP website to include current legal issues, case law updates, course information and registration, and contact information for the TSRP office.</p>	<p>The TSRP will continue to work with the Executive Director of the SC Commission on Prosecution Coordination in the development, updates, and maintenance of the TSRP website. During the FFY 2015 grant year, the TSRP website http://www.sctsrp.com was developed; however, this site is actually a link on the SC Commission on Prosecution Coordination webpage.</p>

To provide specialized training in basic trial advocacy, basic and felony DUI prosecution, legal updates, and collision reconstruction for approximately 500 law enforcement officers, prosecutors and summary court judges by providing at least four regional training programs statewide and at least one DUI training seminar for summary court judges only.

On March 30, 2016, the TSRP attended and presented at the SC Court Administration Magistrates Orientation training, covering recent case law issues. Approximately 22 judges were in attendance. Four 2-day regional training programs were conducted statewide with approximately 189 in attendance. On March 11, 2016, the TSRP coordinated with the 5th and 11th Circuit Solicitors' Offices and conducted and presented training on DUI detection for 48 officers with the SC Dept. of Natural Resources. On April 21 and 27, 2016, the TSRP presented a "Cops in Court"- type training for 50 officers with the Orangeburg Department of Public Safety. On July 26-28, 2016, the TSRP attended and presented at the SC Highway Safety Conference in Charleston by participating in a Mock DUI Trial and presenting on special roadway users. Approximately 300 people were in attendance. On August 15-16, 2016, the TSRP attended and presented at the SC Court Administration Summary Court Judges' Intensive Training to approximately 75 judges. Through these trainings and the presentations made to approximately 512 officers present at the various LEN meetings, the TSRP was able to make contact with over 1,000 law enforcement officers, prosecutors, judges, and traffic-safety professionals.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures- Adjudication/Prosecution Projects

Subgrantees:	Solicitor's Offices in the Fifth (composed of Richland and Kershaw Counties) and Twelfth (composed of Florence and Marion Counties) Judicial Circuits in South Carolina
Project Numbers:	M4CS-2016-JC-39-16: Fifth Circuit Solicitor's Office M4CS-2016-JC-40-16: Twelfth Circuit Solicitor's Office
Project Title:	DUI Court

The DUI Court grant projects provided funding for (2) DUI Court Coordinators, one in each Judicial Circuit (Fifth and Twelfth) to maintain the DUI Court Program. Based on FARS and State data, both circuits contain a county that has been identified as a focus county for DUI Countermeasures strategy efforts for FFY 2016. The Fifth Circuit contains Richland County, which was one of the priority counties for FFY 2016 DUI countermeasures, and Kershaw County. The Twelfth Circuit contains Florence and Marion Counties; Florence was a priority county for FFY 2016 DUI countermeasures. The DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and reduce DUI recidivism in South Carolina by integrating alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake. The Fifth and Twelfth Circuits have implemented the first Pilot DUI Courts in South Carolina.

During the grant period, each Judicial Circuit (Fifth and Twelfth) maintained a DUI Court Coordinator to oversee the logistics of the DUI Court program. In accordance with the *Ten Guiding Principles of DWI Courts* established by the National Center for DUI Courts (NCDC), each circuit also maintained a DUI Court Treatment Team comprised of a Judge, a law enforcement officer, a DUI Court Coordinator, a prosecutor, a public defender, and a treatment provider for the DUI Court program.

As required by the NCDC, each of the DUI Court Treatment Teams previously attended specialized training through NHTSA/NCDC to become familiar with the process for developing and operating a DUI Court. The 1½ day (Twelfth) and 3½ day (Fifth) training programs significantly aided each judicial circuit in the overall planning and implementation of the DUI Courts in accordance with the *Ten Guiding Principles of DWI Courts*.

Also in accordance with the NCDC's *Ten Guiding Principles of DWI Courts*, the Fifth and Twelfth Judicial Circuits developed written guidelines, policies, and procedures for the operation of their respective DUI Courts, which they have both maintained.

Alcohol Countermeasures – DUI Court Projects Summary

Activities Funded/Implemented	Results
To maintain a DUI Court Coordinator throughout the grant period.	Both the Fifth and Twelfth Circuits maintained the DUI Court Coordinator.
To maintain the DUI Court treatment team as well as documentation of treatment team meetings throughout the grant period.	Both Circuits have established DUI Court Treatment Teams which include the DUI Court Coordinator, the Judge, a prosecutor, a public defender, a law enforcement officer, and a treatment provider. The members included on each treatment team represent all areas recommended by the NCDC's <i>Ten Guiding Principles for DWI Courts</i> with the exception of a probation officer, as the DUI Court participants in South Carolina are not on probation during their participation in the court. The treatment teams meet prior to each court session to "staff" each case. Progress, strategies, and recommendations for each participant are documented.
The DUI Court Coordinator will attend the National Drug Court Conference as all members of the teams have already participated in the DWI Court Training.	The DUI Court Coordinator in the Fifth Circuit did attend the National Drug Court Conference in Anaheim, CA in July 2016. The Twelfth Circuit DUI Court Coordinator was unable to attend due to a conflict, but did attend the SC Highway Safety Conference in July 2016. The Twelfth Judicial Circuit is operating as a Hybrid DUI court. Therefore, the DUI Court Treatment Team in the Twelfth Circuit completed the DWI Court 1½ day "Operational Tune-up Training" April 24-25, 2014, in Annapolis, MD. The Fifth Judicial Circuit's DUI Court Treatment Team completed the 3½ day DWI Court Planning Training July 28-31, 2014, in Minneapolis, Minnesota. The 3½ day training is designed for new DUI Court teams currently not operating as a DWI Court.
To establish eligibility criteria for participants and increase the number of participants in the DUI Court by September 30, 2016.	Both Circuits have established eligibility criteria as part of their policies and procedures, which are in line with the NCDC's <i>Ten Guiding Principles for DWI Courts</i> . Both Circuits have increased the number of participants by maintaining continual screening and approval of new participants, while also graduating participants from the program.
To maintain documentation of participants deemed indigent while participating in the DUI Court.	Both Circuits have established criteria for indigent funds for participants who are initially unable to pay the required fees for participation. Each Circuit is maintaining all pertinent documentation and working to help participants who are deemed indigent obtain self-sufficiency.
To hold regularly scheduled DUI Court Sessions and maintain related documentation throughout the grant period.	Both Circuits have established court sessions, as well as meetings with the DUI Court Coordinator. Rigorous outpatient and inpatient substance abuse treatment is also available to meet the needs of each participant. The DUI Court Coordinator maintains all documentation throughout the grant period.

<p>To maintain current and updated written policies, procedures, and forms for the DUI Court for both staff and participants throughout the grant period.</p>	<p>Both Circuits have developed policies and procedures, forms, and participant handbooks to guide the DUI Courts.</p>
<p>To continue collecting and analyzing programmatic data throughout the FFY 2016 grant period.</p>	<p>Both Circuits continue to collect and analyze all programmatic data throughout the operation of DUI Court. Both DUI Court Coordinators maintain all DUI Court records.</p>
<p>To submit quarterly progress reports and the Final Narrative Report to the Office of Highway Safety and Justice Programs by established deadlines during the grant period.</p>	<p>Both Circuits submitted all progress reports and the Final Narrative Report in accordance with the guidelines set forth by the OHSJP.</p>
<p>To monitor the programmatic activity of participants in the DUI Court on an ongoing basis throughout the FFY 2016 grant period.</p>	<p>Each Circuit has identified programmatic methods for monitoring participants. The DUI Court Coordinators maintain all documentation and also consult with the respective treatment teams. The Twelfth Circuit is conducting random visits to participants’ homes and/or jobs to perform screening tests, and participants are tested weekly for drugs and/or alcohol use. The Twelfth Circuit is currently utilizing the Soberlink SL2 breathalyzer testing for the most at-risk participants in the DUI Court. The Fifth Circuit is using the SCRAMx device to monitor participants in the DUI Court. The participants are required to check in weekly with the DUI Court Coordinator. The Fifth Circuit also conducts random home visits utilizing law enforcement personnel.</p>

Alcohol Countermeasures – Task Force

South Carolina Impaired Driving Prevention Council (SCIDPC)

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is composed of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs [OHSJP] , SC Highway Patrol, and State Transport Police), the South Carolina Criminal Justice Academy, the State Senate, the Governor’s Office, the State Attorney General’s Office, the State House of Representatives, and 20 additional Federal, State, local, and private entities. The SCIDPC held three meetings during the FFY 2016 grant period. The full Council met on February 26, June 8, and September 16, 2016. Major topics of discussion during the grant period included the following: legislation that limits law enforcement to one BAC test at the time of a DUI arrest, video recording of a field sobriety test, Alli’s Law: Responsible Alcoholic Beverage Server Training Act, the Medical Marijuana Program Act of South Carolina, and recommendations identified during the 2009 and 2013 NHTSA Statewide Impaired Driving Assessments. Using the 2009 and 2013 Impaired Driving Assessments as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M4PEM-2016- HS-25-16 M4HVE-2016- HS-25-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$232,192	\$195,142.29	Section 405d Impaired Driving High/Paid and Earned Media MAP-21
164PM-2016- HS-25-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$999,700.93	\$999,700.33	Section 164
M1HVE-2016- HS-25-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$230,000	\$229,736.40	Section 405b Occupant Protection High MAP-21
164AL-2016- HS-06-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Law Enforcement Coordination	\$433,962.07	\$433,962.07	Section 164
M4HVE-2016- HS-41-16	Greenville County Sheriff's Office	Enhanced DUI Enforcement	\$56,533	\$56,533	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-29-16	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$144,194	\$144,194	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-21-16	Kershaw County Sheriff's Department	DUI Enforcement Team	\$133,688	\$123,602	Section 405d Impaired Driving High MAP-21

M4HVE-2016- HS-28-16	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$102,202	\$98,620	Section 405d Impaired Driving High MAP-21
PT-2016- HS- 28-16	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$1,400	\$1,506	NHTSA 402
M4HVE-2016- HS-24-16	Richland County Sheriff's Department	Impaired Driving Enforcement Expansion	\$126,911	\$115,130	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-23-16	Mothers Against Drunk Driving South Carolina	MADD SC Court Monitoring Program	\$71,702	\$42,517	Section 405d Impaired Driving High MAP-21
M4CS-2016- JC-39-16	Fifth Circuit Solicitor's Office	DUI Court (Pilot)	\$130,603	\$63,367	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-20-16	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor Program	\$112,506	\$83,398.74	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-16-16	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$169,539	\$153,772	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-26-16	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$185,031	\$168,052.28	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-22-16	City of Charleston Police Department	City of Charleston Police DUI Enforcement Initiative	\$144,194	\$144,194	Section 405d Impaired Driving High MAP-21
M4HVE-2016- HS-30-16	Town of Mount Pleasant	DUI Enforcement and Education Program	\$242,108	\$238,698	Section 405d Impaired Driving High MAP-21
PT-2016- HS- 30-16	Town of Mount Pleasant	DUI Enforcement and Education Program - Radar	\$9,472	\$8,730	NHTSA 402
M4CS-2016- JC-40-16	Office of Solicitor, Twelfth Judicial Circuit	Pilot DUI Court	\$131,371	\$75,241	Section 405d Impaired Driving High MAP-21

M4HVE-2016- HS-27-16	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$122,485	\$108,615.07	Section 405d Impaired Driving High MAP-21
Total All Funds			\$3,779,794		
Section 405d Impaired Driving High/Paid and Earned Media MAP-21			\$2,036,927	\$2,106,158.60	
Section 164			\$1,433,663	\$1,433,663	
NHTSA 402			\$10,872	\$10,236	
Section 405b Occupant Protection High MAP-21			\$230,000	\$229,736.40	

Occupant Protection Program Overview

Occupant Protection Program Area

The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina populace, and, thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years as the state's safety belt usage rate has climbed consistently since 2005. The state achieved a high rate of 91.7% in 2013 before declining slightly to 90% in 2014 and increasing again to 91.6% in 2015. The state rate increased again to 93.9% in 2016, a historic high for the state. However, much work remains to be done to ensure safety on the state's roadways. The following is a synopsis of progress made in this priority area during FFY 2016.

Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate 0.3 percentage points, from the 2013 calendar base year 91.7% to 92% by December 31, 2016.

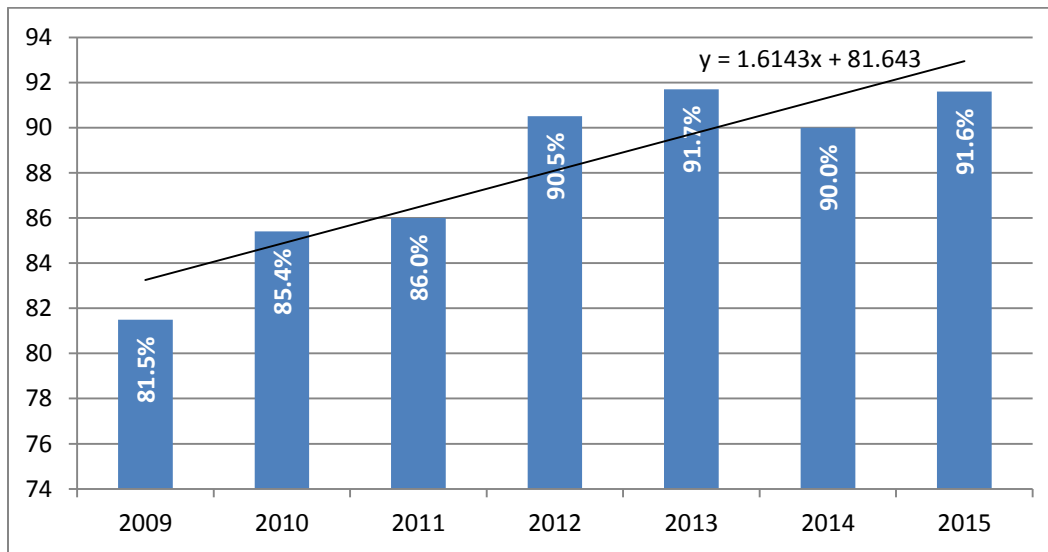


Figure 8: B-1 South Carolina Observed Seatbelt Usage Rate, Trend Analysis, 2009-2015

The statewide safety belt survey conducted by the University of South Carolina concluded that 93.9% of South Carolina drivers and passengers used shoulder style safety belts in June 2016. This represents a 2.3 percentage point increase from 91.6% in June 2015, and 6.9 percentage points over the 2009-2013 average of 87.0%.

Occupant Protection Program Overview

- To decrease unrestrained motor vehicle occupant fatalities by 21.9%, from the 2009-2013 five-year baseline average of 301 to 235, by December 31, 2016.

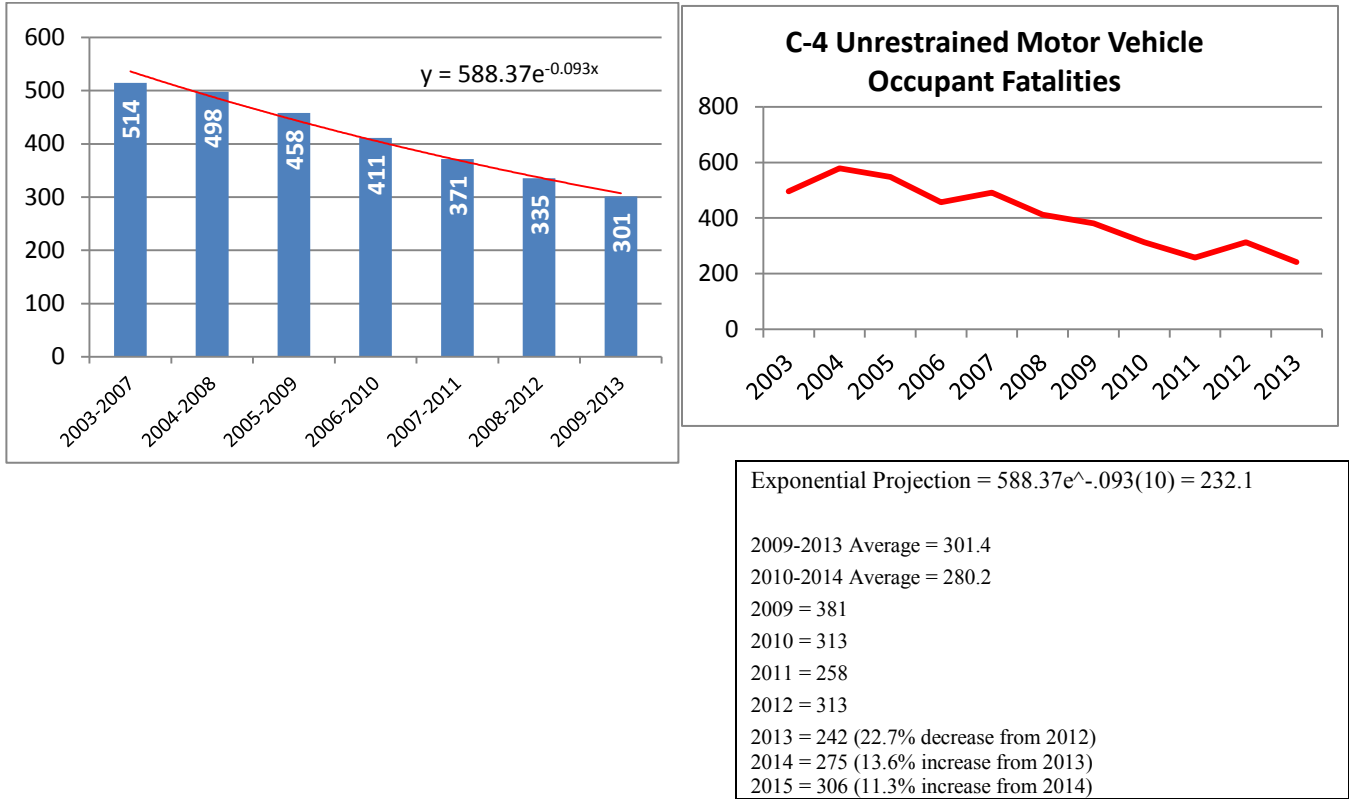


Figure 9: C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of unrestrained passenger vehicle occupant fatalities in all seating positions will be 292, which represents a 3.0% reduction from the 2009-2013 baseline average of 301 unrestrained passenger vehicle occupant fatalities in all seating positions. The projected number of unrestrained motor vehicle occupant fatalities for 2016 is 323, a 7.3% increase from the baseline five-year (2009-2013) average of 301.

Occupant Protection Program Overview

Activity Measure A-1

Activity Measure A-1 deals with the number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2009-2013 data point, in terms of the number of safety belt citations written by law enforcement. According to NHTSA, there is no target required for this activity measure for the FFY 2016 Highway Safety Plan. Thus, the figure below is presented as demonstration of an overall upward trend in enforcement activity over the last six data points relative to this type of citation. This enforcement activity could be associated with budget cuts and personnel reductions throughout local and state agencies.

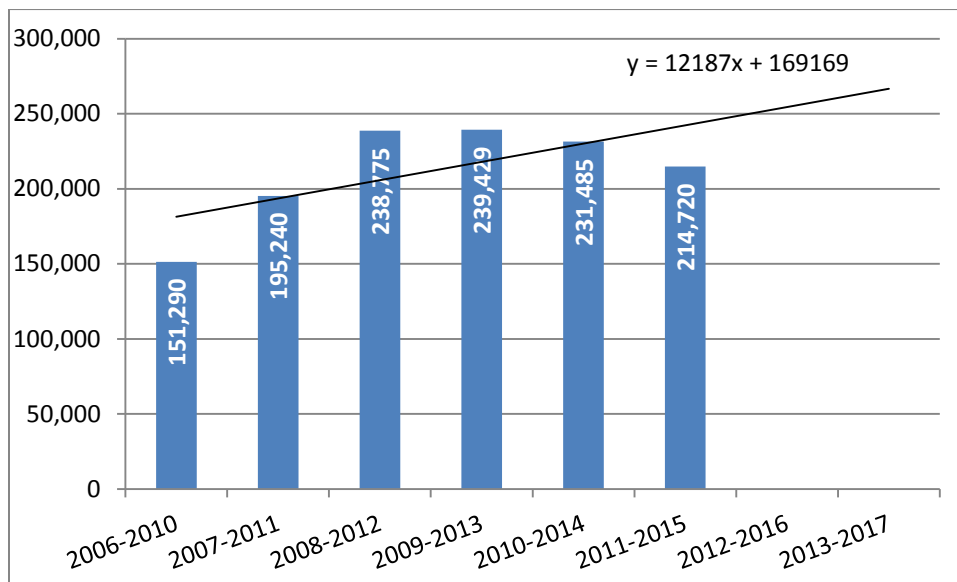


Figure 10: A-1 South Carolina Number of Seatbelt Citations Issued, Trend Analysis, 2006-2017

Based on previously reported figures, the OHSJP Statistical Analysis and Research Section projects that the number of grant-funded seatbelt citations issued in 2016 will be 170,000, a 1.3% increase as compared to the 2015 number of citations issued (167,761).

Occupant Protection Program Overview

Occupant Protection – Program Management Project

Subgrantee: SC Department of Public Safety:
Office of Highway Safety and Justice Programs
Project Number: OP-2016-HS-02-16
Project Title: Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. Specific activities of the program included planning, coordinating, and participating in special public information events during major campaign periods to include *Buckle Up, America! Week* in May 2016, and *Buckle up, South Carolina. It’s the law and it’s enforced.* public information, education, and enforcement campaign in the days up to and including the Memorial Day holiday of 2016; *National Child Passenger Safety Awareness Week* in September 2016; and the Police Traffic Services/Occupant Protection Program Coordinator (PTS/OPPC) continued to administer all Section 402 and Section 405-funded occupant protection programs. The PTS/OPPC was responsible for reviewing, monitoring, and providing technical assistance to project personnel. The project funds one (1) PTS/OPPC (50%), one (1) Planning and Evaluation Coordinator (20%), one (1) Administrative Assistant (20%), one (1) Administrative Manager (2%), and two (2) Senior Accountants (25% each).

Occupant Protection – Program Management Project Summary

Activities Funded/Implemented	Results
To increase the number of fitting stations from 80 to 85 by December 31, 2016.	By the end of the FFY 2016 grant period, 80 Child Passenger Safety Fitting Stations were listed with the National Highway Traffic Safety Administration (NHTSA) for the state of South Carolina.
To decrease the number of child traffic deaths for children under six (6) by 25%, from 4 in 2013 to 3 by December 31, 2016.	As of December 15, 2016, preliminary data indicate that there were fourteen (14) deaths of children under the age of 6 in traffic crashes.

<p>To plan and coordinate, with all Highway Safety Project Directors, special public information events during <i>Buckle Up, America! Week</i> in May 2016 and <i>National Child Passenger Safety Awareness Week</i> in September 2016.</p>	<p>A high-visibility statewide enforcement and education campaign (<i>Buckle up, SC. It's the law and it's enforced.</i>) was conducted around the Memorial Day holiday of 2016. The campaign was modeled after the national <i>Click-it-or-Ticket</i> mobilization and emphasized the importance of occupant restraints. The campaign included paid and earned media; increased enforcement activity by state and local law enforcement agencies; diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations; and a focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries, especially during nighttime hours.</p> <p>The 2016 <i>National Child Passenger Safety Week</i> was observed September 18-24 2016, with an additional emphasis placed on National Seat Check Day on Saturday, September 24, 2016. The Police Traffic Services/Occupant Protection Program Coordinator and the Office of Highway Safety's Public Affairs Manager collaborated with the agency's Communications Division to publish social media posts to promote public awareness regarding child passenger safety. The South Carolina Highway Patrol Community Relations Officers (CROs) also participated in multiple child car seat checks</p>
<p>To develop and administer all occupant protection programs funded through the Highway Safety Program, including on-site programmatic monitoring of 100% of assigned projects; providing technical assistance as required; conducting monthly desk reviews of all assigned projects; and completing an evaluation report of all assigned projects.</p>	<p>Throughout the grant period, 100% of all grant projects funded under the occupant protection grant program were monitored. The Program Coordinator contacted all subgrantees and scheduled on-site monitoring visits during the second and third quarters of the grant period. Technical assistance was provided to subgrantees as needed during the grant year.</p>
<p>To utilize the University of South Carolina to conduct a statewide observational safety belt usage survey and accompanying telephone surveys by June 2016, to determine if any change in the seat belt usage rate has occurred.</p>	<p>A statewide observational study was conducted in June 2016, utilizing the University of South Carolina. A final report submitted by the University summarizing the pre- and post-survey results indicated that South Carolina has a record high, 93.9% safety belt usage rate. This is an increase from 91.6% in 2015.</p>

Occupant Protection Program Overview

Occupant Protection – Education

Subgrantee: SC Department of Health and Environmental Control
Project Number: OP-2016-HS-17-16
Project Title: Operation Safe Ride SC

The project maintained a program which supported efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle crashes through a partnership between the SC Department of Public Safety (SCDPS), SC Department of Health and Environmental Control (SCDHEC), and various safety partners. The main focus of the project was to educate and train local law enforcement officers, first responders, public health agency staff, and parents and caregivers concerning Child Passenger Safety (CPS) and proper occupant restraint usage.

Occupant Protection - Operation Safe Ride SC Project Summary

Activities Funded/Implemented	Results
To conduct presentations regarding the proper use of seatbelts and child restraint devices by September 30, 2016.	By the end of the grant period, 81 presentations were conducted, reaching an estimated 2,065 people, regarding the proper use of seatbelts and child restraint devices.
To provide instruction for NHTSA Certified Technician classes by September 30, 2016.	By the end of the grant period, 22 NHTSA Certified Technician classes were conducted, and 295 Technicians were trained.
To plan and conduct educational activities in support of <i>National Child Passenger Safety Week</i> (September), <i>Buckle Up, America! Week</i> (May), and the <i>Buckle Up, South Carolina Campaign</i> .	By the end of the grant period, the project staff planned and conducted educational activities in support of <i>National Child Passenger Safety Week</i> (September), <i>Buckle Up, America! Week</i> (May) and <i>Buckle Up, South Carolina</i> .
To conduct or participate in child safety seat check-up events by September 30, 2016.	By the end of the grant period, 73 child safety seat check-up events were conducted, and 746 seats were checked.
To participate in statewide seat belt enforcement and public information and education campaign, <i>Buckle Up South Carolina, It's the law and it's enforced (BUSC)!</i>	DHEC's grant staff actively participated in all aspects of the <i>BUSC</i> campaign. During the FFY 2016 campaign period, the grant staff conducted educational presentations, school transportation safety assessments, CPS technical trainings, and CPS booth events that emphasized the importance of using proper child passenger safety seats.
To conduct Safety Seat convenience surveys statewide.	Twelve (12) Safety Seat convenience surveys were conducted statewide.
To conduct continuing education classes to facilitate the recertification process for CPS technicians.	Seven (7) continuing education classes were conducted to facilitate the CPS recertification process.

To conduct an annual CPS Roundtable.

During the grant period, the subgrantee conducted a CPS Roundtable meeting with CPS Instructors. The meeting was held on February 25, 2016.

Occupant Protection Program Overview

Occupant Protection – University of South Carolina Safety Belt Survey

The statewide safety belt survey conducted by the University of South Carolina in June 2016 concluded that 93.9% of South Carolina drivers and passengers used shoulder style safety belts. This represents a 2.3 percentage point increase from 91.6% in June 2015, and 6.9 percentage points over the 2009-2013 average of 87.0%.

The following chart shows statistical data relative to the last ten (10) statewide safety belt surveys conducted by the University of South Carolina.

Percentage Safety Belt Use By Demographic Category

	6/06	6/07	6/08	6/09	6/10	6/11	6/12	6/13	6/14	6/15	6/16
Male	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8	88.3	88.6	92.5
Female	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9	91.6	95.0	95.5
Driver	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0	89.9	91.5	93.4
Passenger	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6	89.3	91.3	95.8
Urban	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0	89.0	91.7	93.7
Rural	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2	93.1	91.3	94.2
White	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1	91.6	92.6	93.9
Non-white	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5	85.1	87.5	93.6
Cars	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3	90.7	93.1	94.5
Trucks	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0	86.9	85.0	90.4
Overall	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7	90.0	91.6	93.9

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina increased from 91.6% in 2015 to 93.9% in 2016. Women continue to be more likely than men to use safety belts (95.5% to 92.5%); drivers were less likely than passengers to use safety belts (93.4% to 95.8%); and urban occupants used safety belts at a slightly lower rate than rural occupants (93.7% to 94.2%). White occupants had a slightly higher rate of use than non-white occupants (93.9% to 93.6%), while car occupants were more likely to wear safety belts than truck occupants (94.5% to 90.4%).

Occupant Protection Program Overview

Occupant Protection: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Expenditures	Budget Source
OP-2016- HS-02-16	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	\$96,530	\$79,831.06	NHTSA 402
M2HVE- 2016- HS-02- 16	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	\$104,785.12	\$104,785.12	Section 405b OP Low MAP-21
M1HVE- 2016- HS-02- 16	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	\$395,214.88	\$370,844.45	Section 405b OP High MAP-21
OP-2016- HS-17-16	SC Department of Health and Environmental Control	Operation Safe Ride SC	\$147,960	\$147,960	NHTSA 402
NHTSA 402 Total			\$244,490	\$227,791.06	
Section 405b OP Low MAP-21 Total			\$104,785.12	\$104,785.12	
Section 405b OP High MAP-21 Total			\$395,214.88	\$370,844.45	
Total All Funds			\$744,490		

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible traffic enforcement, public information, education, and training is needed to achieve a significant impact in reducing crash-related injuries and fatalities in South Carolina.

The Office of Highway Safety and Justice Programs in South Carolina has assisted numerous law enforcement agencies over the years by providing grant funds for the establishment of full-time traffic enforcement units. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Through this program area, law enforcement agencies have implemented selective DUI enforcement, traffic speed enforcement, and enforcement of the State's occupant protection laws. Law enforcement traffic officers have received training in radar operations, occupant protection issues, and specialized DUI enforcement (SFST, DRE, etc.). They have incorporated speed, and DUI detection, and the detection of safety belt/child restraint violations as the major components of their traffic safety enforcement programs.

Police Traffic Services Program Overview

Police Traffic Services – Program Management Goals:

1. Decrease speeding-related fatalities 5.2%, from the 2009-2013 five-year baseline average of 306 to 290 by December 31, 2016.

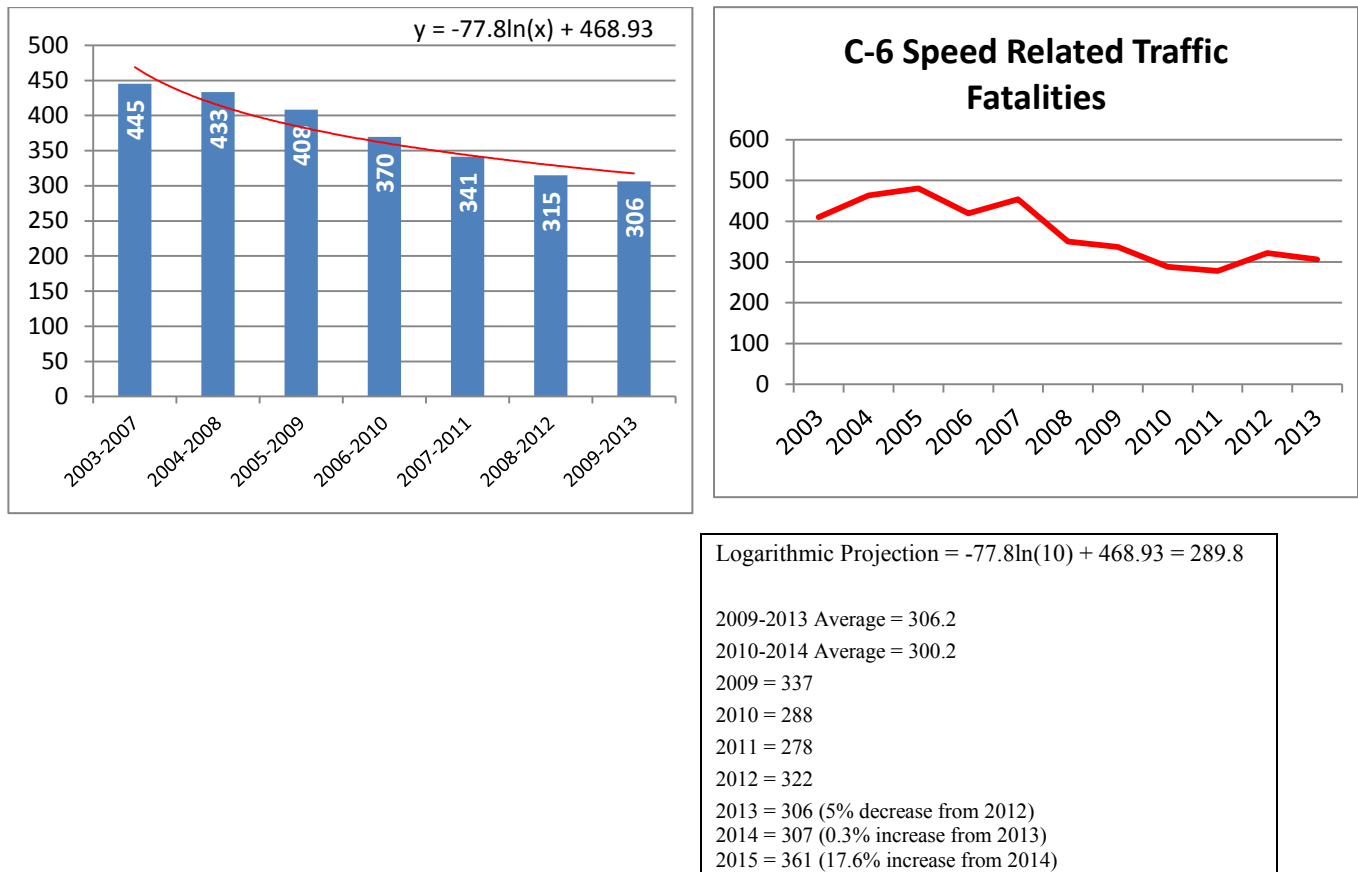


Figure 11: C-6. South Carolina Speed-Related Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of speeding-related fatalities will be 334. The OHSJP Statistical Analysis and Research Section predicts 374 speeding-related fatalities for CY 2016, which is a 22.2% increase from the CY 2009-2013 average of 306 speeding-related fatalities.

Police Traffic Services Program Overview

Activity Measure A-3

Activity measure A-3 relates to the number of speeding citations issued in South Carolina. The National Highway Traffic Safety Administration (NHTSA) does not require a target to be established for this activity measure; however, the data below demonstrates that the state is experiencing an overall upward trend in speeding citations issued over the last six data points seen below.

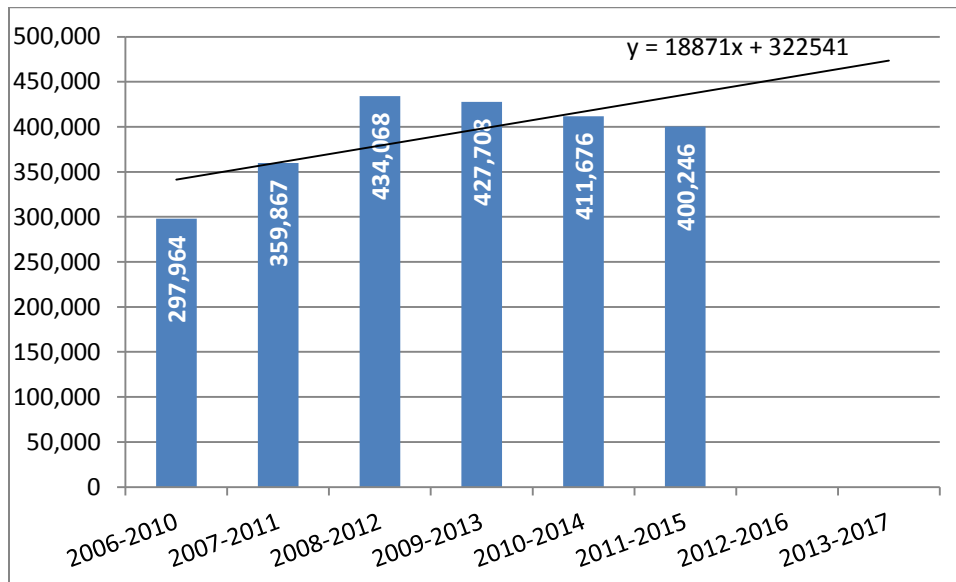


Figure 12: A-3 South Carolina Number of Speeding Citations Issued, Trend Analysis, 2006-2017.

Based on previously reported figures, the Statistical Analysis and Research Section of the OHSJP projects that the number of grant-funded speeding citations for 2016 will be 390,000, a 0.4% increase as compared to the 2015 number of 388,631 citations issued. South Carolina did not reach the anticipated 5% increase in grant-funded speeding citations issued. A number of factors including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the law enforcement challenge likely impacted the overall citation data.

Police Traffic Services Program Overview

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2016-HS-05-16
Project Title: Police Traffic Services (PTS) Program Management

The Office of Highway Safety and Justice Programs has assisted numerous law enforcement agencies over the years by providing grant funds for the establishment of full-time traffic enforcement units. Law enforcement agencies statewide have a continued need for the establishment and enhancement of specialized traffic enforcement units. While speed, impaired driving, and strong occupant protection enforcement must remain top priorities for law enforcement personnel, other hazardous driving habits that contribute to traffic crashes must also be addressed through appropriate enforcement interventions. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety.

This grant project provides oversight, monitoring, project development activities, and technical support for a variety of Police Traffic Services projects statewide. The project funds one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator II (20%), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% each), and one (1) Administrative Manager (2%).

Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
To provide ongoing technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing needed training and technical assistance to local project staff as requested.	Technical assistance was provided to all PTS programs throughout the grant period. Project Directors were routinely asked if assistance was needed. The Program Coordinator monitored 100% of the projects that were funded during the grant period.

<p>To develop and implement PTS projects in areas where analysis of traffic collision and citation data indicates a major traffic safety problem.</p>	<p>During the FFY 2016 grant period, PTS projects were implemented throughout South Carolina in areas that demonstrated a significant problem with the occurrence of alcohol and/or speed-related traffic collisions and fatalities. PTS projects were implemented in the following counties: Anderson, Beaufort, Charleston, Colleton, Dorchester, Greenville, Lancaster, Laurens, Richland, Spartanburg, and York. The following agencies implemented a highway safety traffic enforcement grant during the grant period: City of Anderson Police Department, City of Columbia Police Department, Dorchester County Sheriff's Office, Rock Hill Police Department, Bluffton Police Department, Laurens Police Department, City of Beaufort Police Department, City of York Police Department, Lancaster County Sheriff's Office, Colleton County Sheriff's Office, Simpsonville Police Department, Mauldin Police Department, City of North Charleston Police Department, and the City of Spartanburg Police Department. The South Carolina Criminal Justice Academy also received funding to implement a statewide project that provided training to law enforcement officers throughout the state of South Carolina.</p>
<p>Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.</p>	<p>The Law Enforcement Networks, which are established in each of the 16 judicial circuits through a coordinating host agency, continued to meet on a monthly or bi-monthly basis during the grant year to share information among agencies, to disseminate information, and to conduct multi-jurisdictional traffic enforcement activity. All Police Traffic Services subgrantees were required to actively participate in their respective Law Enforcement Networks.</p>
<p>To develop educational programs to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic safety-related issues.</p>	<p>Throughout the grant period the SCDPS continued to implement "Target Zero" with a supporting slogan of, "A goal we can all <i>live</i> with." Target Zero encompasses a variety of enforcement and educational strategies with a vision of eliminating traffic fatalities on South Carolina roadways.</p>
<p>To require grant-funded traffic safety enforcement programs throughout the state to participate in Law Enforcement Networks (LEN) established in the 16 Judicial Circuits in South Carolina.</p>	<p>All traffic enforcement projects funded in FFY 2016 were required to actively participate in their respective LEN during the grant period. All subgrantees were compliant with this condition of the project.</p>

To require grant-funded traffic safety enforcement projects to participate in statewide and national highway safety emphases and enforcement crackdown efforts.

Through the coordination efforts of the SCDPS' Office of Highway Safety and Justice Programs, South Carolina local and state law enforcement agencies participated in the following statewide and national mobilization campaigns: Christmas/New Year's *Sober or Slammer! (SOS)*, Memorial Day *Buckle Up, South Carolina. It's the Law and it's Enforced! (BUSC)* and Labor Day *SOS*. The *SOS* mobilizations mirrored the national *Drive Sober or Get Pulled Over* mobilization crackdown, and the *BUSC* mobilization mirrored the national effort called *Click-It-or-Ticket*. The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.

Police Traffic Services Program Overview

There were fourteen (14) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FY 2016. Six (6) of the fourteen (14) agencies were awarded funding during the second quarter of FFY 2016 in January 2016. The fourteen (14) grant-funded projects are listed below:

Project Number	Agency	Grant-Funded Officers
PT-2016-HS-08-16	City of Columbia Police Department	2
PT-2016-HS-09-16	Rock Hill Police Department	1
PT-2016-HS-10-16	Dorchester County Sheriff's Office	1
PT-2016-HS-11-16	Mauldin Police Department	1
PT-2016-HS-12-16	Anderson Police Department	2
PT-2016-HS-13-16	North Charleston Police Department	2
PT-2016-HS-14-16	Simpsonville Police Department	1
PT-2016-HS-15-16	Beaufort Police Department	1
PT-2016-HS-18-16	Spartanburg Police Department	1
PT-2016-HS-19-16	Bluffton Police Department	2
PT-2016-HS-31-16	Laurens Police Department	1
PT-2016-HS-32-16	York Police Department	1
PT-2016-HS-33-16	Lancaster County Sheriff's Office	2
PT-2016-HS-34-16	Colleton County Sheriff's Office	2

The above-referenced projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding-related enforcement was a priority, these projects were also required to focus on DUI, and occupant protection enforcement, other moving violations that contribute to traffic collisions, and public information/education regarding traffic issues. There were twenty (20) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, 172 public safety checkpoints were conducted, 5,025 traffic violation citations were written, and approximately 11,416 people were reached during 188 safety presentations. These efforts, and many others, produced an impact in individual communities and contributed to the overall effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

Police Traffic Services – Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of one (1) public safety checkpoint per subgrantee per month by September 30, 2016.	Grant-funded officers conducted 172 public safety checkpoints by September 30, 2016.

<p>To have a corresponding, appropriate increase in citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2016, due to enhanced traffic enforcement efforts over the course of the grant period.</p>	<p>By the end of the grant period, 5,025 traffic violation citations were written by the grant-funded officers for violations such as failure to yield right-of-way, following too closely, disregarding a signal/sign, improper turn, improper lane change, and other moving violations as a result of enforcement activities to detect impaired drivers.</p>
<p>To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2016, due to enhanced traffic enforcement efforts over the grant period.</p>	<p>Grant-funded officers issued 10,908 speeding citations by September 30, 2016, due to enhanced traffic enforcement efforts over the grant period.</p>
<p>To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2016, due to enhanced traffic enforcement efforts over the grant period.</p>	<p>Due to enhanced traffic enforcement efforts over the grant period, 4,133 citations for seat belt violations, and 213 child restraint violation citations were issued by September 30, 2016.</p>
<p>To conduct twelve (12) traffic safety presentations per project for area schools, businesses, military installations, churches, or civic groups by September 30, 2016.</p>	<p>Grant-funded officers conducted 188 traffic safety presentations for 11,416 people in area schools, businesses, military installations, churches, and civic groups by September 30, 2016.</p>
<p>To plan and conduct special enforcement and education activities in support of national and statewide highway safety initiatives, to include <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).</p>	<p>Agencies that implemented a Police Traffic Services or Occupant Protection project during the grant period participated in special enforcement and education activities in support of national and statewide highway safety initiatives, including <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).</p>
<p>To participate actively in the local Judicial Circuit Law Enforcement Network (LEN).</p>	<p>During the grant period, all subgrantees participated in their local Judicial Circuit LENs.</p>
<p>To participate in all aspects (enforcement, education, and media) of the <i>Sober or Slammer</i> sustained DUI enforcement campaign, to include at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2015-2016 and Labor Day 2016 enforcement crackdowns.</p>	<p>Subgrantees participated in all aspects (enforcement, education, and media) of the <i>Sober or Slammer</i> sustained DUI enforcement campaign, including at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2015-2016 and Labor Day 2016 enforcement crackdowns.</p>
<p>To comply with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).</p>	<p>The subgrantees complied with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).</p>

Police Traffic Services Program Overview

Police Traffic Services – Law Enforcement Coordination Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2016-HS-06-16
Project Title: Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project also provided Law Enforcement Network grants to established networks around the state. The networks were established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provide needed training for the more than 300 agencies within the state. The project funds two (2) Law Enforcement Liaisons (100% each), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% each), one (1) Law Enforcement Manager (15%), one (1) Program Coordinator II (20%), and one (1) Administrative Manager (2%).

Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
<p>To assist in developing and implementing statewide enforcement campaigns during the course of the grant period, to include all Target Zero efforts, such as <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> and Christmas/New Year’s, and Labor Day <i>Sober or Slammer!</i> initiatives.</p>	<p>Through the coordination efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina law enforcement began a sustained impaired driving enforcement campaign on December 1, 2015, which concluded on June 30, 2016. Also, South Carolina local and state law enforcement agencies participated in the Christmas/New Year’s <i>Sober or Slammer!</i> mobilization which ran from December 18, 2015–January 3, 2016; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization which ran from May 23, 2016, through June 5, 2016; and the Labor Day <i>Sober or Slammer! (SOS)</i> mobilization which ran from August 19, 2016, through September 9, 2016. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization, and the <i>BUSC</i> mobilization mirrored the national <i>Click-It-or-Ticket</i> effort. The OHSJP Law Enforcement Liaisons (LELs) assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.</p>
<p>To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.</p>	<p>The LELs provided technical and program assistance for traffic safety and enforcement to the 47 county law enforcement agencies (46 county sheriffs’ offices and 1 county police department) and 223 state, municipal, hospital, and college/university law enforcement agencies during the grant period.</p>

<p>To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.</p>	<p>The Law Enforcement Liaisons requested and secured significant participation (approximately 70% of local law enforcement agencies statewide) in the sustained impaired driving and high-visibility enforcement mobilizations through letters, emails, face-to-face conversations, and phone calls.</p>
<p>To continue to develop and maintain Law Enforcement Networks (LEN) throughout the state.</p>	<p>Each of the 16 judicial circuits statewide has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLLEN. Each LEN has a coordinating agency which received a small grant award to fund LEN activities, such as meetings, reporting, and participation incentives for member law enforcement agencies, and enforcement/media activities. The Law Enforcement Liaisons attended the monthly or bi-monthly meetings held by each LEN.</p>
<p>To coordinate the awarding of Law Enforcement Network Support Grant Awards in the state.</p>	<p>Each of the Law Enforcement Networks received a \$28,000 grant. This grant was split, with 25% going to a host agency for coordinating the grant within its Network, and 75% to maintain the Network.</p>
<p>To attend at least 50% of Law Enforcement Network meetings statewide during the course of the grant year.</p>	<p>The Law Enforcement Liaisons attended 93% of the LEN meetings held throughout the grant period. Some LENs met monthly and some met bi-monthly (every other month). At each meeting, an LEL presented information on the high-visibility enforcement mobilization, possible grant application periods, traffic death statistics and trends, and other related traffic safety information. Attendance at the LEN meetings is an important part of the Law Enforcement Liaisons' duties.</p>
<p>To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.</p>	<p>The Law Enforcement Liaisons provided technical assistance and leadership for the 16 Law Enforcement Network Coordinators throughout the grant period. Through conversations with the LEN Coordinators and Assistant Coordinators, the LELs provided assistance in obtaining speakers for the monthly or bi-monthly meetings.</p>
<p>To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.</p>	<p>The LELs submitted Quarterly Reports and a Final Narrative Report for the FFY 2016 grant period.</p>

Police Traffic Services Program Overview

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: PT-2016-HS-07-16
Project Title: Traffic Safety Officer Program

The project continued the Traffic Safety Officer certification and training program through the South Carolina Criminal Justice Academy (SCCJA), with its primary purpose being to help reduce fatalities and injuries on the state's roadways. This was accomplished by providing comprehensive, advanced traffic enforcement/investigative training to the state's traffic law enforcement officers so that these officers could more effectively enforce the state's traffic laws. Professionally-trained officers help prevent collisions through a greater ability to enforce the traffic laws, thus resulting in changed driving behaviors on the part of the general public.

SCCJA also continued the Traffic Safety Instructor Program. These officers are required to complete the Traffic Safety Officer (TSO) Program and also satisfactorily complete the following classes: Advanced DUI SFST Instructor and Speed Measurement Device Instructor. In addition, officers are required to successfully complete two (2) of the following courses: Motorcycle Collision Reconstruction, Pedestrian/Bicycle Collision Investigation, and Commercial Vehicle Collision Reconstruction.

Police Traffic Services – Traffic Safety Officer Program Project Summary

Activities Funded/Implemented	Results
To utilize the grant-funded TSO Instructors to provide training classes in the field of Traffic Collision Reconstruction, DUI Detection, Breath Testing Certification, and other matters related to traffic safety. The TSO Instructors will continue to provide more proactive training to officers in issues pertaining to pedestrians, motorcycles, commercial vehicles, court procedures, and DUI.	Throughout the grant year, the subgrantee provided trainings in the fields of Traffic Collision Reconstruction, DUI Detection, and Breath Testing Certification. Additional trainings were conducted in the fields of pedestrian, motorcycle, commercial vehicles, court procedures, and other DUI-related issues. Overall, the subgrantee provided a total of 152 training classes to 4,201 students across the state. Of those, the subgrantee provided 12 training classes in the field of Traffic Collision Reconstruction, 121 DUI Detection and Breath Testing Certification courses, and 19 additional law enforcement training classes, which included practical ride-a-longs and roll call briefings in the field.
To provide additional training for the TSO Instructors by attending conferences and approved seminars, which enable the TSO Instructors to develop additional classes and/or update current classes.	The TSO Instructors attended two (2) classes and three (3) traffic safety-related conferences throughout the grant year. Each of the attended trainings provided the TSO Instructors with traffic safety information and knowledge that could be used to train law enforcement officers in South Carolina.

To train and certify at least five (5) Traffic Safety Instructors by the end of the grant period.

Five (5) new Traffic Safety Instructors were certified during the grant period. Each TSI is able to provide a high level of training for law enforcement officers in South Carolina.

Police Traffic Services Program Overview

Police Traffic Services (PTS)/Speed Enforcement Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PT-2016- HS-05-16	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$91,250	\$77,859.94	NHTSA 402
PT-2016- HS-06-16	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$705,611	\$648,947.89	NHTSA 402
PT-2016- HS-12-16	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	\$124,385	\$119,721	NHTSA 402
PT-2016- HS-08-16	Columbia Police Department	FY2014 Enhancement of Traffic Division (Year 3)	\$132,717	\$128,236	NHTSA 402
PT-2016- HS-10-16	Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	\$85,830	\$68,421	NHTSA 402
PT-2016- HS-09-16	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	\$69,776	\$63,298	NHTSA 402
PT-2016- HS-19-16	Bluffton Police Department	Bluffton Traffic Enforcement Program	\$205,521	\$187,480	NHTSA 402
PT-2016- HS-31-16	Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	\$91,211	\$90,212	NHTSA 402
PT-2016- HS-07-16	SC Criminal Justice Academy	Traffic Safety Officer Program	\$395,898	\$290,285.21	NHTSA 402
PT-2016- HS-15-16	City of Beaufort	City of Beaufort Traffic Enforcement Team	\$113,490	\$85,198	NHTSA 402
PT-2016- HS-32-16	City of York	City of York Traffic Enforcement Unit	\$100,314	\$82,191	NHTSA 402
PT-2016- HS-33-16	Lancaster County Sheriff's Office	Traffic Enforcement Unit	\$219,798	\$198,996	NHTSA 402
PT-2016- HS-34-16	Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	\$189,638	\$161,217	NHTSA 402
PT-2016- HS-14-16	Simpsonville Police Department	Simpsonville Police Department Traffic Unit	\$108,217	\$82,221	NHTSA 402
PT-2016- HS-11-16	Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	\$118,574	\$103,608	NHTSA 402
PT-2016- HS-13-16	City of North Charleston	North Charleston Specialized Enforcement Team	\$151,975	\$145,943	NHTSA 402
PT-2016- HS-18-16	Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction Through Enforcement and Education	\$63,833	\$52,462	NHTSA 402
402 Total			\$2,968,038	\$2,586,297.04	

Traffic Records Program Overview

Traffic Records and Data Program Area

Timely, accurate, and efficient collection and analysis of appropriate traffic records data have always been essential to highway safety and are critical in the development, implementation, and evaluation of appropriate countermeasures to reduce traffic collisions and injuries. There are many users of the data. Law enforcement utilizes the data for the deployment of enforcement units. Engineers use the data to identify roadway hazards. Judges utilize the data as an aid in sentencing. Prosecutors use traffic records data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances. Licensing agencies utilize the data to identify problem drivers, and emergency response teams use data to improve response times. Health care organizations use the data to understand the implications of patient care and costs, and legislators/public officials use this data to pass laws and to set public policy.

Traffic collision data are the focal point of the various record systems that must be accessed to identify highway safety problems. The management approach to highway safety program development embraces the concept of implementing countermeasures directed at specific problems identified through scientific, analytical procedures. The results of any analytical process are only as valid and credible as the data used in analysis. Therefore, an effective safety program is dependent on an effective traffic records system.

Traffic Records and Data Program - Program Management

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: TR-2016-HS-03-16
Project Title: Traffic Records Improvements

The Traffic Records Improvements grant project furthers the development, coordination, and implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS) project along with a number of traffic records projects outlined in the *South Carolina Traffic Records Strategic Plan* (TRSP). The SCCATTS initiative began implementation of the e-Collision report in 2010. Currently, 80% of all collision reports submitted to the state are processed electronically through SCCATTS. In 2013 the e-Public Contact/Warning was deployed to the system, and the process for electronic submission of citations is now at the forefront of the program. The South Carolina Department of Public Safety's Office of Highway Safety and Justice Programs (OHSJP) Traffic Records staff oversees SCCATTS. The project funds one (1) SCCATTS Project Coordinator (100%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Manager (100%), one (1) Special Programs Manager (27.3%), and one (1) SCCATTS Records Analyst/Trainer (100%). The positions were approved by the Traffic Records Coordinating Committee (TRCC) and were listed as a priority in the state's TRSP.

Traffic Records and Data Program – Traffic Records Improvements Project Summary

Activities Funded/Implemented	Results
Citation Database Interface Project	Established a TRCC-Working Group to initiate this project. Members of the SC Department of Public Safety (SCDPS), SC Department of Transportation (SCDOT), SC Judicial Department (SCJD), and SC Department of Motor Vehicles (SCDMV) are leading this project.
To increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80%.	The total percentage of electronically-produced collision reports has increased to 80%.
To increase from 71% of vehicle identification numbers captured to 80% by September 30, 2016.	Currently, 85.5% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 3.6% from the beginning of FFY 2016.
To increase from 0% to 10% the number of electronic citation reports captured by September 30, 2016.	In June 2015, OHSJP began its pilot testing of the SCCATTS e-Citation form with the Highway Patrol, State Transport Police and eight local law enforcement agencies. Twenty troopers/officers were selected from these agencies to test the e-Citation form in a live reporting environment. During FFY 2016, these officers submitted over 60,000 e-Citations through the system which equates to less than 4% of the state's citations. The SCCATTS e-Citation system is now ready to begin deployment to additional officers and agencies. A significant increase in the number of electronic citation reports is expected for FFY 2017. This expected increase is due to new legislation mandating e-citation submission, which goes into effect on January 1, 2017, and mandates all agencies to be SCDMV compliant by January 1, 2018.

Traffic Records Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
TR-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$32,170	\$8,231.27	NHTSA 402
M3DA-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$2,242,726	\$771,039.17	Section 405c Data Program Funds MAP-21
Total All Funds			\$2,274,896		
NHTSA 402			\$32,170	\$8,231.27	
Section 405c Data Program Funds MAP-21			\$2,242,726	\$771,039.17	
TR-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$32,170	\$8,231.27	NHTSA 402
M3DA-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$2,242,726	\$771,039.17	Section 405c Data Program Funds MAP-21

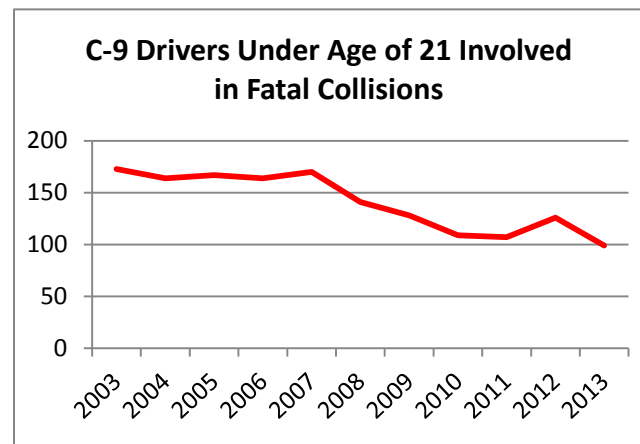
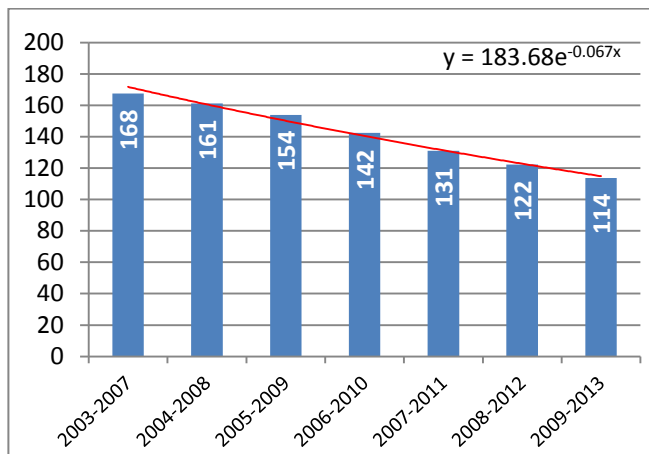
Community Traffic Safety Program Overview

Community Traffic Safety Program

The Community Traffic Safety Program is a comprehensive grant project which focuses on the dissemination of traffic safety information in a variety of ways, including statewide campaigns, data sharing, training, special project emphases, and special events that can have a significant positive impact on individual communities to improve driving behaviors and to reduce negative traffic statistics.

Community Traffic Safety Program Goals:

1. To decrease the number of drivers age 20 or younger involved in fatal crashes by 16.7% from the 2009-2013 five-year baseline average of 114 to 95, by December 31, 2016.



Exponential Projection = $183.68e^{-.067(x)} = 94$

2009-2013 Average = 113.8
 2010-2014 Average = 112
 2009 = 128
 2010 = 109
 2011 = 107
 2012 = 126
 2013 = 98 (22.2% decrease from 2012)
 2014 = 119 (20.2% increase from 2013)
 2015 = 121 (1.7% increase from 2014)

Figure13: C-9 Drivers Age 20 or Younger Involved in Fatal Crashes

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of drivers age 20 or younger involved in fatal crashes will be 117, which represents a 2.6% increase from the 2009-2013 average of 114 drivers.

Community Traffic Safety Program Overview

Community Traffic Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: SA-2016-HS-04-16
Project Title: Public Information, Outreach and Training

The Public Information, Outreach, and Training (PIOT) grant is a Section 402-funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and other interested traffic safety stakeholders and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHSJP, were sent to highway safety-related training programs during the grant period (i.e., Lifesavers Conference, Southeastern Colonel's Conference, Law Enforcement Liaison regional meeting, Governors Highway Safety Association Annual Conference, etc.).

OHSJP subgrantees received training through this grant project. In addition to a Project Management course for first-time Project Directors, the Program Coordinators, Grants Administration Accountant, and Grants Administration Manager met with the Project Directors and Financial Representatives during Pre-Work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the annual Funding Guidelines Workshop was held in December 2015 in Columbia to assist applicants in preparing applications for FFY 2017.

During FFY 2016, the OHSJP worked with the agency contractor, Fisher Communications, and the South Carolina Highway Patrol to develop an impaired driving campaign based off of emojis. The idea was conceived by Sgt. Bob Beres, who has achieved great success reaching the driving public by using emojis on social media. The campaign falls under the agency's *Sober or Slammer!* and *Target Zero* umbrella campaign for SCDPS. The campaign began in May 2016 with the distribution of 85 billboards statewide. (See Emoji Artwork 1). After the success of the original run, 85 additional billboards were purchased statewide. The emoji billboard concept was expanded in August 2016 to include an anti-speeding message. The emoji artwork was also placed on alternative media including ice trucks, gas pumps, ice boxes and high school tickets. A thirty-second television spot was filmed in July 2016 featuring the impaired driving emoji message and premiered on television during the 2016 Labor Day paid media campaign in the four (4) major regions of the state: the Midlands (Columbia area); the Lowcountry (Charleston area); the Upstate (Greenville area); and the Pee Dee (Florence/Myrtle Beach area). The spots were aired at strategic times on local stations in the target markets, and a follow-up spot was planned for FFY 2017 to air during the Christmas/New Year's holiday period. The commercial may be viewed at this link: <https://youtu.be/pPFfD-FdvC0>



Emoji Artwork 1

Community Traffic Safety Program Overview

The OHSJP staff worked with the agency contractor to ensure that placement of all paid media efforts included Spanish-language channels, as well as other various networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for all major mobilizations and campaigns. Young drivers, as well as their families, were reached through the use of a high school ticket campaign. The High School Ticket Campaign was estimated to deliver approximately five (5) million imprints with highway safety messaging on tickets distributed at major events at the majority of the state's high schools, such as athletic contests, proms, plays, and other significant events. Other major *Target Zero* campaigns (*Buckle Up, SC., Sober or Slammer!, etc.*) emphasized placement of television and radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.

Additionally, during the month of December 2015, the SCDPS's OHSJP continued to promote the use of designated drivers as part of its efforts to curb drinking and driving. The campaign effort was called "*Be a SANTA – a Sober All Night Totally Awesome! Designated Driver*" and included television and billboard advertising. (See "*Be a SANTA*" Billboard 1). This designated driver campaign by the OHSJP was focused in the Lowcountry (Charleston, Beaufort, etc.) area



Be a SANTA Billboard 1

during the Christmas/New Year's holiday period of 2015-2016, but it had exposure statewide through television and billboard advertising. A "Be a SANTA" spot previously created by the agency contractor, Fisher Communications, Inc., was distributed and digital billboards were designed and produced for the campaign.

The project also continued a statewide motorcycle safety campaign from May to September 2016. The campaign included two (2) Myrtle Beach bike rallies in May and emphasized the seventeen (17) priority counties with the highest number of motorcyclist fatalities in 2015. The campaign utilized the "Look," "Ride Smart," and "Share the Road" themes and emphasized the proper use of safety equipment with a new billboard paid for with Section 402 funds. The campaign's new billboard image is pictured above. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to bikers at the Myrtle Beach rallies. In addition, the SCDPS partnered with the SCDOT to use SCDOT's variable message signs statewide to display the message, "Ride Smart. Look for Motorcycles." and "Drive Smart. Look for Motorcycles."



The OHSJP also continued participation in several public outreach projects during FFY 2016. The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives during various weeks throughout August 2016 in support of *School Zone Safety Week*. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information on the new school bus "stop-arm" camera legislation.

Sports marketing continued to be an effective outlet to reach the public with highway safety messaging. The High School Ticket Campaign was once again funded by the OHSJP to place safety messaging on approximately five (5) million tickets to high school athletic and other events (proms, plays, etc.) statewide during the 2015-2016 academic year, and also in the early months of the 2016-2017 academic year. These messages targeted teen drivers, as well as their parents and friends, who attended these events. Expenditures from FFY 2016 for the 2015-2016 academic year were \$52,950.00 and expenditures for August/September of the 2016-2017 academic year were \$12,500.00.

Community Traffic Safety Program Overview

The project also developed and implemented an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2015. The Annual Victims' Memorial Service was held at Bible Way Church of Atlas Road in Columbia, SC, on April 30, 2016. The service included a special "Message of Hope" from the State Transport Police (STP) Colonel and a video tribute to those who lost their lives on our roadways. The service drew about 600 people, including state and local law enforcement. Media coverage was received to promote and cover the event.



Community Traffic Safety Program Overview

Other outreach efforts included the coordination of a successful booth display at the SC State Fair, which was held from October 14-25, 2015. The theme of the fair exhibit was "*Target Zero*," and materials relevant to vulnerable roadway user safety and other significant highway safety issues were distributed. There was also a vintage patrol car and history display provided by the SC Law Enforcement Hall of Fame in celebration of the SC Highway Patrol's 80th anniversary.

The project funds one (1) Public Affairs Manager (100%), one (1) Administrative Assistant (20%), one (1) Special Programs Manager (40%), one (1) Program Coordinator II (20%), and one (1) OHSJP Business Manager (2%).

Community Traffic Safety Program: Public Information, Outreach and Training Project Summary

Activities Funded/Implemented	Results
<p>To send individuals to specialized highway safety-related programs by September 30, 2016.</p>	<p>Overall, this project has provided travel and/or registration fees for employees to attend highway safety training programs around the country. During this grant period, funds were provided for individuals within and outside the OHSJP to attend one or more of the following:</p> <p>During the quarter from October 2015 to December 2016:</p> <ul style="list-style-type: none"> • Impaired Driving Countermeasures Program Coordinator and Grants Administration Manager attended the Impaired Driving Program Management Course in Savannah, GA • Planning & Evaluation Coordinator attended the Government Finance Officers Association Conference in Myrtle Beach, SC • Grants Administration Manager attended the GHSA Executive Seminar in November 2015 in Atlanta, GA • Senior Accountant attended the GFOA Governmental Accounting Course and Exam in Columbia, SC <p>During the quarter from January 2016 to March 2016:</p> <ul style="list-style-type: none"> • Two troopers attended the 2016 Crash Data Retrieval Summit in Houston, TX; • Public Affairs Manager attended the NHTSA Communications Training in Tallahassee, FL • OHSJP Director and SCHP Colonel attended the NHTSA Safety Summit in Atlanta, GA • OHSJP Director attended the Regional 4 LEL Conference in Miramar Beach, FL • Grants Administration Manager attended Department of Administration Coaching Training and Supervisory Practices in Columbia, SC <p>During the quarter from April 1, 2016 to June 30, 2016:</p> <ul style="list-style-type: none"> • Members of the MAIT team attended the World Reconstruction Conference in Orlando, FL • Grants Administration Manager, Impaired Driving Countermeasures Program Coordinator and one Law Enforcement Liaison attended the Lifesavers National Conference in Long Beach, CA • Two SCHP troopers attended the Uniformed Safety Education Conference in Illinois • OHSJP Business Manager attended the DDACTS workshop • Planning & Evaluation Coordinator and Senior Accountant attended the 2016 Spring GFOA Conference in Columbia, SC

<p>To send individuals to specialized highway safety-related programs by September 30, 2016.</p>	<p>During the quarter from July 1, 2016 to September 30, 2016:</p> <ul style="list-style-type: none"> • One SC Highway Patrol Community Relations Officer attended the Uniformed Safety Education Officers Workshop in Oak Brook, IL. • The Occupant Protection Program Coordinator, two SCHP troopers, and one BPS officer attended the Kidz in Motion Conference in Orlando, FL. • The OHSJP Director and Grants Administration Manager attended the GHSA Conference. • 51 OHSJP, STP, BPS, and SCHP employees attended the SC Highway Safety Conference in Charleston, SC. • The Business Administration Accountant attended the Government Financial Officers Association Conference • The Occupant Protection Program Coordinator attended Occupant Protection Program Management Training. • Two SCHP troopers attended the DRE Conference in Denver, Colorado; • One SCHP trooper attended the IACP.
<p>To coordinate statewide public information and outreach efforts to promote compliance with occupant protection and impaired driving laws.</p>	<p>The OHSJP continued to promote educational efforts, campaigns, and initiatives under the umbrella theme <i>Target Zero</i>. Specific targeted campaign efforts aimed to increase seat belt compliance rates (<i>Buckle Up, SC. It's the law and it's enforced.</i>) and to combat impaired driving (<i>Sober or Slammer!</i>) were held throughout the grant period. An emphasis was also placed on reducing the number of fatalities within the "Vulnerable Roadway Users" group (motorcyclists, bicyclists, pedestrians, and moped occupants) through the continued use of the <i>Look</i> campaign.</p>
<p>To improve observed safety belt usage rates in South Carolina through the <i>Buckle Up, SC. It's the law and it's enforced.</i> enforcement and education campaign.</p>	<p>OHSJP staff worked with local project personnel and law enforcement officials to implement the <i>Buckle Up, SC. It's the law and it's enforced.</i> program throughout South Carolina during the 2016 Memorial Day holiday period in an effort to improve safety belt usage rates within the state. The state's safety belt usage rate increased 2.3 percentage points from 2015, from 91.6 to 93.9 percent. The safety belt usage rate in the state has been at or above 90 percent for five years straight.</p>

To continue placing an emphasis on educating and informing the state's citizens and visitors about the state's primary enforcement safety belt law.

The OHSJP staff, along with inter-agency and outside stakeholders, continued to disseminate information on the state's primary enforcement safety belt law through community events and partnerships. A *Buckle Up. It's the law.* message appeared statewide on SCDOT's variable message boards on designated dates, coupled with corresponding enforcement activities. The OHSJP and SCDPS also participated in NHTSA's *Child Passenger Safety Week*, which was held September 18-24, 2016, attending seat check events in local communities and taking part in the *National Seat Check Saturday* (Saturday, September 24, 2016). Messages about safety belt usage were also pushed out to the public through social media platforms and agency releases/press events.

To continue a sustained DUI enforcement initiative through various efforts, including *Sober or Slammer!*

The OHSJP staff implemented the 2016 Law Enforcement DUI Challenge, which continued similar elements from FFY 2015, but was altered to end in June instead of September to comply with new NHTSA requirements. The Challenge ran from December 2015 through June 2016, and while statewide enforcement was utilized, the Challenge focused on the priority counties which were identified by NHTSA FARS data and South Carolina state data as having significant problems with DUI-related crashes, injuries, and fatalities. Counties were chosen based on a combination of state and FARS data, examining fatal and severe injury alcohol-impaired data in the state of South Carolina for the time period 2009-2013. In addition, the priority counties in the 4th, 6th, and 14th Judicial Circuits were included in order to ensure that each Law Enforcement Network statewide was represented in alcohol-impaired enforcement and educational efforts emphases in the state for FFY 2016. The state chose the county in these respective networks which had the worst fatality and severe-injury alcohol-impaired statistical data as its representative county in the priority list. Those counties were Charleston, Greenville, Horry, Lexington, Richland, Sumter, Laurens, Anderson, Pickens, Spartanburg, Florence, Berkeley, Darlington, Aiken, Kershaw, Orangeburg, York, Lancaster, Dorchester, and Beaufort. These counties represent approximately 82% of the state's population and accounted for 75.7% of all alcohol-impaired driving fatalities from 2009 to 2013. Paid and earned media efforts were garnered during the two (2) annual *Sober or Slammer!* enforcement crackdowns, which occurred during the Christmas/New Year's 2015-2016 and Labor Day 2016 holiday periods. Heavy emphasis was placed on impaired driving reduction efforts through partnerships with approximately 200 SC law enforcement agencies, which included the use of multi-jurisdictional checkpoints, saturation patrols, and high-visibility enforcement.

<p>To continue a sustained DUI enforcement initiative through various efforts, including <i>Sober or Slammer!</i></p>	<p>alcohol-impaired enforcement and educational efforts emphases in the state for FFY 2016. The state chose the county in these respective networks which had the worst fatality and severe-injury alcohol-impaired statistical data as its representative county in the priority list. Those counties were Charleston, Greenville, Horry, Lexington, Richland, Sumter, Laurens, Anderson, Pickens, Spartanburg, Florence, Berkeley, Darlington, Aiken, Kershaw, Orangeburg, York, Lancaster, Dorchester, and Beaufort. These counties represent approximately 82% of the state's population and accounted for 75.7% of all alcohol-impaired driving fatalities from 2009 to 2013. Paid and earned media efforts were garnered during the two (2) annual <i>Sober or Slammer!</i> enforcement crackdowns, which occurred during the Christmas/New Year's 2015-2016 and Labor Day 2016 holiday periods. Heavy emphasis was placed on impaired driving reduction efforts through partnerships with approximately 200 SC law enforcement agencies, which included the use of multi-jurisdictional checkpoints, saturation patrols, and high-visibility enforcement.</p>
<p>To reach diverse populations throughout the state in all <i>Target Zero</i> major mobilization efforts.</p>	<p>The OHSJP staff worked with the agency contractor to ensure that placement of all paid media efforts included Spanish-language channels, as well as other various networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for all major mobilizations and campaigns. Young drivers, as well as their families, were reached through the use of a High School Ticket Campaign. The High School Ticket Campaign was estimated to deliver approximately 5 million imprints with highway safety messaging on tickets distributed at major events at the majority of the state's high schools, such as athletic contests, proms, plays, and other significant events. Other major <i>Target Zero</i> campaigns (<i>Buckle Up, SC., Sober or Slammer!, etc.</i>) emphasized placement of television and radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.</p>
<p>To conduct a Traffic Victims Memorial Service for families of highway crash victims lost in the year 2015 by May 2016.</p>	<p>A Memorial Service was held April 30, 2016, at Bible Way Church of Atlas Road in Columbia. The service included a special message from STP Colonel Leroy Taylor and a video tribute. The service drew about 600 family members of persons killed in traffic collisions in 2015. State and local law enforcement agencies were well represented at the service as well. News outlets promoted and covered the event, including television and print earned media opportunities. The service can be viewed at https://www.youtube.com/watch?v=iZ1Usq2PDn4</p>

<p>To coordinate activities during a <i>School Zone Safety Week</i> during the late summer of 2016.</p>	<p>The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information on the new school bus “stop-arm” camera legislation. Partner law enforcement agencies also participated in their local communities and sent in reports of their activities.</p>
<p>To conduct a statewide motorcycle safety campaign, focusing on the counties having the majority of motorcyclist fatalities in 2015, beginning in May 2016 and running through September 30, 2016.</p>	<p>The agency contractor was utilized to conduct a motorcycle safety campaign that included radio and billboard paid advertising during the month of May for the Myrtle Beach Bike Weeks. In addition, the OHSJP conducted a sustained media effort from May 2016 through September 2016 in seventeen (17) priority counties that experienced the highest number of motorcyclist fatalities in 2015. This portion of the campaign also included billboard and radio advertising. The advertising was also developed to include a <i>Share the Road</i> message.</p>
<p>To coordinate Highway Safety booths and exhibits at various statewide events, including the 2015 SC State Fair.</p>	<p>The OHSJP staff coordinated a successful booth display at the SC State Fair, which was held from October 14-25, 2015. The theme of the fair exhibit was “<i>Target Zero,</i>” and materials relevant to vulnerable roadway user safety and other significant highway safety issues were distributed. In addition, the booth featured a vintage Highway Patrol car and history exhibit.</p>
<p>To conduct a safety campaign in the approximately 200 high schools in the state utilizing highway safety messages printed on tickets for athletic and other special events, and public address announcements/printed advertising at sporting events during FFY 2016.</p>	<p>Through the PIOT grant, a high school ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2015-2016 academic year. The OHSJP, in conjunction with the agency contractor, printed four (4) different messages for use throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. Accompanying posters were distributed to high schools as well.</p>
<p>To coordinate a campaign to address speed-related collisions in partnership with the SC Highway Patrol.</p>	<p>In early fall of 2016, billboards were created and distributed statewide by the agency contractor, Fisher Communications, featuring an anti-speeding message utilizing the current ongoing emoji campaign.</p>
<p>To continue to seek partnerships with other highway safety stakeholder groups.</p>	<p>The OHSJP worked on projects throughout the year with organizations such as MADD, AAA, the National Safety Council, and Operation Lifesaver, as well as a variety of state agencies.</p>

Community Traffic Safety Project: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$879,822	\$509,882.68	NHTSA 402
PS-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	\$40,000	\$38,400	NHTSA 402
M9MA-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$80,000	Section 405f Motorcyclist Awareness MAP-21
Total All Funds			\$999,822		
NHTSA 402			\$919,822	\$548,282.68	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	\$80,000	

Motorcycle Safety Program Overview

Motorcycle Safety Program

Motorcyclist deaths statewide rose in 2015 compared to 2014, with 184 vs. 121 fatalities, respectively. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a six-month-long (spring/summer) comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May: Myrtle Beach Bike Week (May 13-22, 2016), and Atlantic Beach Bike Fest (May 27-30, 2016). The sustained campaign began in April and ran through September, with a focus on 17 priority counties that experienced the highest number of motorcyclist fatalities in 2015; Horry, Lexington, Richland, Aiken, Charleston, Spartanburg, Greenville, York, Anderson, Berkeley, Florence, Laurens, Marion, Pickens, Dillon, Marlboro, and Oconee. The campaign theme built upon the “*Look!*” and “*Ride Smart/Drive Smart*” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “*Share the Road*” message targeting both motorists and motorcyclists, as well as the agency-wide Target Zero messaging

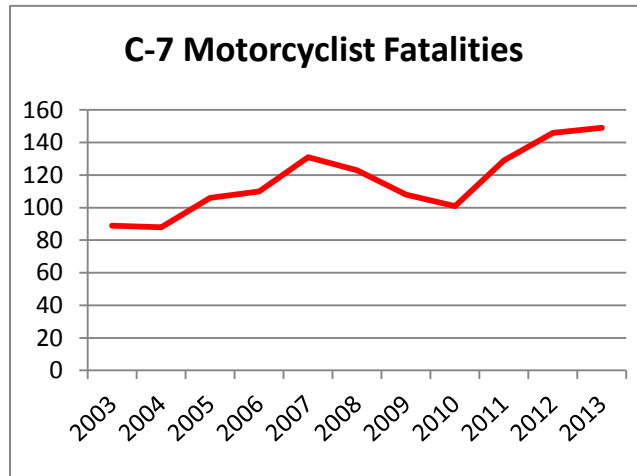
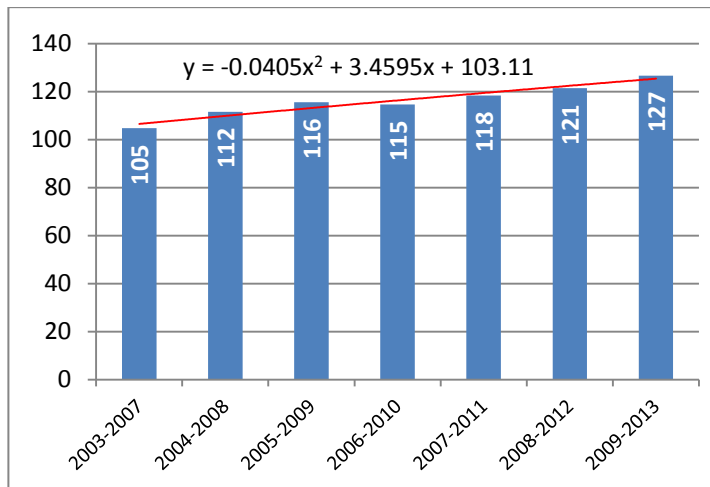
The campaign utilized radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation (SCDOT) variable message signs, and displays placed and distributed at motorcycle rallies and events. The campaign used a six-month-long comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2016. The campaign continued a previous billboard campaign launched in 2013 based simply on the word “*Look.*” An additional safety gear/helmet billboard was created by Fisher Communications, utilizing Section 402 funds. The campaign as a whole focused on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). The “*Look*” billboards used vivid colors against a black background to create a compelling visual. The contractor also distributed radio spots with a “*Share the Road*” message which aired during the six-month safety campaign. The campaign budget for this project was \$130,000. In addition to the above campaign components, the OHSJP continued its partnership with the SCDOT to use its variable message signs around the state during designated time periods throughout the campaign effort. The alternating messages shown on the message signs were, “*Ride Smart. Motorcycles are Everywhere.*” and “*Drive Smart. Motorcycles are Everywhere.*” This messaging was made available to the campaign at no additional cost, and proved to be extremely valuable to the campaign effort, as literally hundreds of thousands of motorists were exposed to the messaging while in the act of driving and/or riding on South Carolina’s roadways.

Additionally, the state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2016 grant period. The MSTF met twice during the FFY 2016 grant period. During the meeting, the task force discussed information pertinent to motorcyclist legislation, relative statistical data, and approved the 2016 Motorcycle Safety Campaign. The MSTF was created in 2006 by SCDPS in response to, and to focus attention on, the increasing numbers of traffic fatalities involving motorcyclists in South Carolina and nationwide. The MSTF’s purpose is to form partnerships with various state, federal, and local agencies, as well as community groups, to develop and implement strategies to reduce the number of motorcycle crashes, fatalities, and injuries.

Motorcycle Safety Program Overview

Motorcycle Safety Program Goals:

1. To decrease motorcyclist fatalities 13.4% from the 2009-2013 five-year baseline average of 127 to 110 by December 31, 2016.



Polynomial Projection = $-.0405(10^2) + 3.4595(10) + 103.11 = 133.7$

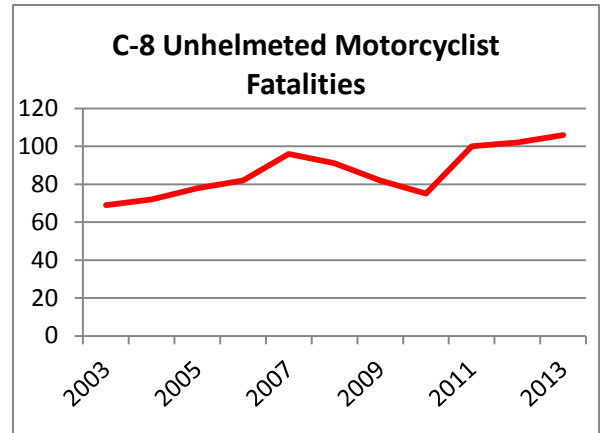
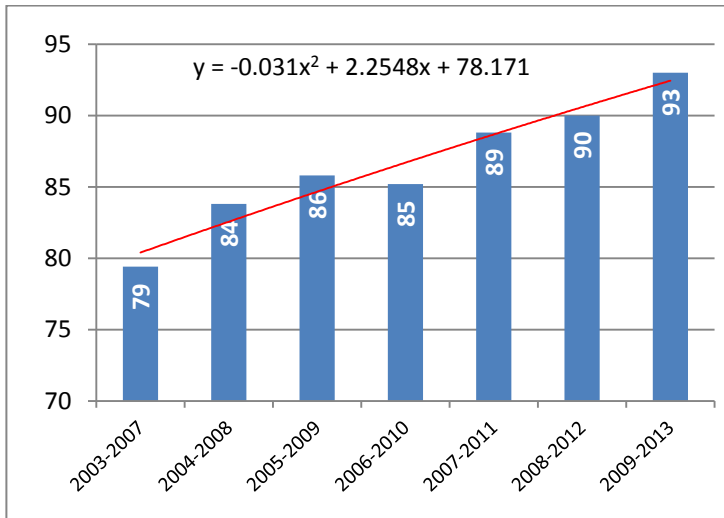
2009-2013 Average = 126.6
 2010-2014 Average = 128.6
 2009 = 108
 2010 = 101
 2011 = 129
 2012 = 146
 2013 = 149 (2.1% increase from 2012)
 2014 = 121 (18.8% decrease from 2013)
 2015 = 184 (52.1% increase from 2014)

Figure 14: C-7. South Carolina Motorcyclist Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2016 number of motorcyclist fatalities will be 180 (includes moped fatalities), a 41.7% increase from the five-year (2009-2013) baseline average of 127 motorcyclist fatalities. The number of motorcyclist fatalities projected for 2016 represents a 2.2% decrease from the previous year, in which there were 184 motorcyclist fatalities.

Motorcycle Safety Program Overview

2. To decrease unhelmeted motorcyclist fatalities 1.1% from the 2009-2013 five-year baseline average of 93 to 92 by December 31, 2016.



Polynomial Projection = $-0.031(10^2) + 2.2548(10) + 78.171 = 97.6$

2009-2013 Average = 93
 2010-2014 Average = 95.8
 2009 = 82
 2010 = 75
 2011 = 100
 2012 = 102
 2013 = 106 (3.9% increase from 2012)
 2014 = 96 (9.4% decrease from 2013)
 2015 = 129 (34.4% increase from 2014)

Figure 15: C-8. South Carolina Unhelmeted Motorcyclist Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of unhelmeted motorcyclist fatalities will be 116. The OHSJP Statistical Analysis and Research Section predicts 140 unhelmeted motorcyclist fatalities for CY 2016, which represents an increase of 50.5% from the baseline 2009-2013 average of 93.

Motorcycle Safety Program Overview

Motorcycle Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: M9MA-2016-HS-04-16 (Motorcyclist Awareness Campaign)
Project Title: Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign from April to September 2016. The campaign included two (2) Myrtle Beach bike rallies in May and focused on seventeen (17) “priority” counties with the highest number of motorcyclist fatalities in 2015. The campaign utilized the “*Look,*” and “*Ride Smart,*” themes, as well as the South Carolina Department of Public Safety’s “*Target Zero*” messaging. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to motorcyclists at the Myrtle Beach bike rallies and statewide from the months of April through September. In addition, the SCDPS partnered with the SCDOT to use SCDOT’s variable message boards statewide to display motorcycle safety messages.

Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues during the months of April through September 2016, focusing on the seventeen (17) priority counties in SC that had the highest number of motorcyclist fatalities during CY 2015.	The agency contractor was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Weeks that included radio and billboard paid advertising. In addition, the OHSJP conducted a sustained media effort from April 2016 through September 2016 in seventeen (17) priority counties that experienced the highest number of motorcyclist deaths in 2015. This campaign was in addition to the motorcycle safety elements present in the vulnerable roadway user, or <i>Look</i> , statewide billboard campaign.
To continue the work of the Motorcycle Safety Task Force during FFY 2016 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.	The Motorcycle Safety Task Force (MSTF) met two (2) times during the FFY 2016 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meeting.

<p>To conduct a successful motorcycle safety public information and education campaign continued from CY 2007-CY 2015 in Horry County during the month of May 2016 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bike Fest). Some of the safety materials distributed at these rallies will encourage bikers to wear protective gear while riding a motorcycle.</p>	<p>Materials containing highway safety messages were sent with SC Highway Patrol Community Relations Officers to both bike rallies in May 2016. These materials included kickstand plates, keychains, wrist bands that contained the “<i>Ride Smart</i>” message, and other materials. Information was distributed to motorcyclists detailing the importance of wearing protective gear while riding. Earned media opportunities were also garnered through the attendance at the motorcycle rallies.</p>
<p>In partnership with the SCDOT, the OHSJP will again secure the use of variable message signs around the state in designated time periods during the motorcycle safety campaign effort. These message signs will be utilized in May, July, and September 2016. The message to be shown on the message sign is “<i>LOOK! Motorcycles are Everywhere.</i>” This messaging has been made available to this campaign at no cost.</p>	<p>The SCDOT again partnered with the OHSJP to display the “<i>LOOK! Motorcycles are Everywhere.</i>” message on selected dates from May 2016 through September 2016 on SCDOT variable message signs.</p>
<p>The state will continue a project funded in 2013 to provide motorcycle safety training statewide based on a curriculum developed by the American Association of Retired Persons (AARP).</p>	<p>The OHSJP originally provided 100 packets to be used in AARP Driver Safety Program instruction. These packets, developed by the Motorcycle Safety Foundation (MSF) and named “The Intersection,” were implemented into the regular training programs given through AARP. In the spring of 2013, 90 of the packets were distributed to AARP district instructors for use in their communities. All of the packets are currently in use and will continue to be used in future AARP Driver Safety Program classes.</p>

Motorcycle Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M9MA-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$80,000	Section 405f Motorcyclist Awareness MAP-21
Total All Funds			\$80,000		
Section 405f Motorcyclist Awareness MAP-21			\$80,000	\$80,000	

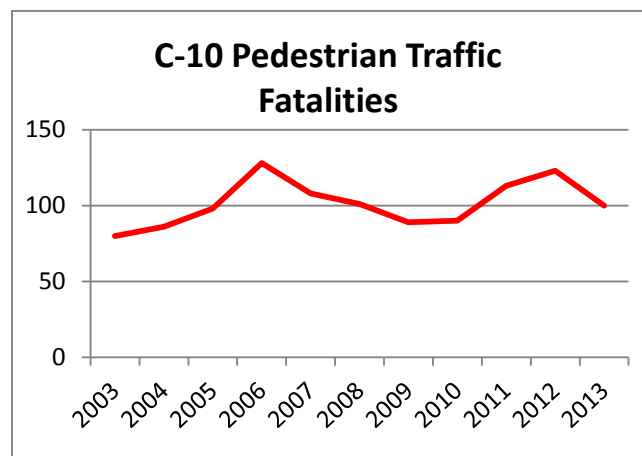
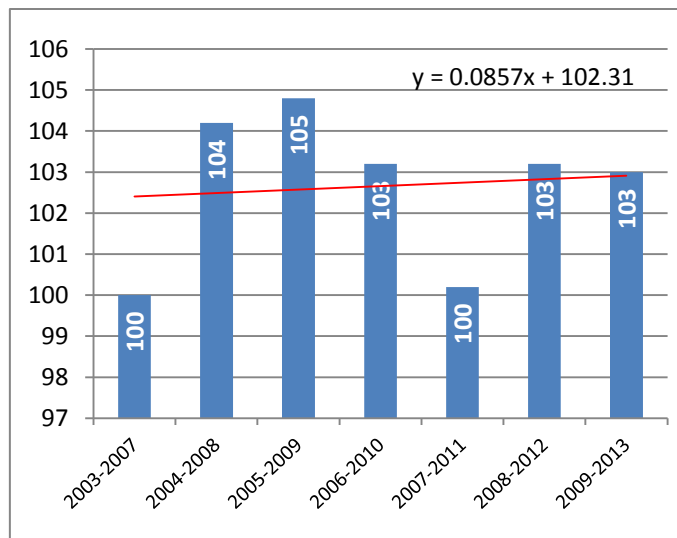
Vulnerable Roadway Users Program Overview

Vulnerable Roadway Users Program

The Vulnerable Roadway Users Program is a comprehensive targeted campaign which focuses on several counties that experienced high rates of deaths and serious injury among vulnerable roadway groups (which includes moped operators, pedestrians, bicyclists, and motorcyclists) during the five-year period from 2009 to 2013: Horry, Charleston, Greenville, Richland, Spartanburg, Anderson, Lexington, York, Berkeley, Aiken, Dorchester, Florence, and Beaufort. The campaign supports public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this report, the designation “other vulnerable roadway users” will refer to moped riders, bicyclists, and pedestrians.

Vulnerable Roadway Users Program Goals:

1. Decrease pedestrian fatalities 7.8% from the 2009-2013 five-year baseline average of 103 to 95 by December 31, 2016.



Linear Projection = $.0857(10) + 102.31 = 103.2$

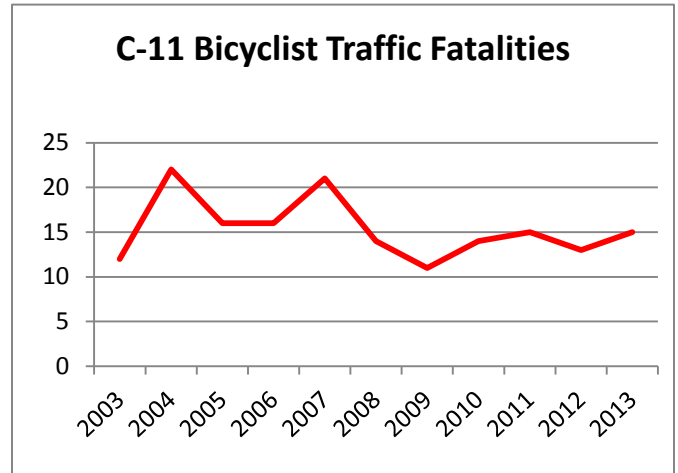
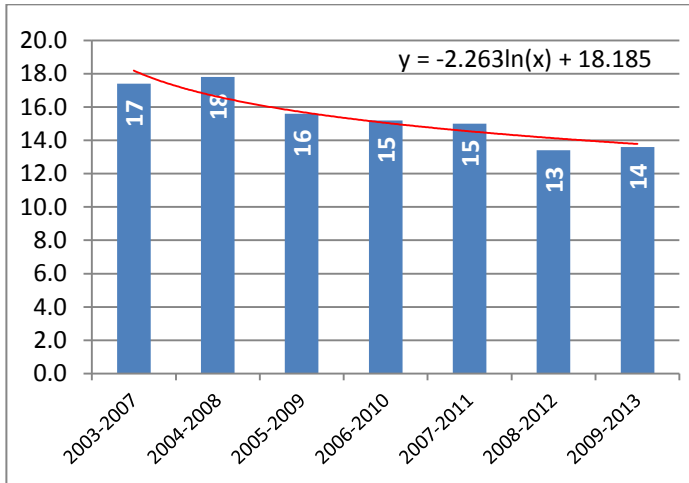
2009-2013 Average = 103.0
 2010-2014 Average = 106.8
 2009 = 89
 2010 = 90
 2011 = 113
 2012 = 123
 2013 = 100 (18.7% decrease from 2012)
 2014 = 107 (7% increase from 2013)
 2015 = 123 (15.0% increase from 2014)

Figure 16: C-10. South Carolina Pedestrian Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of pedestrian fatalities will be 116. The OHSJP Statistical Analysis and Research Section predicts 126 pedestrian fatalities for CY 2016, which represents a 22.3% increase when compared to the 2009-2013 average of 103 pedestrian fatalities.

Vulnerable Roadway Users Program Overview

- 2. Decrease bicyclist fatalities 0.0% from the 2009-2013 five-year baseline average of 14 to 14 by December 31, 2016.



Logarithmic Projection = $-2.263\ln(10) + 18.185 = 13$

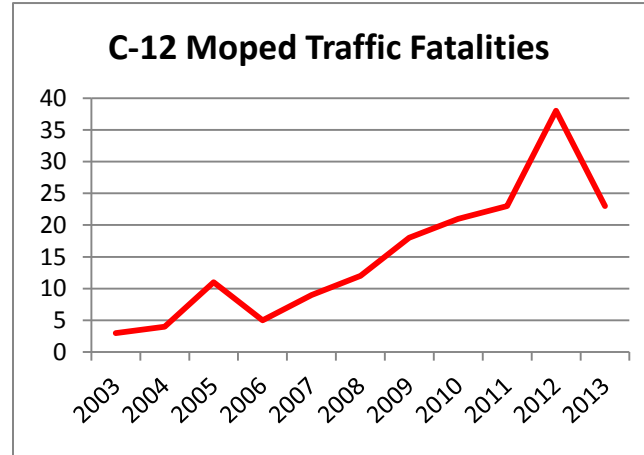
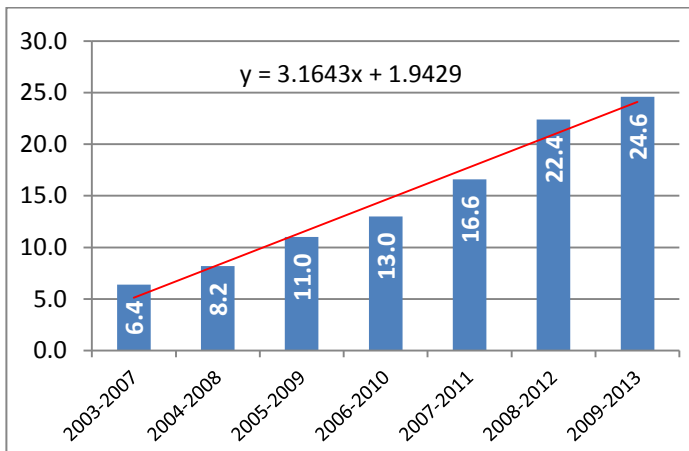
2009-2013 Average = 14
 2010-2014 Average = 14.2
 2009 = 11
 2010 = 14
 2011 = 15
 2012 = 13
 2013 = 15 (15.4% increase from 2012)
 2014 = 14 (6.7% decrease from 2013)
 2015 = 16 (14.3% increase from 2014)

Figure 17: C-11. South Carolina Bicyclist Fatalities, 5- Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of bicyclist fatalities will be 17. The OHSJP Statistical Analysis and Research Section predicts 26 bicyclist fatalities for CY 2016, which represents an 85.7% increase from the five-year 2009-2013 baseline average of 14.

Vulnerable Roadway Users Program Overview

- Decrease moped fatalities 20.0% from the 2009-2013 five-year baseline average of 25 to 20 by December 31, 2016.



Linear Projection = $3.1643(10) + 1.9429 = 33.6$

2009-2013 Average = 24.6

2010-2014 Average = 27.4

2009 = 18

2010 = 21

2011 = 23

2012 = 38

2013 = 23 (39.5% decrease from 2012)

2014 = 32 (39.1% increase from 2013)

2015 = 45 (40.6% increase from 2014)

Figure 18: C-12. South Carolina Moped Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2013.

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2016 average number of moped fatalities will be 36. The OHSJP Statistical Analysis and Research Section predicts 40 moped fatalities for CY 2016, which represents an increase of 60.0% from the baseline 2009-2013 average of 25.

Vulnerable Roadway Users Program Overview

Vulnerable Roadway Users Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PS-2016-HS-04-16
Project Title: Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Annual Report. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the state of South Carolina experiences traffic crashes, injuries, and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians) or by the mechanism of two-wheeled vehicles (mopeds, bicycles, and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state. In FFY 2016, the Office of Highway Safety and Justice Programs partnered with the South Carolina Highway Patrol to specifically target vulnerable roadway user safety issues through the Target Zero umbrella campaign. The SC Highway Patrol utilizes multiple avenues in its effort to educate the public about highway safety issues related to pedestrians, bicyclists and mopeds. Community Relations Officers (CRO) give approximately 700 safety presentations a year, attend hundreds of safety fairs and give thousands of interviews on various topics, including the topic of vulnerable roadway users.

Vulnerable Roadway Users Program: Project Summary

Activities Funded/Implemented	Results
To continue the Stop Educate and Enforce (S.E.E) program, which focuses on pedestrian safety issues.	In 2007 the South Carolina Highway Patrol (SCHP) implemented its Stop Educate and Enforce (S.E.E) program. This program consists of Troopers stopping to speak with pedestrians walking along or in the roadway. During the pedestrian contact, troopers educate the person on pedestrian laws and best practices and, as stock allows, provide them with safety literature and a reflective wrist band so that they can be seen at night by motorists. If the pedestrian is intoxicated, the relative law is enforced and the person is arrested for public intoxication along the roadway. This enforcement action also deters the person from being along the roadway intoxicated in the future. So far SC troopers have made 7,714 pedestrian contacts this year.

<p>To enhance the visibility of moped operators through a moped reflective-vest distribution program.</p>	<p>Many moped fatalities occur due to drivers not seeing the moped and its riders or misjudging the closing distance and timing when approaching them from behind. In February 2015, the SCHP handed out over 500 retro-reflective vests to moped riders that troopers encountered during routine patrol. These vests were handed out in areas of the state that had experienced the highest number of moped fatalities: Troops 1, 3, 5 and 6.</p>
<p>To utilize social media to highlight vulnerable roadway user safety issues with the public.</p>	<p>CROs educated the public on vulnerable roadway user issues through social media such as Twitter, Facebook, YouTube, Periscope, and PSAs. CROs recorded short videos that remind motorists to LOOK for pedestrians and motorcyclists. Their social media posts encouraged open discussion with the public about these specific issues experienced in our state. Video PSAs are posted to YouTube and Facebook Live for the public to view, or as a safety tool for school administrators and business safety officers to use in order to keep their students/workers safe.</p>

Vulnerable Roadway Users Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PS-2016- HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)	\$40,000	\$38,400	NHTSA 402
Total			\$40,000	\$38,400	

Paid Media Overview

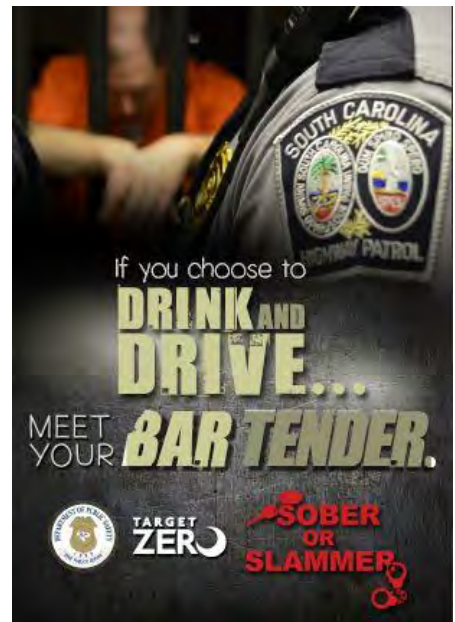
2015-2016 Christmas/New Year's *Sober or Slammer!* Campaign

Media Buy Summary for 2015-2016 Christmas/New Year's *SOS* campaign (Television)

Flight Dates: December 16-20, 2015, December 23-28, 2015, and December 30, 2015 – January 2, 2016

Driving under the influence of alcohol (.08 BAC and above) continues to be a primary contributing factor in many deaths on South Carolina's highways. As a result of this problem, the South Carolina Department of Public Safety's (SCDPS) Office of Highway Safety and Justice Programs (OHSJP) spearheaded a statewide effort to reduce the number of DUI-related traffic collisions, injuries, and fatalities. The mobilization was referred to as the *Sober or Slammer!* (*SOS*)/*Drive Sober or Get Pulled Over*. 2016 Law Enforcement DUI Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2016 Law Enforcement DUI Challenge effort, the Christmas/New Year's 2015-2016 portion of the Challenge ran from December 16, 2015 through January 2, 2016. High visibility enforcement of the state's DUI laws was a primary component of *SOS*, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

A DUI enforcement television ad was distributed and broadcasted during the Christmas/New Year's 2015-2016 mobilization crackdown following the recommended NHTSA flight dates for airing. The spot included closed captioning and translation into Spanish. The state's DUI campaign slogan/logo, *Sober or Slammer!*, the national *Drive Sober or Get Pulled Over*. logo, and the Target Zero/SCDPS logo appeared on the spot. The commercial also prominently featured the "Report Drunk Drivers. Call *HP." message.



Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning Tuesday, November 17, 2015, and concluded by Monday, November 30, 2015. Post-campaign telephone surveys were conducted beginning Sunday, January 3, 2016, and concluded by Monday, January 11, 2016. The surveys concluded that 74% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis during the winter holiday 2015/2016.

The total costs for the Christmas/New Year's crackdown effort were \$249,736.40.

Campaign: SCDPS DUI Law Enforcement Challenge – Christmas/New Year's 2015/2016

Flight Dates: Dec 16-20; Dec 23-27; Dec 30-Jan 2

Media Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$115,472.50	871	986	1,857
CABLE	\$44,539.15	4,130	4,657	8,787
SPANISH-LANGUAGE	\$4,488.00	410	410	820
TOTALS	\$164,499.65	5,411	6,053	11,464

2015 Be a SANTA Designated Driver Campaign

Media Buy Summary for 2015 Be a SANTA Designated Driver Media Buy (Television) Flight Dates: December 1-31, 2015

As mentioned previously, driving under the influence of alcohol (.08 BAC and above) continues to be a primary contributing factor in many deaths on South Carolina's highways. The OHSJP organized an effort to reduce the number of traffic collisions, injuries, and fatalities that are DUI-related. The mobilization was referred to as the *Sober or Slammer! (SOS)/Drive Sober or Get Pulled Over*. 2016 Law Enforcement DUI Challenge and contained enforcement and public information/education components, to include paid and earned media. As part of the strategic 2016 Law Enforcement DUI Challenge effort, this campaign focused on the Christmas/New Year's 2015-2016 portion of the Challenge, which ran from December 16, 2015 through January 2, 2016. High visibility enforcement of the state's DUI laws was a primary component of *SOS*, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

The SCDPS continued a designated driver campaign that has been conducted since 2011, known as *Be a Santa: A Sober All Night Totally Awesome Designated Driver*, in support of the 2015-2016 Law Enforcement DUI Challenge and the 2015-2016 Christmas/New Year's DUI crackdown. The campaign ran during the month of December 2015. A 2012 SANTA television ad, updated in 2014 to include the SCDPS *Target Zero* logo, was placed in major media markets around the state, focusing on the Lowcountry (Charleston/Beaufort, etc.) region, from December 1 to December 14. The ad was offered as a bonus spot during the *Sober or Slammer!* TV flights from December 10 to December 31. A mix of vinyl and digital billboards were secured in major media markets around the state, focusing on the Lowcountry region, from December 1 to December 31.

The total costs for the Be a SANTA Designated Driver effort were \$69,986.95. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) reported a total circulation of over 1.1 million for the 70 total boards posted over the course of this campaign.

Outdoor Advertising/Alternative Media Cost: \$20,799.00

Campaign: SCDPS 2015 SANTA Designated Driver TV Campaign

Flight Dates: Dec 1-6, 7-13, 14-15 2015

Media Placement Overview—Charleston SC Market

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$27,612.25	176	169	345
CABLE	\$7,943.25	484	484	968
TOTALS	\$35,555.50	660	653	1,113

2016 Labor Day *Sober or Slammer!* Campaign

Media Buy Summary for 2016 DUI Media Buy

Radio Flight Dates: March 18-19, 2016; April 15-16, 2016; May 27-28, 2016; June 17-18, 2016; July 1-2, 2016; August 5-6, 2016

Television Flight Dates: August 17-21, 2016; August 24-28, 2016; and August 31- September 5, 2016

According to NHTSA, there were 335 alcohol-impaired driver fatalities in South Carolina during 2015. The South Carolina Department of Public Safety's (SCDPS) statistics for 2009-2013 show that there were at least 29,465 DUI-related collisions reported. The SCDPS's Office of Highway Safety and Justice Programs (OHSJP) continued a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer!* (SOS)/*Drive Sober or Get Pulled Over* 2016 Law Enforcement DUI Challenge. The mobilization entailed enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. The campaign included the Labor Day 2016 DUI crackdown and a monthly radio campaign in support of monthly DUI enforcement weekends from April through September 2016, headed up by the SC Highway Patrol and supported by other state law enforcement divisions and local law enforcement agencies around the state. The key efforts of the monthly DUI enforcement weekends were exerted on dates corresponding to prom, graduation, Summer Fun, The Fourth of July, and Labor Day. The SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state participated in the enforcement efforts of the campaign. Paid and earned media components were used to support the enforcement effort.

Television Spots: Enforcement television ads were broadcasted during the Labor Day 2016 mobilization crackdown. (Flight dates were Wednesday, August 17, 2016, through Sunday, August 21, 2016; Wednesday, August 24, 2016, through Sunday, August 28, 2016; and Wednesday, August 31, 2016, through Monday, September 5, 2016.) A new ad was produced based on the new emoji billboard campaign, aimed at reaching a younger audience through the use of emoji images and focusing on the consequences of DUI. The contractor customized the spot to include closed captioning and translation into Spanish. The total cost of the new ad was \$158,900.00. The ads were developed to contain both a strong DUI enforcement message and the utilization of emojis. The commercials also prominently featured the "Report Drunk Drivers. Call *HP." message and the *Target Zero* reference. The spots were placed during times, programs, and stations which appealed predominantly to male drivers aged 18-34.

Donated thirty-second spots were secured, also using the emoji commercial. The commercial may be found at the following link: <https://youtu.be/pPFfD-FdvC0>

Telephone Surveys: Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the Labor Day campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning no sooner than Monday, July 13, 2016 and concluded by Sunday, August 2, 2016. Post-campaign telephone surveys were conducted beginning Tuesday, September 6, 2016, and concluded by Monday, September 12, 2016. During the campaign, the surveys concluded that campaign awareness rose from 42.0% to 49%.

Radio Spots: A series of six (6) radio spots (one spot per month) were produced with a strong anti-impaired driving enforcement message and distributed for the DUI Challenge months of April 2016-August 2016. These spots were produced in English and Spanish and appealed to five (5) distinct audiences (general, youth, African American, Hispanic, and rural male). The commercials also prominently featured the “Report Drunk Drivers. Call *HP.” message and the *Target Zero* reference. The spots targeted male drivers aged 18-34, and included purchased airtime and matched donated airtime.

Paid and donated airtime for the radio spots was secured so that air play was received predominantly in the following 20 focus counties as identified in the 2016 Highway Safety Plan: Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Orangeburg, Pickens, Laurens, Sumter, Lancaster, Kershaw, Dorchester, Beaufort, and Darlington. The spots ran Wednesday through Saturday during each of the six (6) months from March through August coinciding with the designated weekends (March 18-19, 2016; April 15-16, 2016; May 27-28, 2016; June 17-18, 2016; July 1-2, 2016; August 5-6, 2016).

Outdoor Advertising/Alternative Messaging Campaign: An outdoor advertising/alternative messaging campaign was created to support the sustained DUI enforcement effort and the ads aired for radio and television, and to educate the motoring public regarding the consequences of impaired driving. This messaging was intended to resonate with the five (5) previously-identified audiences. The outdoor advertising and alternative messaging included innovative means of reaching the general public and specific target audiences and prominently featured the “Report Drunk Drivers. Call *HP.” message, as well as the *Target Zero* concept. Throughout the state, billboards featured an “emoji equation” showcasing the consequences of impaired driving. Additionally, an impaired driving prevention message was displayed by SCDOT message signs on select dates free of charge to assist in campaign awareness.

The total costs for the 2016 Sober or Slammer campaign were \$1,049,700.93. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) reported a total circulation of over 1.7 million for the 150 total boards posted over the course of this campaign.

Outdoor Advertising/Alternative Media Cost: \$204,950.00

Campaign: SCDPS 2016 Labor Day DUI
Flight Dates: Aug 17-21; Aug 24-28; Aug 31-Sept. 4; Sep 5
Campaign TV Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$191,784.00	1,335	1,252	2,587
CABLE	\$79,069.20	8,622	8,685	17,307
SPANISH-LANGUAGE	\$7,055.00	924	924	1,848
TOTALS	\$277,908.20	10,881	10,861	21,742

Campaign: SCDPS 2016 DUI Enforcement Radio
Flight Dates: March 9-15; Apr 13-19; May 18-24; June 15-21; Jun 29-Jul 5; Aug 3-9
Radio Campaign Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
RADIO CAMPAIGN	\$155,491.75	5,631	5,787	11,418
SPANISH-LANGUAGE CAMPAIGN	\$18,062.50	790	790	1,580
TOTALS	\$173,554.25	6,421	6,577	12,998

2016 *Buckle Up, SC! It's the law and it's enforced.* Campaign

Media Buy Summary for 2016 BUSC Campaign

Radio Flight Dates: May 16-30, 2016

Television Flight Dates: May 16-30, 2016

Buckle Up South Carolina. It's the law and it's enforced (BUSC) is a high visibility statewide occupant protection enforcement and public information and education campaign coordinated by the SC Department of Public Safety (SCDPS). This effort is conducted in conjunction with the *Click It or Ticket* national and regional enforcement mobilizations of the National Highway Traffic Safety Administration (NHTSA). The goals of the BUSC Memorial Day 2016 mobilization were an increase in safety belt usage in South Carolina of 2.0 percentage points and a decrease of at least 5% in traffic fatalities and serious injuries during the enforcement period. The stepped-up enforcement component of the BUSC Memorial Day 2016 blitz ran from May 18 – May 31, 2016, and contained public information and education components, including paid and earned media to position safety belt usage enforcement as a key element of the SCDPS *Target Zero* initiative.



The enforcement component emphasized nighttime safety belt enforcement strategies. The paid media portion of the campaign began May 16, 2016, and ran through May 30, 2016, and focused on educating the motoring public regarding nighttime safety belt enforcement.

Two (2) commercial spots were aired for the Memorial Day 2016 enforcement mobilization crackdown. Statistical information shows that seat belt usage rates decrease significantly after dark, and a large percentage of traffic fatalities occur between the hours of 6:00 PM and 6:00 AM. For this reason, more coverage was allotted to the nighttime seat belt enforcement spot. The television spots were closed captioned and were available in Spanish for airing on Hispanic television stations in South Carolina. The television ads ran statewide, but placement focused on stations and during time slots that attract African American, Hispanic, youth, and rural male audiences.



A radio ad which complemented the television spots ran May 16, 2016, through the Memorial Day holiday on May 30, 2016, with the same emphasis on nighttime safety belt enforcement. The commercial ran statewide and focused on demographics which traditionally utilize safety belts at a lower rate than the general population (African Americans, Hispanics, youth, and rural males). Additionally, an occupant protection message was displayed on SCDOT message signs on select dates free of charge to assist in campaign awareness.

Telephone surveys were conducted by the University of South Carolina before and after the campaign. The results of the surveys showed that the percentage of respondents who reported they heard promotional messages encouraging people to wear seat belts in the past three months increased from 76.9% (pre-campaign) to 82.8% (post-campaign).

The total costs for the BUSC/Memorial Day campaign were \$409,949.57.

Campaign: SCDPS 2016 BUSC TV

Flight Dates: May 16-30, 2016

Campaign TV Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$188,198.50	1,424	1,493	2,917
CABLE	\$83,780.30	7,769	7,193	14,962
SPANISH-LANGUAGE	\$7,735.00	937	881	1,818
TOTALS	\$279,713.80	10,130	9,567	19,697

Campaign: SCDPS 2016 BUSC Radio

Flight Dates: May 16-30, 2016

By Language

Language	Total Cost	Paid Spots	Bonus Spots	Total Spots
ENGLISH	\$36,570.15	1,311	1,397	2,708
SPANISH	\$3,769.75	158	158	316
TOTALS	\$40,339.90	1,469	1,555	7,024

2016 Motorcycle Safety Campaign

Media Buy Summary for 2016 Statewide Motorcycle Safety Campaign

Radio Flight Dates (Beach Rallies): May 13-22, 2016; May 27-30, 2016

Radio Flight Dates Statewide: April 20-May 3, 2016; June 1-14, 2016; July 27-August 9, 2016

Campaign Overview

Motorcyclist deaths statewide rose in 2015 compared to 2014, with 184 vs. 121 fatalities, respectively. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a six-month-long (spring-summer) comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May:

Myrtle Beach Bike Week	May 13-22, 2016
Atlantic Beach Bike Fest	May 27-30, 2016

The sustained campaign kicked off in April and ran through September, with a focus on 17 counties that experienced the highest number of motorcyclist fatalities in the 2015 calendar year: Horry, Lexington, Richland, Aiken, Charleston, Spartanburg, Greenville, York, Anderson, Berkeley, Florence, Laurens, Marion, Pickens, Dillon, Marlboro and Oconee. The campaign theme built upon the “Look!” and “Ride Smart/Drive Smart” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists, as well as the agency-wide Target Zero messaging.

A. Focus Counties Outreach

- Billboards were produced with a motorcycle safety message for display in the 17 priority counties from April to September. The billboards featured the “Look!” slogan/logo and a “Share the Road” message to emphasize motorcycle awareness on the part of four-wheel operators (for example, “Look! Motorcycles are everywhere.”). A new billboard was created using Section 402 funds featuring a gear/helmet message and statistical information, including the percentage of unhelmeted motorcyclists fatalities that occurred in the state.
- A 60-second radio spot with a “Share the Road” message aired during the six-month safety campaign. This was a cross buy, tapping into all listening audiences in the 17 counties.
- A Trooper from the SC Highway Patrol (SCHP) was used in both print and broadcast media as the spokesman for the safety campaign to address concerns related to motorists and motorcyclists.

B. Motorcycle Rallies in May

- In addition to paper billboards cited in Section A, digital billboards in the Myrtle Beach area were secured for display during the May 2016 motorcycle rallies in Horry County to specifically reference the rallies. The billboards featured the “Look!” slogan and a “Share the Road” message.

In addition to radio spots cited in Section A, radio ads were aired on local radio stations in the Myrtle Beach market with “Share the Road” messages to the motoring public during the rallies. The ads concluded with an invitation to stop by the SCHP booth (indicating the location of the booth) during the

Myrtle Beach Bike Week and the Atlantic Beach Bike Fest.

The total costs for the 2016 Bike Week/Bike Fest Motorcycle Safety campaign were \$196,477.50. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) and Lamar Outdoor (Myrtle Beach digital billboard campaign) reported a total circulation of over 3.3 million for the 340 total billboards posted over the course of the campaign.

Outdoor Advertising/Alternative Media Cost: \$26,500

Campaign: SCDPS 2016 Motorcycle Safety Radio
Flight Dates: Apr 20-May 3; June 1-14; July 27-August 9
Campaign Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
RADIO	\$68,511.70	2,570	2,552	5,122
SPANISH-LANGUAGE CAMPAIGN	\$4,556	200	200	400
CAMPAIGN TOTALS	\$73,067.70	2,770	2,752	5,522

Campaign: SCDPS 2016 Bike Rallies – Myrtle Beach
Flight Dates: May 4-10, 11-17, 18-24
Campaign Overview

Media	Total Cost	Paid Spots	Bonus Spots	Total Spots
RADIO	\$7,498.70	298	298	596

2015-2016 High School Ticket Campaign

Media Buy Summary for 2015-2016 High School Ticket Campaign Flight Dates: 2015-2016 Academic Year Campaign Overview

Sports' marketing is an effective method to reach targeted audiences where they are most attentive and engaged. The Office of Highway Safety and Justice Programs (OHSJP) has utilized sports marketing on the college level and high school level, and it seeks to continue to do so when cost-effective. Tickets for most high school sporting events and other activities in South Carolina are produced by one company, Huddle Tickets of Georgia. The OHSJP had the opportunity to place a highway safety message on approximately 5,000,000 tickets expected to be printed and used by the majority of high schools statewide (approximately 200) for sporting and other events during the 2015-2016 academic year. Sponsor logos/messaging, along with the name of the school, appear on the front of the ticket, and each sponsor gets half the space on the front and back for a message and/or coupon. The tickets are printed in color on both sides. Thus, the OHSJP had the opportunity to print several messages throughout the year both on the front and back of the tickets. The message on the tickets reached students at events before and after which they were most likely to engage in risky driving behavior, such as football, basketball, and baseball games, proms, concerts, plays, etc. In addition, the message on the tickets was also put in front of parents and other adults who attended many of these events in support of their students.

Artwork was designed and printed by Huddle Tickets to deliver to teen drivers four (4) messages about highway safety, including impaired driving, safety belt usage, speeding, and distracted driving (cell phones, texting, etc.). The tickets were printed and instructions were given to ensure that the highway safety message remained intact and unmarred on the portion of the ticket retained by ticket buyers. Messages were also provided for schools to air over their public address systems during games, and artwork was provided for print advertising in game programs. The announcements and program ads were generalized to appeal to a variety of age groups, including parents. Additionally, a series of posters was produced that complemented the tickets. The posters were distributed by the SC Highway Patrol Community Relations Officers prior to the start of the 2015-2016 academic school year. A total of 1,000 posters were produced to ensure that each high school received at least one set (four [4] posters). Any remaining posters were made available to driving schools and businesses.



Expenditures from FFY 2016 for the 2015-2016 academic year were \$52,950.00, and expenditures for August/September of the 2016-2017 academic year were \$12,500.00. The total expenditures for the two years were \$65,450.00

Approximately five (5) million tickets were printed in the course of this campaign.

Attitudinal Survey Results

Impaired Driving

A Campaign Awareness and Impact Study was conducted on behalf of the South Carolina Department of Public Safety by the agency contractor to assess general perceptions and positions of drivers relative to DUI enforcement and, more specifically, to identify awareness, perceptions and impact of the Department’s Christmas/New Year’s 2015-2016 DUI Campaign.

Research consisted of “pre-” and “post-” surveys conducted before the campaign started and immediately following the completion of the campaign. Interviews were conducted by telephone among a mix of South Carolina’s licensed drivers. Sample size was approximately 400 for each period (pre- and post-).

Survey Overview

The pre- and post- surveys concluded the following:

General Attitudes Toward Positions on DUI

What do you think the chances are of someone getting arrested if they drive after drinking?

	Percentage
Always	11.6
Most of the time	23.3
Half of the time	29.7
Rarely	30.9
Don’t Know	3.5
Never	1.1

- Drinking and Driving continues to be the top highway safety concern among South Carolina Drivers.
 - A large percentage (87%) of respondents believe drunk driving is a serious safety issue, with 69% agreeing drinking and driving should be the highest priority of highway safety issues for police enforcement.
- Strict enforcement of DUI laws continues to be strongly supported in South Carolina.
 - Of those polled, 86% support strong enforcement of DUI laws in South Carolina, and 84% support the implementation of a DUI enforcement program/campaign in the state.
- Most drivers feel that South Carolina is cracking down on DUIs and that offenders will face serious consequences.
 - The percentage of respondents that support law enforcement making a big effort to crack down on drinking and driving was 86%.

Campaign Awareness, Impact and Support

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

	PRE		POST	
	N	Percent	N	Percent
Yes	169	42.3	194	48.6
No	226	56.5	200	49.9
Don't know	5	1.1	6	1.5

- About half of South Carolina’s drivers are aware of DUI enforcement programs in general, but when asked about the SCDPS DUI Enforcement Campaign in particular, nearly three out of four identify familiarity.
 - In regards to advertising, 75% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis.
- The Campaign is effectively communicating an anti-DUI message and positive impacts of the Campaign are evidenced through several study measures.
 - 46% of respondents indicated the campaign would effectively deter them from drinking.
- Television and billboards are key media platforms for the SCDPS DUI Campaign.
 - A large percentage (76%) of respondents said they saw the campaign on television in the post-survey and half (50%) said they saw billboards. Radio response was also strong (33%).
- Support of SCDPS’s DUI Enforcement Campaign remains high.
 - Regardless of awareness of the Campaign, 84% of respondents said they fully support the implementation of the DUI Enforcement Program and Campaign by South Carolina; 58% of respondents indicated they “strongly support” it.

Safety Belts and Speeding

The University of South Carolina (USC) Institute for Public Service and Policy Research provided an evaluation component for the South Carolina Department of Public Safety’s Buckle Up South Carolina Memorial Day 2016 mobilization during May 2016. The evaluation consisted of pre- and post-blitz telephone surveys conducted in accordance with NHTSA guidelines/regulations.

Data for campaign surveys were collected by the interviewing staff of the USC Survey Research Laboratory (SRL) in the Institute for Public Service and Policy Research. Interviewing was conducted on USC’s Columbia campus through the SRL’s computer-aided telephone interviewing system. During the pre-campaign survey, 400 interviews were completed. During the post-campaign survey, 407 interviews were completed.

Survey Overview

The pre- and post- surveys concluded the following:

Seat Belt Usage

How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick-up truck?

	PRE		POST	
	N	Percent	N	Percent
Always	398	89.2	366	89.8
Most of the time	33	7.3	29	7.2
Half of the time	12	2.6	3	0.7
Rarely	1	0.2	4	1.1
Never	3	0.6	5	1.2

- South Carolina drivers reported high levels of safety belt usage, with 96.5% in the pre-campaign survey and 97% in the post-campaign surveys indicating that they use seat belts *always* or *most of the time* when driving or riding in a car, van, sport utility vehicle, or pick-up.
- A large majority of drivers in South Carolina wear their lap belts all the time when driving their primary vehicle: 90.2% of respondents in the pre-campaign survey and 90.4% of those post-campaign said that they wore lap safety belts all the time when driving their primary vehicle; only a negligible percentage in the pre-campaign survey and 0.8% in the post-campaign survey reported never wearing lap safety belts when driving.
- The overwhelming majority of South Carolina drivers—89.2% in the pre-campaign survey and 89.8% in the post-campaign survey—reported that they *always* use seat belts when they drive or ride in a car. In the pre-campaign survey, only 0.6% of respondents indicated that they *never* use seat belts, and 1.2% of respondents in the post-campaign survey indicated that they never use seat belts.

In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

	PRE		POST	
	N	Percent	N	Percent
Yes	93	20.9	115	28.3
No	351	78.7	289	70.9
Don't know	2	0.5	1	0.2

- The percentage who indicated they had heard these messages in the past three months in the pre-campaign survey was 75.6%; and the percentage in the post-campaign survey who indicated they had heard these messages was 80.8%.
- In the pre-campaign survey, 15% reported having seen or heard something in the past 30 days about police in their community working at night to enforce the seat belt law. This percentage increased significantly to 25% in the post-campaign.

What do you think the chances are of getting a ticket if you don't wear your safety belt?

	PRE		POST	
	N	Percent	N	Percent
Always	79	17.7	72	17.7
Most of the time	126	28.2	110	27.1
Half of the time	107	24.1	93	22.9
Rarely	115	25.8	114	28.1
Never	13	2.8	11	2.6
Don't Know	6	1.5	7	1.6

- Public perceptions of the likelihood of being stopped by the police for not wearing a safety belt increased slightly between the pre- and post-campaign surveys.
 - If, hypothetically, they did not use their seat belt at all while driving in the next six months, 42.3% of respondents in the pre-campaign survey and 45.4% in the post-campaign survey felt it was very likely that they would get a ticket for not wearing a seat belt.
- South Carolina drivers generally perceive that police in their communities are writing more seat belt tickets now than they were this time last year.
 - 58.9% (pre-) and 55.1% (post-) of respondents either “strongly agreed” or “somewhat agreed” that police were writing more tickets.

Speeding

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	PRE		POST	
	N	Percent	N	Percent
Always	26	5.9	25	6.0
Most of the time	80	18.0	78	19.3
Half of the time	102	22.9	85	20.8
Rarely	176	39.4	153	37.7
Never	58	12.9	64	15.8

- A number of South Carolina drivers report driving above the speed limit on a road with a posted speed limit of 30 MPH.
 - The percentages in the pre- and post-campaign surveys who said that they drove above 35 miles per hour on a local road with a speed limit of 30 miles per hour always or most of the time was 23.9% in the pre-campaign survey and 25.3% in the post-campaign survey. The percentage who said they rarely or never drove above 35 miles per hour on a local road with a speed limit of 30 miles per hour was 52.3% in the pre-campaign survey and 53.5% in the post-campaign survey.

On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

	PRE		POST	
	N	Percent	N	Percent
Always	15	3.3	16	4.0
Most of the time	59	13.2	53	13.0
Half of the time	56	12.6	80	19.7
Rarely	199	44.5	157	38.6
Never	114	25.6	100	24.7

- A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour.
 - The percentages who said they “always” or “most of the time” drove above 70 miles per hour on such on a road (pre- and post-campaign) increased from 16.5% to 17.0%, respectively. The percentages of those who “rarely” or “never” drove faster than 70 miles per hour on a road with a speed limit of 65 decreased from 70.1% (pre-) to 63.3% (post-campaign).

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	PRE		POST	
	N	Percent	N	Percent
Yes	204	45.7	195	47.9
No	233	52.2	211	51.8
Don't know	6	1.4	1	0.2

- Less than 50% of those surveyed in both the pre- (45.7%) and post-campaign (47.9%) surveys reported that they had seen, heard, or read anything in the past 30 days about speed enforcement by police.

What do you think the chances are of getting a ticket if you drive over the speed limit?

	PRE		POST	
	N	Percent	N	Percent
Always	54	12.2	39	9.6
Most of the time	130	29.0	123	30.2
Half of the time	165	37.1	143	35.1
Rarely	90	20.2	97	23.7
Never	2	0.5	3	0.8

Fewer than half of South Carolina drivers reported thinking that they would get a ticket always or most of the time if they drive over the speed limit in the pre-campaign (41.2%) and post-campaign (39.8%) surveys.

Federal Funds Expended on Projects

GRANT NUMBER	GTS Project Code	PROJECTS AWARDED FOR FY16	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
PLANNING & ADMINISTRATION					
PA-2016-HS-01-16	HS-01-16	HWY. SAFETY PLANNING & ADM. HWY SAFETY P & A STATE MATCH	\$ 102,203.00 102,203.00	\$ 97,749.42 97,749.42	\$ 101,051.03 101,051.03
			\$ 102,203.00	\$ 97,749.42	\$ 101,051.03
OCCUPANT PROTECTION					
OP-2016-HS-02-16	HS-02-16	OCCUPANT PROTECTION PROGRAM MGMT	\$ 96,530.00	75,255.84	\$ 79,831.06
OP-2016-HS-17-16	HS-17-16	SCDHEC - Operation Safe Ride SC	147,960.00	61,246.45	147,960.00
			\$ 244,490.00	\$ 136,502.29	\$ 227,791.06
PEDESTRIAN/BICYCLE SAFETY					
PS-2016-HS-04-16	HS-04-16	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 40,000.00		\$ 38,400.00
			\$ 40,000.00	\$ -	\$ 38,400.00
POLICE TRAFFIC SERVICES					
PT-2016-HS-05-16	HS-05-16	P.T.S. PROGRAM MANAGEMENT	\$ 91,250.00	75,849.35	\$ 77,859.94
PT-2016-HS-06-16	HS-06-16	LAW ENFORCEMENT COORDINATION	705,610.69	382,597.30	648,947.89
PT-2016-HS-07-16	HS-07-16	CJA - Traffic Safety Officer Program	395,898.00	227,589.84	290,285.21
PT-2016-HS-08-16	HS-08-16	City of Columbia Police Department	132,717.00	83,683.00	128,236.00
PT-2016-HS-09-16	HS-09-16	Rock Hill Police Department	69,776.00	45,390.00	63,298.00
PT-2016-HS-10-16	HS-10-16	Dorchester County Sheriff's Office	85,830.00	52,206.00	68,421.00
PT-2016-HS-11-16	HS-11-16	Mauldin Police Department	118,577.00	16,630.00	103,608.00
PT-2016-HS-12-16	HS-12-16	City of Anderson Police Department	124,385.00	55,572.00	119,721.00
PT-2016-HS-13-16	HS-13-16	City of North Charleston Police Department	151,975.00	71,230.00	145,943.00
PT-2016-HS-14-16	HS-14-16	Simpsonville Police Department	108,217.00	58,489.00	82,221.00
PT-2016-HS-15-16	HS-15-16	City of Beaufort	113,490.00	32,663.00	85,198.00
PT-2016-HS-18-16	HS-18-16	Spartanburg Public Safety Department	63,833.00	39,590.00	52,462.00
PT-2016-HS-19-16	HS-19-16	Bluffton Police Department	205,521.00	-	187,480.00
PT-2016-HS-31-16	HS-31-16	Laurens Police Department	91,211.00	12,698.00	90,212.00
PT-2016-HS-32-16	HS-32-16	City of York	100,314.00	40,954.00	82,191.00
PT-2016-HS-33-16	HS-33-16	Lancaster County Sheriff's Office	219,798.00	12,553.00	198,996.00
PT-2016-HS-34-16	HS-34-16	Colleton County Sheriff's Office	191,438.00	39,031.00	161,217.00
PT-2016-HS-28-16	HS-28-16	Berkeley County Sheriff's Office-Radar	1,400.00	-	1,506.00
PT-2016-HS-30-16	HS-30-16	Town of Mount Pleasant-Radar	9,472.00	-	8,730.00
			\$ 2,980,712.69	\$ 1,246,725.49	\$ 2,596,533.04
TRAFFIC RECORDS					
TR-2016-HS-03-16	HS-03-16	TRAFFIC RECORDS IMPROVEMENTS	\$ 53,796.00	8,151.80	\$ 8,231.27
			\$ 53,796.00	\$ 8,151.80	\$ 8,231.27
SAFE COMMUNITIES					
SA-2016-HS-04-16	HS-04-16	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 879,822.00	327,039.87	\$ 509,882.68
			\$ 879,822.00	\$ 327,039.87	\$ 509,882.68
					\$ -
NHTSA 402 Total			\$ 4,301,023.69	\$ 1,816,168.87	\$ 3,481,889.08

Federal Funds Expended on Projects

		164 ALCOHOL			
164AL-2016-HS-06-16	HS-06-16	LAW ENFORCEMENT COORDINATION	\$ 433,962.07	405,589.74	\$ 433,962.07
			\$ 433,962.07	\$ 405,589.74	\$ 433,962.07
		164 PAID MEDIA			
164PM-2016-HS-25-16	HS-25-16	IMPAIRED DRIVING COUNTERMEASURES	\$ 999,700.93	155,585.60	\$ 999,700.93
			\$ 999,700.93	\$ 155,585.60	\$ 999,700.93
164 Transfer Funds Total			\$ 1,433,663.00	\$ 561,175.34	\$ 1,433,663.00
		405b OP HIGH HVE			
M1HVE-2016-HS-02-16	HS-02-16	OCCUPANT PROTECTION PROGRAM MGMT.	\$ 395,214.88	280,974.45	\$ 370,844.45
M1HVE-2016-HS-25-16	HS-25-16	IMPAIRED DRIVING COUNTERMEASURES	\$ 230,000.00	229,736.40	\$ 229,736.40
			\$ 625,214.88	\$ 510,710.85	\$ 600,580.85
MAP 21 405b OP High Total			\$ 625,214.88	\$ 510,710.85	\$ 600,580.85
		405b OP LOW HVE			
M2HVE-2016-HS-02-16	HS-02-16	OCCUPANT PROTECTION PROGRAM MGMT.	\$ 104,785.12	104,785.12	\$ 104,785.12
			\$ 104,785.12	\$ 104,785.12	\$ 104,785.12
MAP 21 405b OP Low Total			\$ 104,785.12	\$ 104,785.12	\$ 104,785.12
		405c DATA PROGRAM			
M3DA-2016-HS-03-16	HS-03-16	TRAFFIC RECORDS IMPROVEMENTS	\$ 2,221,100.00	718,689.76	\$ 771,039.17
			\$ 2,221,100.00	\$ 718,689.76	\$ 771,039.17
MAP 21 405c Data Program Total			\$ 2,221,100.00	\$ 718,689.76	\$ 771,039.17
		405d HIGH HVE			
M4HVE-2016-HS-25-16	HS-25-16	IMPAIRED DRIVING COUNTERMEASURES	\$ 162,192.00	119,817.78	\$ 125,142.29
M4HVE-2016-HS-16-16	HS-16-16	Lexington County Sheriff's Office	\$ 169,539.00	74,019.00	\$ 153,772.00
M4HVE-2016-HS-20-16	HS-20-16	SCHP-Berkeley County DUI Prosecutor Program	\$ 112,506.00	83,257.26	\$ 83,398.74
M4HVE-2016-HS-21-16	HS-21-16	Kershaw County Sheriff's Office	\$ 133,688.00	97,314.00	\$ 123,602.00
M4HVE-2016-HS-22-16	HS-22-16	City of Charleston Police Department	\$ 144,194.00	81,044.00	\$ 144,194.00
M4HVE-2016-HS-22-16	HS-23-16	Mothers Against Drunk Driving	\$ 71,702.00	15,129.00	\$ 42,517.00
M4HVE-2016-HS-24-16	HS-24-16	Richland County Sheriff's Department	\$ 126,911.00	57,454.00	\$ 115,130.00
M4HVE-2016-HS-26-16	HS-26-16	CJA - Impaired Driving Training for Law Enforcement	\$ 185,031.00	117,407.84	\$ 168,052.28
M4HVE-2016-HS-27-16	HS-27-16	SC Commission on Prosecution Coordination	\$ 122,485.00	45,309.18	\$ 108,615.07
M4HVE-2016-HS-28-16	HS-28-16	Berkeley County Sheriff's Office	\$ 102,202.00	24,245.00	\$ 98,620.00
M4HVE-2016-HS-29-16	HS-29-16	Charleston County Sheriff's Office	\$ 75,862.00	52,386.00	\$ 70,754.00
M4HVE-2016-HS-30-16	HS-30-16	Town of Mount Pleasant	\$ 242,108.00	82,925.00	\$ 238,698.00
M4HVE-2016-HS-41-16	HS-41-16	Greenville County Sheriff's Office	\$ 56,533.00	26,669.00	\$ 56,533.00
M4HVE-2016-HS-06-16	HS-06-16	LAW ENFORCEMENT COORDINATION	\$ 371,579.31	370,785.33	\$ 369,556.00
			\$ 2,076,532.31	\$ 1,247,762.39	\$ 1,898,584.38
		405d HIGH COURT SUPPORT			
M4CS-2016-JC-39-16	JC-39-16	Fifth Circuit Solicitor's Office	\$ 130,603.00	23,669.00	\$ 63,367.00
M4CS-2016-JC-40-16	JC-40-16	Twelfth Circuit Solicitor's Office	\$ 131,371.00	32,603.00	\$ 75,241.00
			\$ 261,974.00	\$ 56,272.00	\$ 138,608.00
		405d HIGH PAID/EARNED MEDIA			
M4PEM-2016-HS-25-16	HS-25-16	IMPAIRED DRIVING COUNTERMEASURES	\$ 70,000.00	20,000.00	\$ 70,000.00
			\$ 70,000.00	\$ 20,000.00	\$ 70,000.00
MAP 21 405d Impaired Driving High Total			\$ 2,408,506.31	\$ 1,324,034.39	\$ 2,107,192.38
		405f MOTORCYCLE AWARENESS			
M9MA-2016-HS-04-16	HS-04-16	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 80,000.00	67,500.00	\$ 80,000.00
			\$ 80,000.00	\$ 67,500.00	\$ 80,000.00
MAP 21 405f Data Program Total			\$ 80,000.00	\$ 67,500.00	\$ 80,000.00
TOTAL NHTSA & Incentive Funds			\$ 11,174,293.00	\$ 5,103,064.33	\$ 8,579,149.60
402 LOCAL BENEFIT INFORMATION:			1,434,510.51	LOCAL BENEFIT	
			1,665,720.21	TOTAL EXPEND.	