

South Carolina's FFY 15 Annual Report



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

Protecting. Educating. Serving.

December 31, 2015

Prepared by

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South Carolina Department of Public Safety

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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 OHSJP are used to determine our progress in meeting this goal. 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 effort, etc.;

- Supports the SC Law Enforcement Network (SCLLEN) system. The SCLLEN is subdivided into 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)
- Drug Recognition Expert (DRE) Training
- 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. 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

Following a year of record low traffic fatalities, the number of deaths increased in South Carolina during 2014, from 767 deaths in 2013 to 824 in 2014. The state's traffic fatality statistics have been trending downward since 2007, when 1,077 traffic fatalities occurred, 464 of which were alcohol-impaired driving fatalities. There were 809 people killed in traffic crashes during 2010 and 828 in 2011. The 767 fatalities in 2013 represented an 11.1% decrease in fatalities compared to the 863 in 2012. Despite record lows in 2013, traffic fatalities again increased in 2014 to 824 deaths, a 7.4% increase. Corresponding with the general downward trend in overall fatalities, South Carolina's mileage death rate (MDR) has continued to decline, experiencing only a brief blip in the overall trend during 2012 and most recently in 2014. The death rate increased from 1.70 in 2011 to 1.76 in 2012. The MDR decreased 10.8% in 2013 to 1.57, its lowest point in the history of the state, before rising again to 1.65 in 2014, a 5.1% increase.

According to the National Highway Traffic Safety Administration (NHTSA), South Carolina experienced a decrease in the number of alcohol-impaired traffic fatalities (a driver with a BAC of .08 or more involved in the collision) during 2013. NHTSA's Fatality Analysis Reporting System (FARS) data indicated 348 fatalities involving an alcohol-impaired driver in 2012 and 335 in 2013, a 3.7% decrease. In 2012, 40.3% of all traffic fatalities involved an alcohol-impaired driver and, despite a raw number decrease, that percentage rose to 44% in 2013.

Statistics involving vulnerable roadway users demonstrated some successes and some challenges for the state. Motorcyclist fatalities decreased in 2014 by 18.8%, from 149 in 2013 to 121 in 2014. The motorcyclist figures include moped data to be consistent with FARS reporting. The year 2015 is projected to show a dramatic increase to 173 motorcyclist fatalities for the year (including moped operators), an increase of 43% from 2014. The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of motorcyclist fatalities will be 144, which, unfortunately, represents a 19% increase when compared to the 2008-2012 average of 121 motorcyclist fatalities.

South Carolina experienced 109 pedestrian fatalities in 2014. This is a 9% increase from the 100 pedestrian fatalities that occurred in 2013. Projections for the year 2015 show an estimated 115 pedestrian fatalities for the year, an increase of 11.7% from the 2008-2012 average of 103. Preliminary figures show the 2011-2015 average number of pedestrian fatalities to be 102, which is a 1% decrease as compared to the 2008-2012 average of 103.

Bicyclist fatalities were down by one (1), from 15 in 2013 to 14 in 2014. As of mid-November, there have been 13 pedalcyclists killed in South Carolina in 2014. Projections for 2015 estimate the number of bicyclist deaths may increase to the previous year's figure of 14.

Statewide Goals and Results

Listed in the table below are South Carolina's Highway Safety Performance Measures which were established in the 2015 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 16.3%, from the 2008-2012 five-year baseline average of 863 to 722, by December 31, 2015.	Goal Not Met: Based on CY 2014 FARS data, traffic fatalities decreased 4.5% from the 2008-2012 five-year baseline average of 863 to 824 in 2014. The projected number of traffic fatalities for 2015 is 925, a 7.2% increase from the 2008-2012 five-year baseline average of 863.
To decrease serious injuries 6% from the 2008-2012 five-year baseline average of 3,415 to 3,210 by December 31, 2015.	Goal Exceeded: The projected number of serious injuries for 2015 is 3,150, a 7.8% decrease from the 2008-2012 five-year baseline average of 3,415.
To decrease traffic fatalities/VMT 13.1% from the 2008-2012 five-year baseline average of 1.76 to 1.53 by December 31, 2015.	This statistical information is currently unavailable.
To decrease traffic fatalities/VMT (Rural) 3.1% from the 2008-2012 five-year baseline average of 2.93 to 2.84 by December 31, 2015.	This statistical information is currently unavailable.
To decrease traffic fatalities/VMT (Urban) 9.4% from the 2008-2012 five-year baseline average of 0.32 to 0.29 by December 31, 2015.	This statistical information is currently unavailable.
To decrease the alcohol-impaired driving fatalities by 16%, from the 2008-2012 five-year baseline average of 357 to 300 by December 31, 2015.	Goal Met: Based on CY 2014 FARS data, alcohol-impaired driving fatalities decreased 21.8% from the 2008-2012 five-year baseline average of 357 to 297 in 2014. The projected number of alcohol-impaired driving fatalities for 2015 is 300, a 16% decrease from the 2008-2012 five-year baseline average of 357.
To decrease motorcycle fatalities 0.8% from the 2008-2012 five-year baseline average of 121 to 120 by December 31, 2015.	Goal Not Met: Based on CY 2014 FARS data, the number of motorcycle fatalities remained unchanged from the 2008-2012 five-year baseline average of 121 to 121 in 2014. The projected number of motorcycle fatalities for 2015 is 173, a 43% increase from the 2008-2012 five-year

	baseline average of 121 (includes moped fatalities).
To decrease unhelmeted motorcycle fatalities 1.1% from the 2008-2012 five-year baseline average of 90 to 89 by December 31, 2015.	Goal Not Met: Based on the CY 2014 FARS data, unhelmeted motorcycle fatalities increased 5.6% from the 2008-2012 five-year baseline average of 90 to 95 in 2014. The projected number of unhelmeted motorcycle fatalities for 2015 is 145, a 61.1% increase from the 2008-2012 five-year baseline average of 90.
To increase observed seatbelt usage rate 1.5 percentage points, from the 2012 calendar base year average of 90.5% to 92% by December 31, 2015.	Goal Not Met: The observed seatbelt usage rate for 2015 is 91.6%, a 1.1 percentage point increase from the 2008-2012 five-year baseline average of 90.5%.
To decrease unrestrained motor vehicle occupant fatalities 24.2%, from the 2008-2012 five-year baseline average of 335 to 254, by December 31, 2015.	Goal Not Met: Based on CY 2014 FARS data, unrestrained motor vehicle occupant fatalities decreased by 17.9% from the 2008-2012 five-year baseline average of 335 to 275 in 2014. The projected number of unrestrained motor vehicle occupant fatalities for 2015 is 300, a 10.4% decrease from the 2008-2012 five-year baseline average of 335.
Decrease speeding-related fatalities 5.1%, from the 2008-2012 five-year baseline average of 314 to 298 by December 31, 2015.	Goal Not Met: Based on CY 2014 FARS data, speeding-related fatalities decreased 2.9% from the 2008-2012 five-year baseline average of 314 to 305 in 2014. The projected number of speeding-related fatalities for 2015 is 335, a 6.7% increase from the 2008-2012 five-year baseline average of 314.
Decrease pedestrian fatalities 4.9% from the 2008-2012 five-year baseline average of 103 to 98 by December 31, 2015.	Goal Not Met: Based on CY 2014 FARS data, pedestrian fatalities increased 3.9% from the 2008-2012 five-year baseline average of 103 to 107 in 2014. The projected number of pedestrian fatalities for 2015 is 115, a 17.3% increase from the 2008-2012 five-year baseline average of 98.
Decrease bicyclist fatalities 7.7% from the 2008-2012 five-year baseline average of 13 to 12 by December 31, 2015.	Goal Not Met: Based on CY 2014 FARS data, bicyclist fatalities increased 7.7% from the 2008-2012 five-year baseline average of 13 to 14 in 2014. The projected number of bicyclist fatalities for 2015 is 14, an increase of 7.7% from the 2008-2012 five-year baseline average of 13.
Decrease moped fatalities 9.1% from the 2008-2012 five-year baseline average of 22 to 20 by December 31, 2015.	Goal Not Met: The projected number of moped fatalities for 2015 is 48, a 118.2% increase from the 2008-2012 five-year baseline average of 22.
Annual Activity Tracker	
Seatbelt Citations	2012: 231,680 2013: 228,878 2014: 198,071 2015: 167,761 Annual figures demonstrate a 15.3% decrease in

	the number of seatbelt citations issued from 2014 to 2015.
Impaired Driving Arrests	2012: 24,998 2013: 23,977 2014: 23,027 2015: 21,512 Annual figures demonstrate a 6.6% decrease in the number of impaired driving arrests from 2014 to 2015.
Number of Speeding Citations	2012: 405,417 2013: 406,293 2014: 395,792 2015: 388,631 Annual figures demonstrate a 1.8% decrease in the number of speeding citations issued from 2014 to 2015.

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 16.3%, from the 2008-2012 five-year baseline average of 863 to 722 by December 31, 2015.

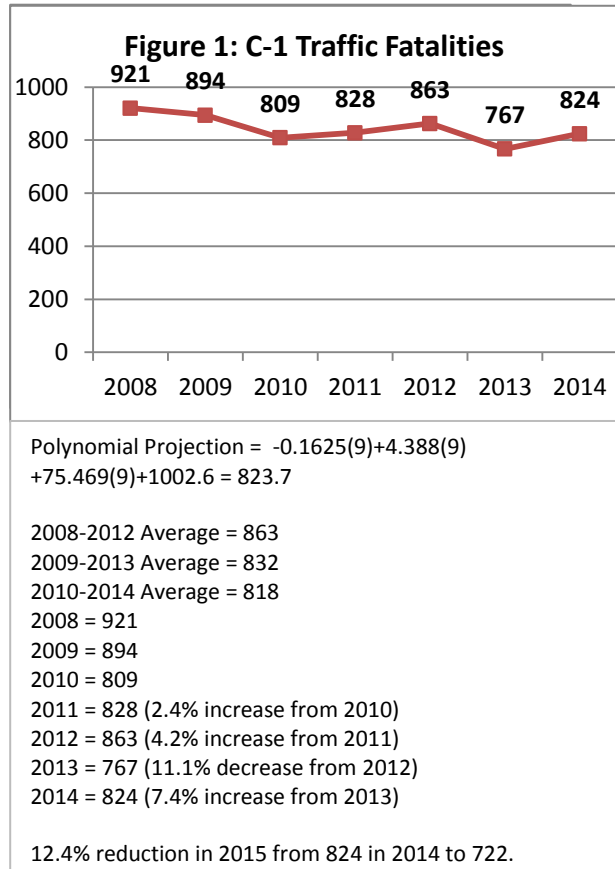
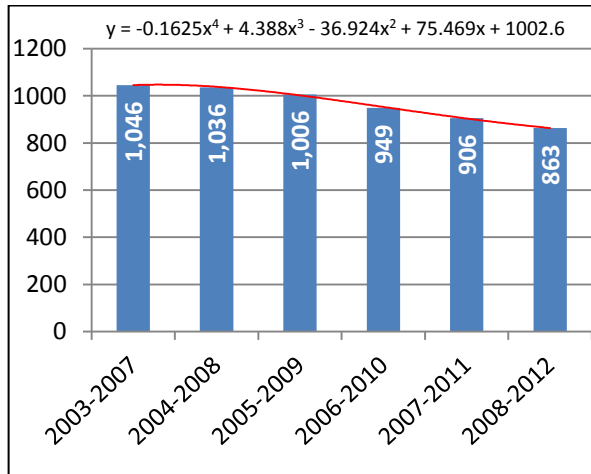
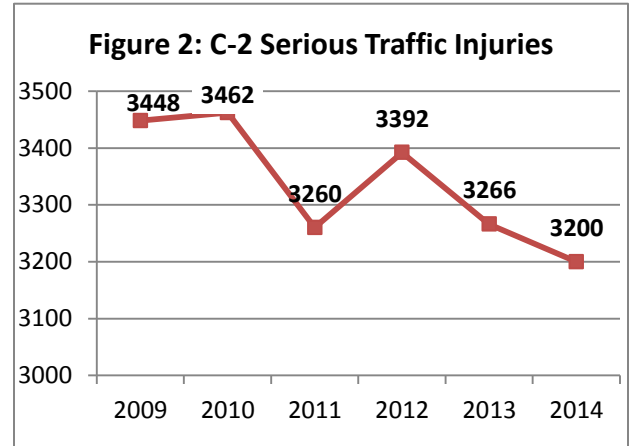
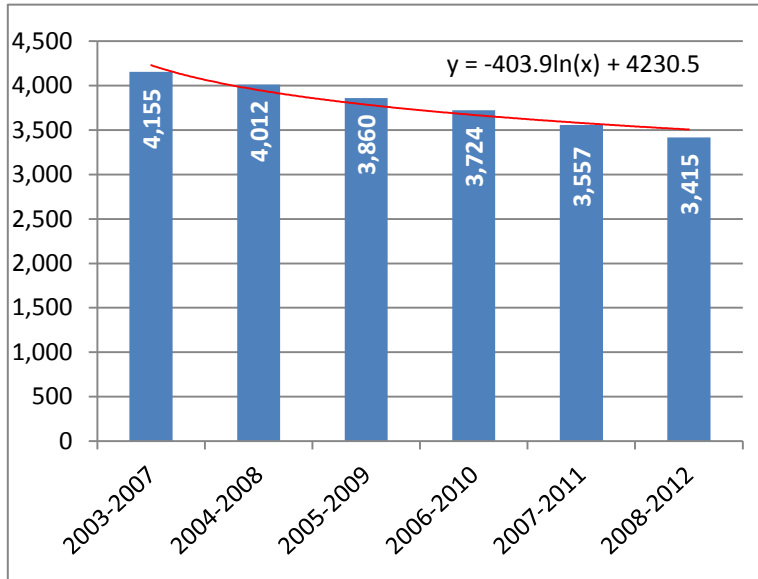


Figure 1: C-1. South Carolina Total Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of traffic fatalities will be 841, which represents a 2.5% reduction from the 2008-2012 average of 863 fatalities. The OHSJP Statistical Analysis and Research Section predicts 925 traffic fatalities for CY 2015, which represents a 7.2% increase from the baseline 2008-2012 average of 863.

Planning and Administration Overview

- 2. To decrease serious injuries 6% from the 2008-2012 five-year baseline average of 3,415 to 3,210 by December 31, 2015.



Logarithmic Projection = $-404.7\ln(9)+4231 = 3341.8$

2008-2012 Average = 3417
 2009-2013 Average = 3328
 2010-2014 Average = 3278
 2008 = 3513
 2009 = 3448 (1.9% decrease prior yr)
 2010 = 3462 (0.4% increase prior yr)
 2011 = 3260 (5.8% decrease prior yr)
 2012 = 3392 (4.1% increase prior yr)
 2013 = 3266 (3.7% decrease prior yr)
 2014 = 3200 (2.0% decrease prior yr)

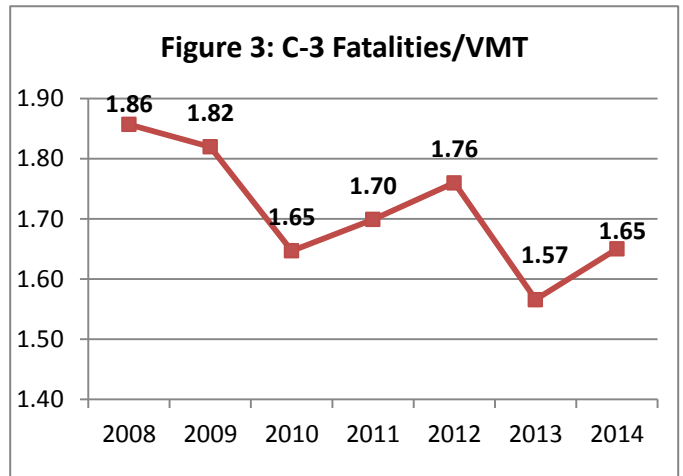
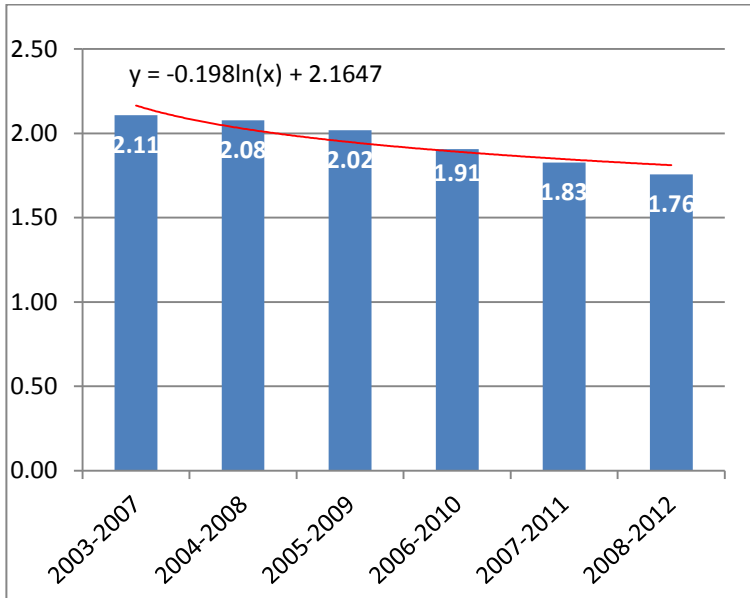
0.3% increase in 2015 from 3200 in 2014 to 3210.

Figure 2: C-2. South Carolina Serious Injuries, 5-Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of serious traffic injuries will be 3,254, which represents a 4.7% reduction from the 2008-2012 average of 3,415 fatalities. The OHSJP Statistical Analysis and Research Section predicts 3,150 serious traffic injuries for CY 2015, which represents a 7.8% decrease from the baseline 2008-2012 average of 3,415.

Planning and Administration Overview

- 3. To decrease traffic fatalities/VMT 13.1% from the 2008-2012 five-year baseline average of 1.76 to 1.53 by December 31, 2015.



Logarithmic Projection = $-0.198\ln(9)+2.1647 = 1.73$
 2008-2012 Average = 1.76
 2009-2013 Average = 1.70
 2010-2014 Average = 1.67

2008 = 1.86
 2009 = 1.82
 2010 = 1.65
 2011 = 1.70
 2012 = 1.76
 2013 = 1.57
 2014 = 1.65 (not FARS finalized)

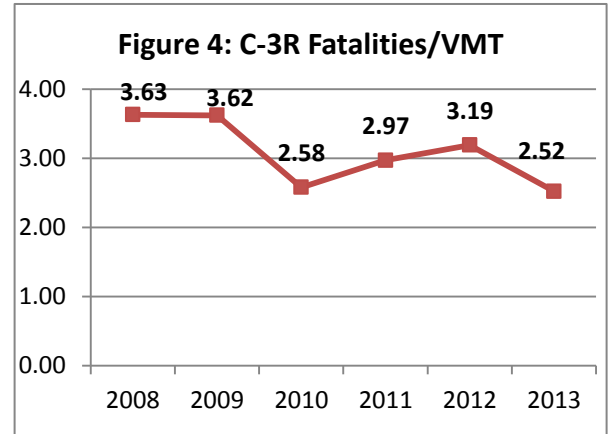
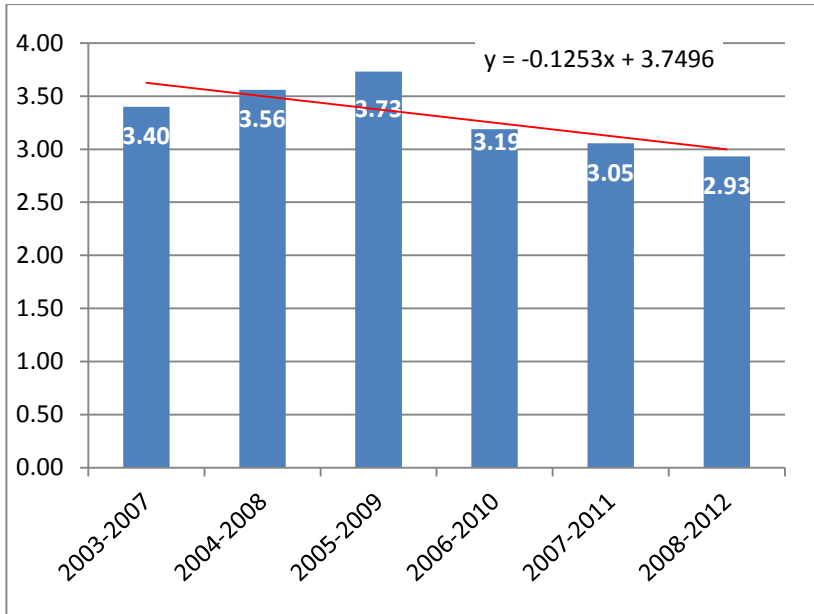
12.1% increase in 2015 from 1.65 in 2014 to 1.85.

Figure 3: C-3. South Carolina Traffic Fatality Rate, 5-Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average fatality rate/100M VMT will be 1.71. The OHSJP Statistical Analysis and Research Section predicts the CY 2015 fatality rate/100M VMT to be 1.85, which represents a 5.1% increase from the baseline 2008-2012 average of 1.76 fatality rate/100M VMT.

Planning and Administration Overview

- 4. To decrease traffic fatalities/VMT (Rural) 3.1% from the 2008-2012 five-year baseline average of 2.93 to 2.84 by December 31, 2015.



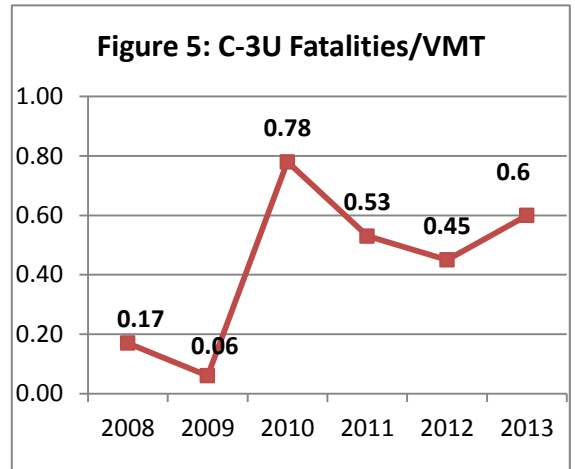
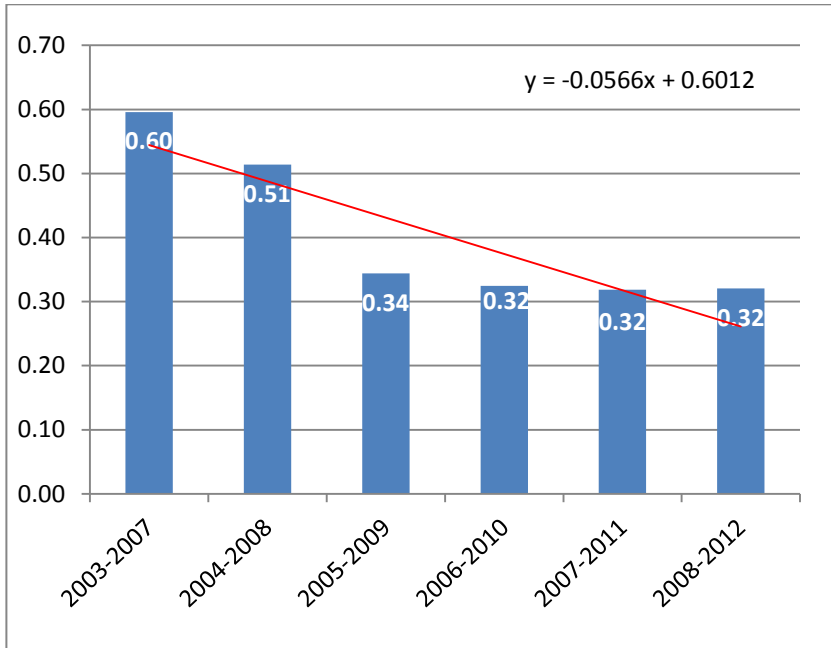
Linear Projection = $-0.1253(9)+3.7496 = 2.62$
 2008-2012 Average = 2.93
 2009-2013 Average = 2.98
 2014 data not available
 2008 = 3.63
 2009 = 3.62
 2010 = 2.58
 2011 = 2.97
 2012 = 3.19
 2013 = 2.52
 2014 = Unavailable

Figure 4: C-3R. South Carolina Traffic Fatality Rural Rate, 5-Year Moving Average with Trend Analysis, 2003-2012.

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

- 5. To decrease traffic fatalities/VMT (Urban) 9.4% from the 2008-2012 five-year baseline average of 0.32 to 0.29 by December 31, 2015.



Linear Projection = $-0.0566(9)+0.6012 = 0.09$
 2008-2012 Average = 0.32
 2009-2013 Average = 0.48
 2014 data not available

2008 = 0.17
 2009 = 0.06
 2010 = 0.78
 2011 = 0.53
 2012 = 0.45
 2013 = 0.60
 2014 = Unavailable

Figure 5: C-3U. South Carolina Traffic Fatality Urban Rate, 5-Year Moving Average with Trend Analysis, 2003-2012.

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-2015-HS-01-15
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, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, 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.	A Project Management course for all new Highway Safety Project Directors and Financial Officers was conducted on November 13, 2014.
To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects.	A Highway Safety Grant Solicitation Announcement for FFY 2016 projects was mailed on November 14, 2014 to at least 600 recipients, including but not limited to local law enforcement agencies, state agencies, local agencies, mayors, Project Directors of current grant projects, coroners, and organizations that work with roadway safety, referring them to the OHSJP website to access the FFY 2016 Funding Guidelines and online application (GMIS). The flyer also encouraged potential applicants to attend the Funding Guidelines Workshop.

<p>To plan and conduct workshops on the FFY 2016 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 2016 highway safety grant submissions was held on December 3, 2014.</p>
<p>To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council.</p>	<p>The OHSJP implemented a 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. This information was then compiled in the Summaries and Recommendations document that was provided in advance of the meeting to the members of the SCPSCC.</p>
<p>To develop an Annual Highway Safety and Performance Plan for submittal to NHTSA by July 1, 2015.</p>	<p>The FFY 2016 Highway Safety Plan for South Carolina was submitted to NHTSA on July 1, 2015.</p>
<p>To award all FFY 2016 approved grants by October 1, 2015, or upon receipt of the FFY 2016 Obligation Limitation from NHTSA.</p>	<p>Approved FFY 2016 grants, for which there was sufficient funding, were awarded prior to October 1, 2015. Award notifications were provided via email September 25th and 28th. Award letters were mailed on October 30, 2015.</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 coordinating programmatic and on-site monitoring visits for 100% of all Highway Safety Grants. First-year grant projects were monitored twice during the grant year, and continuation grant projects were monitored 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 through monthly telephone calls, emails, on-site visits as needed, and dissemination of technical materials.</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>Several training opportunities were made available to OHSJP staff during the grant year, including Lifesavers, the GHSA Conference, the Traffic Records Forum, and other pertinent trainings and conferences. Staff also completed NHTSA's online self-paced History of Occupant Protection Course.</p>
<p>To prepare and submit an evaluation report on all FFY 2014 Highway Safety projects funded by 12-31-14.</p>	<p>The Annual Report for FFY 2014 was submitted to NHTSA on December 31, 2014.</p>
<p>To create a Target Zero Enforcement Team</p>	<p>In partnership with the SC Department of Transportation and utilizing Section 164 transfer funds, the SCDPS created four teams of six troopers. The twenty-four troopers comprise the Target Zero Enforcement Team. The troopers are divided into four regions, located throughout the state, to conduct aggressive traffic enforcement focusing on sixteen corridors identified as having a high occurrence of fatal and severe-injury traffic crashes. Enforcement activities include DUI enforcement. More information about the team is located at www.sctargetzeroplan.org/target-zero-enforcement-team Press conferences were held in each region announcing the added enforcement. Pictures from the press conference in Columbia are located below.</p>



Planning and Administration: Budget Summary

Project Number	Subgrantee	Project Title	Budget	<u>Expenditures</u>	Budget Source
PA-2015- HS-01-15	South Carolina Department of Public Safety: Office of Highway Safety	Highway Safety Planning & Administration	\$105,684/ \$105,684	\$85,101.65 \$85,101.65	Section 402 SAFET EA-LU/ State Funds
Section 402 SAFETEA- LU Total			\$105,684	\$85,101.65	
Total All Funds			\$211,368	\$170,203.30	

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 2014 the State sought to implement a variety of programs and strategies to attack the state's impaired driving problems through efforts including 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 the alcohol-impaired driving fatalities by 16%, from the 2008-2012 five-year baseline average of 357 to 300 by December 31, 2015.

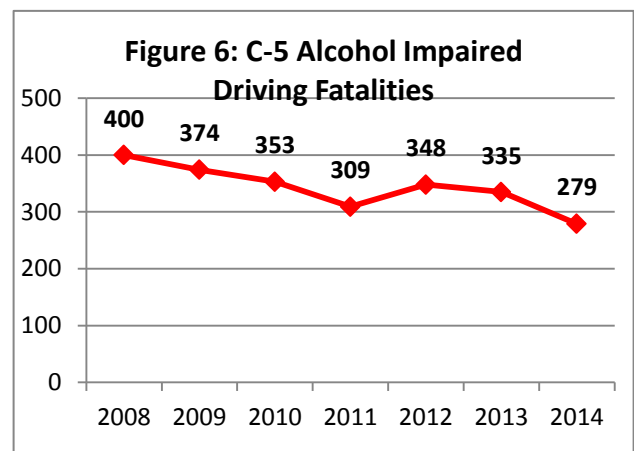
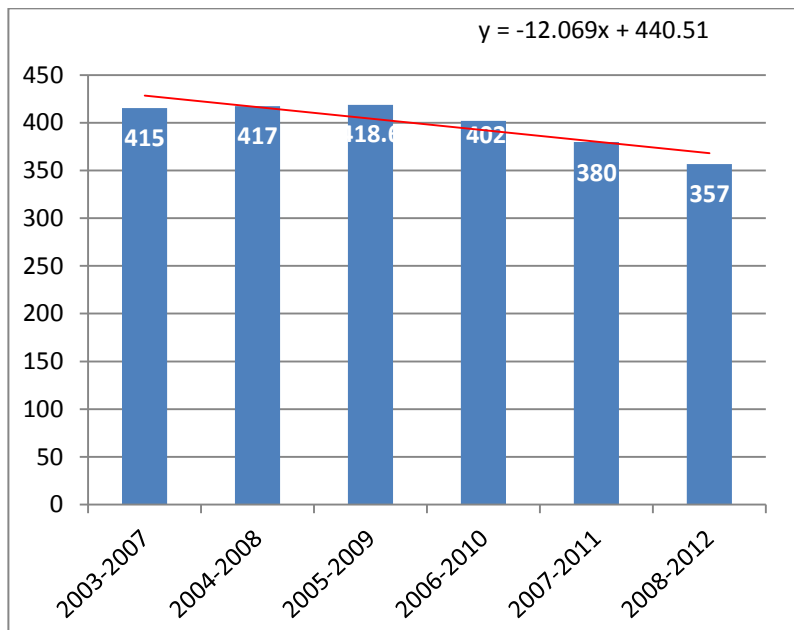


Figure 6: C-5. South Carolina Alcohol Impaired Driving Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2012.

Linear Projection = $-12.069(9)+440.51 = 332$

2008-2012 Average = 357

2009-2013 Average = 341

2010-2014 Average = 332

2008 = 400

2009 = 374

2010 = 353

2011 = 315

2012 = 348

2013 = 335 (3.7% decrease from 2012)

2014 = 297 (11.3% decrease from 2013, 2014 not FARS finalized)

1.0% increase to 300 from 297 in 2014.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of alcohol-impaired traffic fatalities will be 319, which represents a 10.6% reduction from the 2008-2012 average of 357 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 2015, a decrease of 16% as compared to the 2008-2012 average figure of 357.

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 2015 Highway Safety Plan. Thus, Figure 7 below is presented as demonstration of decreased enforcement activity over the last seven 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.

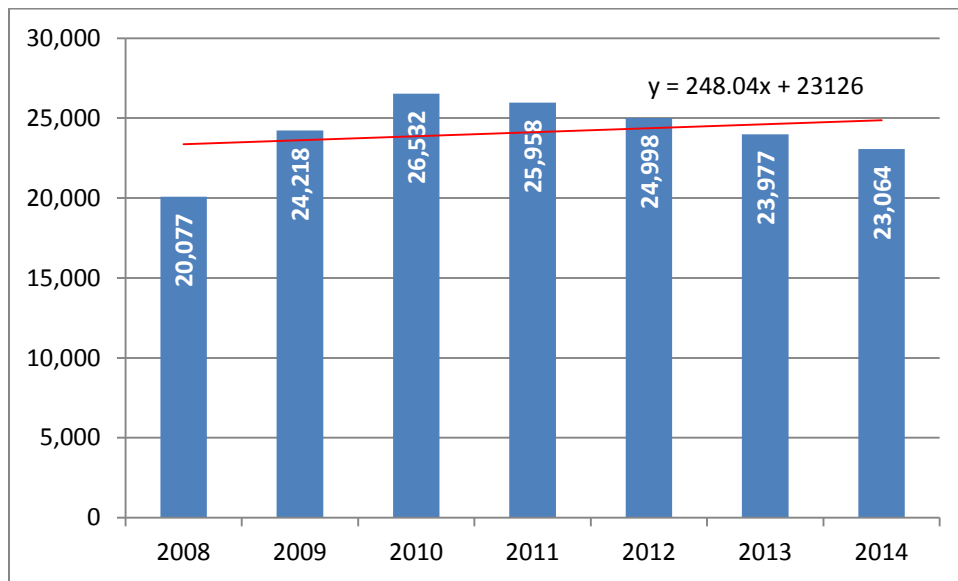


Figure 7: A-2 South Carolina Number of Impaired Driving Arrests Made, Trend Analysis, 2008-2014

In 2013, there were 23,977 reported grant-funded impaired driving arrests made, compared to 24,998 in 2012, which resulted in a 4.1% decrease from the 2012 number. Projections for 2015 by the OHSJP Statistical Analysis and Research Section indicate an estimated 24,000 grant-funded impaired driving arrests for 2015, an estimated 4.1% increase over 2014 (23,064), and 0.1% above the 2013 mark (23,977). 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-2015-HS-25-15
Project Title: Impaired Driving Countermeasures Program Management

The Alcohol 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 2014-2015 Christmas/New Year's and 2015 Labor Day holiday time periods and a designated driver campaign during December 2014.

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 2015.</p>	<p>The 2015 Law Enforcement DUI Challenge ran from December 1, 2014, through Labor Day 2015. Approximately 73% of the state's local law enforcement agencies participated in the Challenge, as well the South Carolina Highway Patrol and State Transport Police, both of which have statewide jurisdiction.</p> <p>State and local law enforcement agencies that participated in the 2015 Challenge collectively made 19,936 DUI arrests and issued 160,678 citations for seatbelt violations and 358,175 citations for speed violations.</p> <p>Of the 19,936 DUI arrests made during the Challenge period, 1,371 DUI arrests were made during the Christmas/New Year's 2014/2015 <i>Sober or Slammer (SOS)</i> enforcement mobilization period, and 1,161 DUI arrests were made during the 2015 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 2015, 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 2015.</p>	<p>During the FY 2015 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 2014/2015 Christmas/New Year's holidays and the 2015 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 2015 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 2015 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 27, June 19, and September 30, 2015. The SCIDPC worked during the grant period on recommendations made by the State's 2013 Impaired Driving Assessments conducted by NHTSA.</p>
<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.</p>	<p>The OHSJP hosted a DUI Awards Ceremony in April 2015 to recognize DUI enforcement achievements of agencies and officers in the state during CY 2104.</p>

Alcohol Countermeasures Program Overview

Alcohol Countermeasures – DUI Enforcement Projects

There were eleven (11) DUI enforcement projects funded during FFY 2015. The projects funded statewide include the following:

Project Number	Agency	Grant-funded DUI Officers
M4HVE-2015-HS-29-15	Charleston County Sheriff's Office	1
M4HVE-2015-HS-16-15	Lexington County Sheriff's Office	2
M4HVE-2015-HS-21-15	Kershaw County Sheriff's Office	2
M4HVE-2015-HS-22-15	City of Charleston Police Department	2
M4HVE-2015-HS-24-15	Richland County Sheriff's Department	2
M4HVE-2015-HS-31-15	York County Sheriff's Office	2
K8FR-2015-HS-32-15	SCDPS: Highway Patrol/Anderson	2
K8-2015-HS-33-15	Berkeley County Sheriff's Office	1
M4HVE-2015-HS-34-15	Orangeburg Dept. of Public Safety	1
M4HVE-2015-HS-35-15	Lancaster County Sheriff's Office	2
M4HVE-2015-HS-41-15	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 18 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, and contributions made to the effectiveness of the grant program. The data presented in Figures 6 and 7 above, respectively demonstrates 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.

Alcohol Countermeasures – DUI Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of 132 public safety checkpoints by September 30, 2015.	During the FFY 2015 grant period, the grant-funded DUI enforcement officers collectively conducted 271 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 960 DUI arrests throughout the FFY 2015 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 2015 grant period, the grant-funded officers maintained a daily log. The Monthly Enforcement Data Report Form was submitted monthly for FFY 2015 grant period.
To participate actively in the local Law Enforcement Networks.	The eleven (11) DUI enforcement projects funded during FFY 2015 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 2015 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 60 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 108 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 collectively 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.	Grant-funded DUI enforcement projects reported 10,436 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: AL-2015-HS-26-15
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 56 classes to 1,461 students over the course of the grant year. This resulted in 25 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 381 DRE evaluations from October 1, 2014, through September 30, 2015. 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 27–November 5, 2014, for 13 students and March 2-11, 2015 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 35 officers participated in DRE pre-school(s). Of the 35 officers who participated in the pre-schools, 25 participants successfully completed DRE school.
To conduct at least ten (10) Advanced Roadside Impaired Driving Enforcement (A-RIDE) trainings by the end of FFY 2015.	During the grant period, the SIDC participated in the coordination and training of 11 A-RIDE classes, teaching approximately 108 students.
To coordinate at least two (3) Standardized Field Sobriety Testing (SFST) Instructor trainings by September 30, 2015.	During the grant period, the SIDC assisted with the coordination and training of seven (7) SFST instructor courses resulting in the certification of 80 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 when his schedule permits.	During the grant period, the SIDC assisted the Traffic Safety Unit with one (1) DataMaster trainings (DMT), sixteen (16) SFST Practitioner classes, 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 152 DREs.

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: AL-2015-HS-27-15
Project Title: Traffic Safety Resource Prosecutor

The project maintained the Traffic Safety Resource Prosecutor (TSRP) and an Administrative Assistant 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 206 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’s Magistrate Intensive Training on August 17-18, 2015, to 72 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table below.

**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 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 2015 and the summary court orientation program scheduled for March 2015. 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 206 individuals in attendance. Courses were held April 22-23, 2015 in Columbia; May 27-28, 2015 in Anderson; June 17-18, 2015 in Columbia; and July 29-30, 2015 in North Charleston. On November 7, 2014, the TSRP attended and presented at the Summary Court Mandatory Program, covering recent case law issues. Approximately 175 judges were in attendance. The TSRP presented at the new magistrate orientation course on April 1 and July 28, 2015 conducted by the SC Court Administration, totaling 65 judges in attendance. Furthermore, the TSRP made presentations at a number of trainings on DUI law issues and traffic safety issues, most notably at the SC Court Administration's Magistrate Intensive Training on August 17-18, 2015. These trainings, combined with the numerous LEN meetings at which the TSRP made a presentation, total over 750 law enforcement officers, prosecutors, judges, and traffic-safety professionals in attendance.</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 2015 grant period. However, the TSRP worked with other traffic safety professionals to coordinate a multi-state training to be held within the NHTSA region later in the year.</p>

To prepare a registration flyer/form for the training courses and distribute to prosecutors, law enforcement, and summary court judges.	The TSRP was approved for and prepared approximately 1,200 registration flyers for 4 two-day regional training events.
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, 2015.	The TSRP was successful in coordinating four (4) facilities for the regional trainings by January 31, 2015. Other administrative logistics, such as the approval of course announcement(s) and registration(s), were also fulfilled during the first quarter of the grant cycle.
To recruit, select, train, notify, and coordinate course instructors and presenters at least 30 days prior to the scheduled course.	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.
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.	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.
To prepare a course evaluation for each training, and maintain on file copies of completed course evaluations.	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.
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.	The TSRP has maintained a log of inquiries from law enforcement personnel, judges, and prosecutors associated with traffic-related cases, particularly DUI cases.
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.	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.
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.	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.
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.	During the FFY 2015 grant year, the TSRP website http://www.sctsrp.com was developed. 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.

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 November 7, 2014, the TSRP attended and presented at the Summary Court Mandatory Program, covering recent case law issues. Approximately 175 judges were in attendance. Four 2-day regional training programs were conducted statewide with approximately 206 in attendance. On January 23, 2015, the TSRP conducted and presented training on hearsay for approximately 70 law enforcement officers and prosecutors. On February 27, 2015, the TSRP conducted and presented training on DUI and BUI detection and prosecution for approximately 40 SCDNR officers. The TSRP presented at the Traffic Safety Officers conference on July 20, 2015, on effective DUI detection and prosecution techniques and case law to approximately 30 officers. These trainings, combined with the numerous LEN meetings at which the TSRP made a presentation, totals over 750 law enforcement officers, prosecutors, judges and traffic-safety professionals in attendance.

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: M4HVE-2015-JC-39-15: Fifth Circuit Solicitor's Office
M4HVE-2015-JC-40-15: Twelfth Circuit Solicitor's Office

Project Title: Pilot DUI Court

The Pilot DUI Court grant projects provided funding and supporting equipment for (2) DUI Court Coordinators, one in each Judicial Circuit (Fifth and Twelfth) to develop and facilitate the DUI Court Program. Based on FARS and State data, both circuits contain a county or counties that have been identified as focus counties for DUI Countermeasures strategy efforts for FFY 2015. The Fifth Circuit contains Richland and Kershaw Counties, both of which were priority counties for FFY 2015 DUI countermeasures. The Twelfth Circuit contains Florence and Marion Counties; Florence was a priority county for FFY 2015 DUI countermeasures. The Fifth and Twelfth Circuits have implemented the first Pilot DUI Courts in South Carolina. The Pilot 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.

During the grant period, each Judicial Circuit (Fifth and Twelfth) hired a DUI Court Coordinator to oversee the logistics of the Pilot DUI Court program. In accordance with the *Ten Guiding Principles of DUI Courts* established by the National Center for DUI Courts (NCDC), each circuit also assembled 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 implementation of the Pilot DUI Court program.

As required by the NCDC, each of the DUI Court Treatment Teams 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 pilot 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 have developed written guidelines, policies, and procedures for the operation of their respective Pilot DUI Courts. After successful completion of the NCDC Training, each circuit began operation of a DUI Court and accepted eligible participants into the treatment-based programs.

Alcohol Countermeasures – Pilot 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 Coordinators. Both coordinators have attended the NCDC DUI Court Training with their respective treatment teams.
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 DUI 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.	Both Circuits attended the National Drug Court Conference in Washington D.C. in July 2015. 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, 2015.	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 DUI Courts</i> . The Twelfth Circuit had seven participants, with one removed for alcohol and drug use and two graduated from the program on September 14, 2015. The Fifth Circuit has maintained ten participants during the grant period.
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 required fees for service. Each Circuit is working with participants who are deemed indigent to assist them in obtaining self-sufficiency and maintaining all pertinent documentation.
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 established 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. As these are pilot projects, revisions/modifications to these documents have occurred during the grant period and may continue to have revisions/modifications moving forward in the established DUI Courts.</p>
<p>To continue collecting and analyzing programmatic data throughout the FFY 2015 grant period.</p>	<p>Both Circuits have well established Drug Courts, and the Twelfth Circuit is operating as a Hybrid Drug/DUI Court. Both Circuits are collecting programmatic data in the same way that they are currently collecting data from the Drug Courts.</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 a timely manner as required.</p>
<p>To monitor the programmatic activity of participants in the DUI Court on an ongoing basis throughout the FFY 2015 grant period.</p>	<p>Each Circuit has identified programmatic methods for monitoring participants while they are participating in the DUI Courts. The Twelfth Circuit is conducting random visits to participants' homes or jobs to perform unannounced screenings. They are testing participants 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 is also working on a system for conducting 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 2015 grant period. The full Council met on February 27, June 19, and September 30, 2015. Major topics of discussions during the grant period included visiting 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, Medical Marijuana Program Act, and addressing the recommendations identified during the 2009 and 2013 NHTSA 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-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$753,271.54	\$752,818.66	Section 405d Impaired Driving High MAP-21
K8-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$147,879	\$103,719.26	Section 410 SAFETEA-LU
K8FR-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$16,782.46	\$16,782.46	Section 410 FR SAFETEA-LU
164PM-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$500,000	\$500,000	Section 164 Transfer Funds
M1HVE-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$30,000	\$30,000	Section 405b OP High Map-21
M4HVE-2015-HS-06-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Law Enforcement Coordination	\$579,200	\$394,175.03	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-29-15	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$132,851	\$118,711	Section 405d Impaired Driving High MAP-21

M4HVE-2015-HS-21-15	Kershaw County Sheriff's Department	DUI Enforcement Team	\$160,948	\$127,102	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-31-15	York County Sheriff's Office	York County Sheriff's Office DUI Enforcement Team	\$162,795	\$141,518	Section 405d Impaired Driving High MAP-21
K8-2015-HS-33-15	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$61,782.72	\$61,782.72	Section 410 SAFETEA-LU
K8FR-2015-HS-33-15	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$786.28	\$786.28	Section 410 FR SAFETEA-LU
M4HVE-2015-HS-24-15	Richland County Sheriff's Department	Impaired Driving Enforcement Expansion	\$213,983	\$194,988	Section 405d Impaired Driving High MAP-21
PT-2015-HS-24-15	Richland County Sheriff's Department	Impaired Driving Enforcement Expansion - Radar	\$12,111	\$11,329	NHTSA 402
K8FR-2015-HS-32-15	SC Department of Public Safety: Highway Patrol	SCHP Anderson County DUI Enforcement Team	\$174,685	\$146,819.47	Section 410 FR SAFETEA-LU
M4HVE-2015-HS-35-15	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	\$150,982	\$136,579	Section 405d Impaired Driving High MAP-21
M4HVE-2015-JC-39-15	Fifth Circuit Solicitor's Office	DUI Court (Pilot)	\$122,537	\$71,683	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-20-15	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor Program	\$117,713	\$31,480.65	Section 405d Impaired Driving High MAP-21

M4HVE-2015-HS-16-15	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$160,105	\$133,147	Section 405d Impaired Driving High MAP-21
PT-2015-HS-16-15	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$6,000	\$4,911	NHTSA 402
AL-2015-HS-26-15	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$175,472	\$159,977.90	NHTSA 402
K8-2015-HS-34-15	Orangeburg Department of Public Safety	DUI Special Enforcement	\$60,507	\$57,885	Section 410 SAFETEA-LU
M4HVE-2015-HS-22-15	City of Charleston Police Department	City of Charleston Police DUI Enforcement Initiative	\$136,014	\$136,014	Section 405d Impaired Driving High MAP-21
M4HVE-2015-JC-40-15	Office of Solicitor, Twelfth Judicial Circuit	Pilot DUI Court	\$135,748	\$66,731	Section 405d Impaired Driving High MAP-21
AL-2015-HS-27-15	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$161,570	\$106,184.35	NHTSA 402
K8-2015-HS-41-15	Greenville County Sheriff's Office	Enhanced DUI Enforcement	\$56,407	\$56,407	Section 410 SAFETEA-LU
Total All Funds			\$4,230,130	\$3,561,531.78	
Section 405d Impaired Driving High MAP-21			\$2,826,147.54	\$2,304,947.34	

Section 410 SAFETE A-LU			\$326,575.72	\$279,793.98	
Section 410 FR SAFETE A-LU			\$192,253.74	\$164,388.21	
Section 405b OP High Map-21			\$30,000	\$30,000	
Section 164 Transfer Funds			\$500,000	\$500,000	
NHTSA 402			\$355,153	\$282,402.25	

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 historically high rate of 91.7% in 2013 before declining slightly to 90% in 2014. The state rate increased again to 91.6% in 2015. 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 2015.

Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate 1.5 percentage points, from the 2012 calendar base year 90.5% to 92% by December 31, 2015.

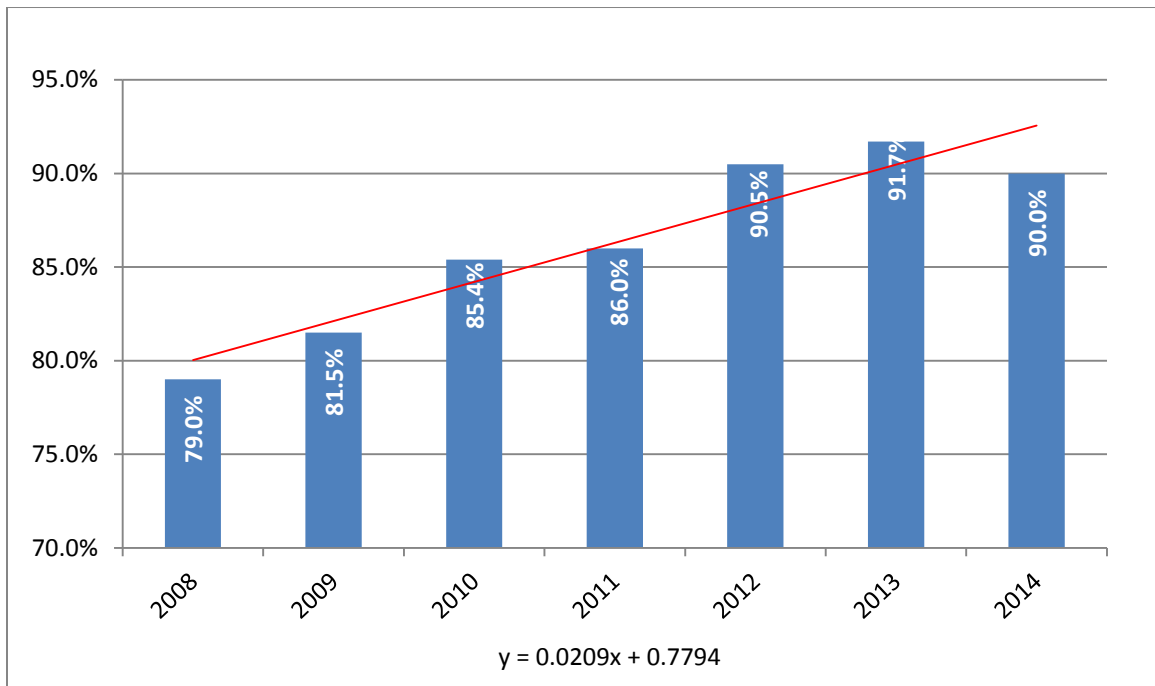
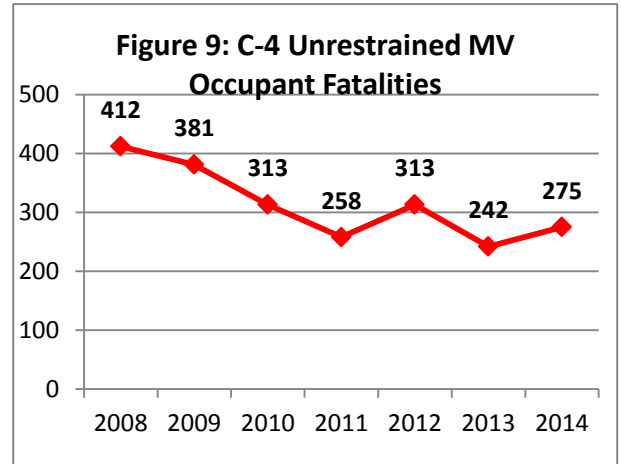
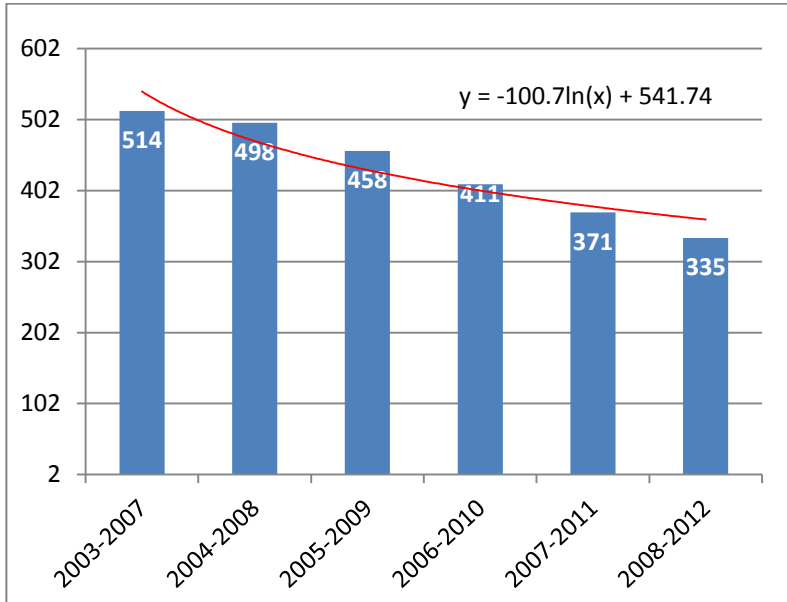


Figure 8: B-1. South Carolina Observed Seatbelt Usage Rate, 3 Year Moving Average with Trend Analysis, 2008-2014.

The statewide safety belt survey conducted by the University of South Carolina concluded that 91.6% of South Carolina drivers and passengers used shoulder style safety belts in June 2015. This represents an increase from 90% in June 2014, and 4.6 percentage points over the 2008-2012 average of 84.5%.

Occupant Protection Program Overview

- 2. To decrease unrestrained motor vehicle occupant fatalities 24.2%, from the 2008-2012 five-year baseline average of 335 to 254, by December 31, 2015.



Logarithmic Projection = $-100.7\ln(9)+541.74 = 320.5$
 2008-2012 Average = 335
 2009-2013 Average = 301
 2010-2014 Average = 280

2008 = 412
 2009 = 381
 2010 = 313
 2011 = 258
 2012 = 313 (21.3% increase from 2011)
 2013 = 242 (22.7% decrease from 2012)
 2014 = 275 (13.6% increase from 2013, 2014 not FARS finalized)

Figure 9: C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of unrestrained passenger vehicle occupant fatalities in all seating positions will be 278, which represents a 17.0% reduction from the 2008-2012 baseline average of 335 unrestrained passenger vehicle occupant fatalities in all seating positions. The projected number of unrestrained motor vehicle occupant fatalities for 2015 is 300, a 10.4% decrease from the baseline five-year (2008-2012) average of 335.

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 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 2015 Highway Safety Plan. Thus, the figure below is presented as demonstration of decreased enforcement activity over the last seven 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.

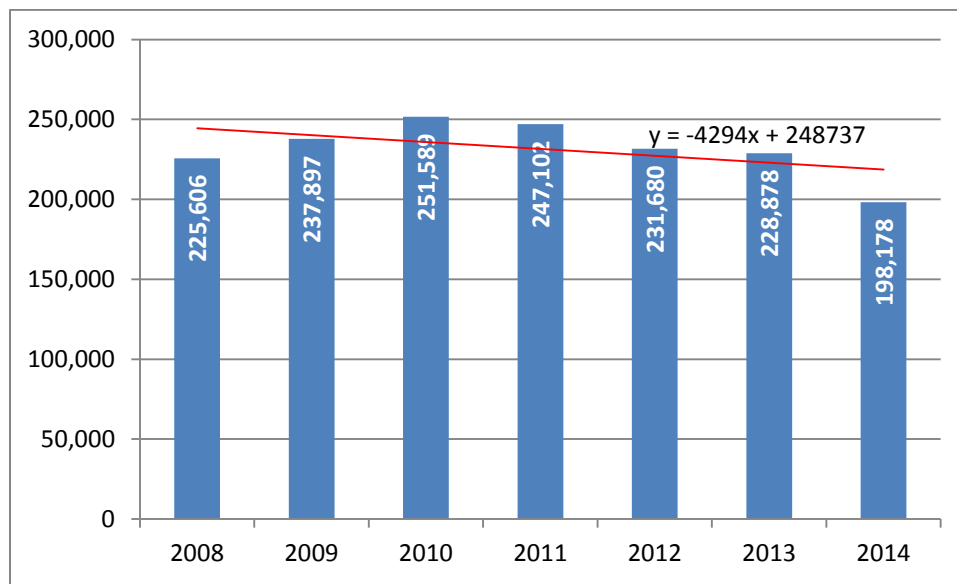


Figure 10: A-1. South Carolina Number of Seatbelt Citations Issued, Trend Analysis, 2008-2014.

The Statistical Analysis and Research Section of the OHSJP projects that the number of grant-funded seatbelt citations issued in 2015 will be 199,000, a 0.4% increase as compared to the 2014 number of citations issued.

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-2015-HS-02-15
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 Police Traffic Services/Occupant Protection Program Coordinator (PTS/OPPC) included planning and coordinating special public information events during *Buckle Up, America! Week* in May 2015; planning events for the *National Child Passenger Safety Awareness Week* in September 2015 (as pictured below); and planning, coordinating, and implementing, with the assistance of the SCDPS Contractor, the *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 2015. 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 70 to 80 by December 31, 2015.	By the end of the grant period, 72 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 deaths for children under six (6) by 25%, from 8 in 2012 to 6 by December 31, 2015.	As of November 22, 2015, there were fifteen (15) 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 2015 and <i>National Child Passenger Safety Awareness Week</i> in September 2015.</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 2015, modeled after the national <i>Click-it-or-Ticket</i> mobilization to emphasize the importance of and to increase the use 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><i>National Child Passenger Safety Week</i> was observed September 13-19, 2015. During the month leading up to National Child Passenger Safety Week, the SCDPS collaborated and published social media posts to promote public awareness on child passenger safety. The Police Traffic Services/Occupant Protection Program Coordinator and the Grants Administration Manager participated in a Child Safety Seat Check event and a Child Passenger Safety Summit. Educational materials, which contained the state's seat belt and child passenger safety laws, were provided at the seat check event.</p>
<p>To continue to expand nighttime safety belt and child passenger safety seat enforcement efforts statewide.</p>	<p>All enforcement subgrantees were strongly encouraged to and did participate in night-time safety belt enforcement efforts, particularly around the <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> campaign.</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>The Program Coordinator contacted all subgrantees and scheduled on-site monitoring visits during the second and third quarters of FY 2015. The Program Coordinator was available at all times for technical assistance.</p>
<p>To utilize the University of South Carolina to conduct a statewide observational safety belt usage survey and accompanying telephone surveys by June 2015, to determine if any change in the seat belt usage rate has occurred.</p>	<p>A statewide observational study was conducted in June 2015, 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 91.6% safety belt usage rate. This is a slight increase from 90.0% in 2014.</p>

Occupant Protection Program Overview

Occupant Protection – Education

Subgrantee: SC Department of Health and Environmental Control
Project Number: OP-2015-HS-17-15
Project Title: Travel Safe South Carolina

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 among 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 and other first responders, public health agency staff, and parents and caregivers concerning Child Passenger Safety (CPS) and occupant restraint usage. Based on the results of the activities listed in the summary charts above and below, it is apparent that these grant projects contributed to meeting the highway safety targets identified in the Occupant Protection Program Area.

Occupant Protection - Travel Safe South Carolina Project Summary

Activities Funded/Implemented	Results
To conduct presentations regarding the proper use of seatbelts and child restraint devices by September 30, 2015.	By the end of the grant period, 111 presentations were conducted, reaching an estimated 2,848 people, regarding the proper use of seatbelts and child restraint devices.
To provide instruction for NHTSA Certified Technician classes by September 30, 2015.	By the end of the grant period, 17 NHTSA Certified Technician classes were conducted, and 94 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 had 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, 2015.	By the end of the grant period, 57 child safety seat check-up events were conducted and participated in, and 617 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</i> (BUSC)!	DHEC's grant staff actively participated in all aspects of the <i>BUSC</i> campaign. During the campaign period, the grant staff conducted educational presentations that emphasized the proper usage of seat belts, 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.	Twenty (20) Safety Seat Surveys were conducted statewide.
To conduct continuing education classes to facilitate the recertification process for CPS technicians.	Four (4) continuing education classes were conducted to facilitate the recertification process.

To conduct an annual CPS Roundtable.

During the grant period, the subgrantee conducted two (2) CPS Roundtable meetings with CPS Instructors. The meetings were held on February 24, 2015 and August 4, 2015. Members of DHEC's grant staff also participated in a Child Passenger Safety Summit which was held on September 18, 2015 during *National Child Passenger Safety Week*.

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 2015 concluded that 91.6% of South Carolina drivers and passengers used shoulder style safety belts. This represents an increase from 90% in June 2014, and 7.1 percentage points over the 2008-2012 average of 84.5%.

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

	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12	6/13	6/14	6/15
Male	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8	88.3	88.6
Female	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9	91.6	95.0
Driver	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0	89.9	91.5
Passenger	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6	89.3	91.3
Urban	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0	89.0	91.7
Rural	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2	93.1	91.3
White	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1	91.6	92.6
Non-white	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5	85.1	87.5
Cars	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3	90.7	93.1
Trucks	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0	86.9	85.0
Overall	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7	90.0	91.6

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina increased from 90.0% in 2014 to 91.6% in 2015. Women continue to be more likely than men to use safety belts (95.0% to 88.6%); drivers were slightly more likely than passengers to use safety belts (91.5% to 91.3%); and urban occupants used safety belts at a slightly higher rate than rural occupants (91.7% to 91.3%). White occupants had a higher rate of use than non-white occupants (92.6% to 87.5%), while car occupants were more likely to wear safety belts than truck occupants (93.1% to 85.0%).

Occupant Protection Program Overview

Occupant Protection: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Expenditures	Budget Source
OP-2015-HS-02-15	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	\$104,367	\$84,261.39	NHTSA 402
M2HVE-2015-HS-02-15	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	\$400,000	\$397,675.98	Section 405b OP Low MAP-21
OP-2015-HS-17-15	SC Department of Health and Environmental Control	Travel Safe South Carolina	\$143,422	\$142,645.18	NHTSA 402
NHTSA 402 Total			\$247,789	\$226,906.57	
Section 405b OP Low MAP-21 Total			\$400,000	\$397,675.98	
Total All Funds			\$647,789	\$624,582.55	

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

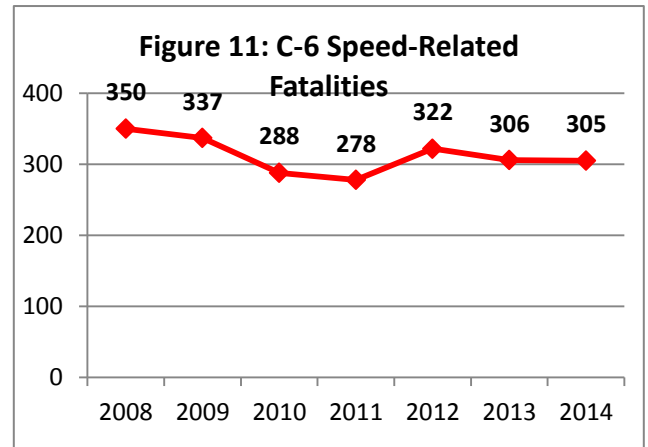
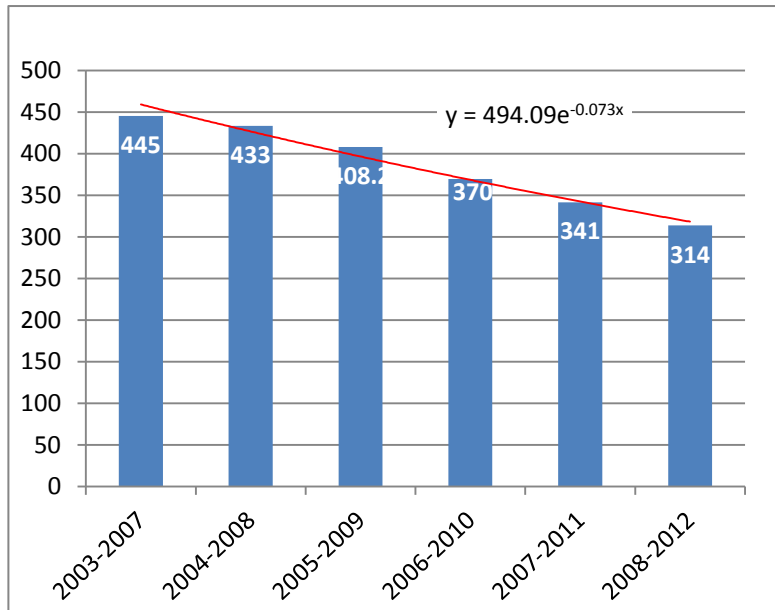
Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible enforcement, public information, education, and training is 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. Traffic officers and deputy sheriffs have received training in radar operations, occupant protection issues, and specialized DUI enforcement (SFST, DRE, etc.). They have then incorporated speed detection, DUI detection, and 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 5.1%, from the 2008-2012 five-year baseline average of 314 to 298 by December 31, 2015.



Exponential Projection = $494.09e^{(-0.073*9)} = 256.1$
 2008-2012 Average = 314
 2009-2013 Average = 306
 2010-2014 Average = 296

2008 = 350
 2009 = 337
 2010 = 288
 2011 = 276
 2012 = 322
 2013 = 306
 2014 = 305 (0.3% decrease from 2013, 2014 not FARS finalized)

A 9.3% increase to 335 fatalities in 2015 compared to 305 in 2014.

Figure 11: C-6. South Carolina Speed-Related Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of speeding-related fatalities will be 305. The OHSJP Statistical Analysis and Research Section predicts 335 speeding-related fatalities for CY 2015, which is a 6.7% increase from the CY 2008-2012 average of 314 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 a downward trend in speeding citations issued.

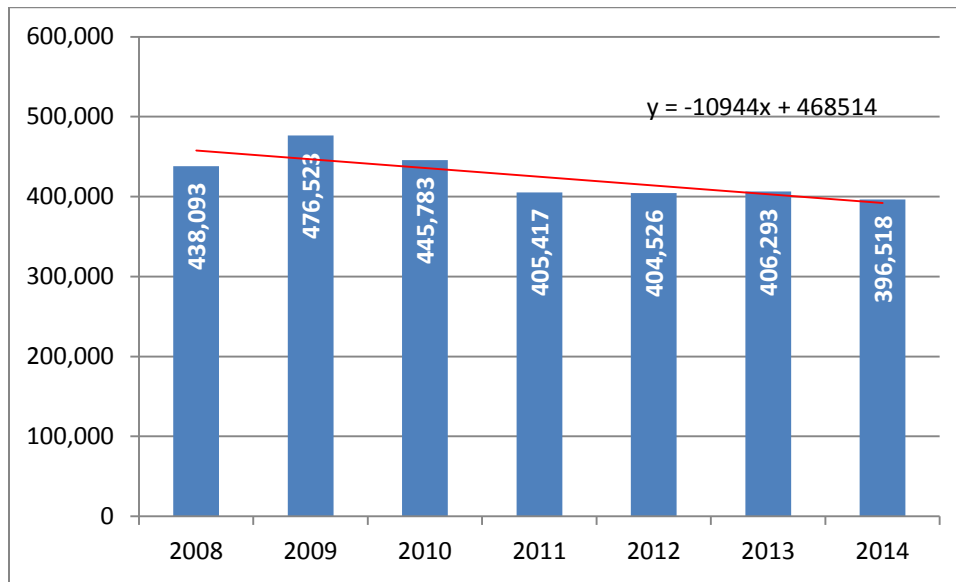


Figure 12: A-3 South Carolina Number of Speeding Citations Issued, Trend Analysis, 2008-2014.

The Statistical Analysis and Research Section of the OHSJP predicts that the number of grant-funded speeding citations for 2015 will be 400,000, a 0.9% increase as compared to the 2014 number of 396,518 citations issued. Unfortunately, South Carolina did not reach the goal of a 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

Police Traffic Services – Program Management Project

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: PT-2015-HS-05-15
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. There is a continued need to support the establishment and enhancement of specialized traffic enforcement units in agencies statewide. While speed, impaired driving, and strong occupant protection enforcement must remain top priorities for law enforcement personnel, other hazardous driving habits that are major factors in causing 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) PTS/OP 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 contacted all subgrantees and scheduled all on-site monitoring visits during the second and third quarters of FFY 2015.

<p>To develop and implement PTS projects in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties identified as having a significant problem with alcohol and/or speed-related traffic collisions and fatalities.</p>	<p>During FFY 2015, six (6) 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, which included Anderson, Charleston, Dorchester, Richland, Spartanburg, and York Counties. The following agencies were awarded PTS projects: City of Anderson Police Department, City of North Charleston Police Department, Dorchester County Sheriff's Office, City of Columbia Police Department, City of Spartanburg Police Department, and the Rock Hill Police Department. The South Carolina Criminal Justice Academy was also funded 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 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 participate actively 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>The SCDPS implemented a traffic safety initiative entitled "<i>Target Zero</i>" with a supporting slogan of, "<i>A goal we can all live with.</i>" Target Zero encompasses a variety of enforcement and educational strategies with a view toward 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 established in the 16 Judicial Circuits in South Carolina.</p>	<p>As noted previously, all FFY 2015 traffic safety enforcement project subgrantees were compliant with the Terms and Conditions of the grant award to actively participate in the local Law Enforcement Networks during the grant term.</p>
<p>To require grant-funded traffic safety enforcement projects to participate in statewide and national highway safety emphases and enforcement crackdown efforts.</p>	<p>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 <i>Sober or Slammer! (SOS)</i>, Memorial Day <i>Buckle Up, South Carolina. It's the Law and it's Enforced! (BUSC)</i>, and Labor Day <i>SOS</i>. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization crackdown, and the <i>BUSC</i> mobilization mirrored the national effort called <i>Click-It-or-Ticket</i>. The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.</p>

Police Traffic Services Program Overview

Police Traffic Services – Enforcement Projects

There were six (6) police traffic services enforcement projects awarded to local law enforcement agencies statewide during FY 2015. These grant-funded projects are listed below:

Project Number	Agency	Grant-Funded Officers
PT-2015-HS-08-15	City of Columbia	2
PT-2015-HS-09-15	Rock Hill Police Department	1
PT-2015-HS-10-15	Dorchester County Sheriff's Office	1
PT-2015-HS-12-15	City of Anderson Police Department	2
PT-2015-HS-13-15	City of North Charleston Police Department	2
PT-2015-HS-18-15	City of Spartanburg Police Department	1

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 enforcement, occupant protection enforcement, other moving violations that contribute to traffic collisions, and public information/education regarding traffic issues. There were nine (9) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, the projects were able to make an impact in individual communities and contributed to the overall effectiveness of the grant program.

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, 2015.	Grant-funded officers conducted 92 public safety checkpoints by September 30, 2015.
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, 2015, due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 3,262 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.
To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2015, due to enhanced traffic enforcement efforts over the grant period.	Grant-funded officers issued 6,333 speeding citations by September 30, 2015, due to enhanced traffic enforcement efforts over the grant period.
To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2015, due to enhanced traffic enforcement efforts over the grant period.	Due to enhanced traffic enforcement efforts over the grant period, 2,116 citations for seat belt violations and 147 child restraint violations were issued by September 30, 2015.
To conduct twelve (12) traffic safety presentations per project for area schools, businesses, military installations, churches, or civic groups by September 30, 2015.	Grant-funded officers conducted 73 traffic safety presentations to 4,609 people for area schools, businesses, military installations, churches, and civic groups by September 30, 2015.

<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>The projects and the PTS/OP Program Coordinator planned and conducted 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>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 2014-2015 and Labor Day 2015 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 2014-2015 and Labor Day 2015 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-2015-HS-06-15
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 mini-grants to established networks around the state. The networks had been 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
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> Christmas/New Year’s, and Labor Day <i>Sober or Slammer!</i> initiatives.	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, 2014, which concluded on Labor Day, September 7, 2015. Also, South Carolina local and state law enforcement agencies participated in the Christmas/New Year’s <i>Sober or Slammer</i> mobilization that ran from December 12, 2014–January 1, 2015; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization which ran from May 18, 2015, through May 31, 2015; and the Labor Day <i>Sober or Slammer (SOS)</i> mobilization which ran from August 21, 2015, through September 7, 2015. 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 effort called <i>Click-It-or-Ticket</i> . The OHSJP Law Enforcement Liaisons (LELs) assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.
To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.	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 222 state, municipal, hospital, and college/university law enforcement agencies during the grant period.

<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 74% 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 mini-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 mini-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 more than 90% of the LEN meetings that were held in the grant period. As previously stated, 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 2015 grant period.</p>

Police Traffic Services Program Overview

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: PT-2015-HS-07-15
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, and Breath Testing Certification. 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 148 training classes to 4,049 students across the state. Of those, the subgrantee provided 12 training classes in the field of Traffic Collision Reconstruction, 113 DUI Detection and Breath Testing Certification courses, and 23 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 ten (10) 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.	Ten (10) 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-2015- HS-05-15	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$93,341	\$83,517.96	NHTSA 402
PT-2015- HS-06-15	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$784,760	\$704,699.01	NHTSA 402
PT-2015- HS-07-15	SC Criminal Justice Academy	Traffic Safety Officer Program	\$401,381	\$336,159.34	NHTSA 402
PT-2015- HS-08-15	Columbia Police Department	FY2015 Police Traffic Services/Speed Enforcement/Enhancem ent of Traffic Division (Year 1)	\$215,120	\$153,064	NHTSA 402
PT-2015- HS-09-15	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	\$122,908	\$111,606	NHTSA 402
PT-2015- HS-10-15	Dorchester County Sheriff's Office	Traffic Division Enhancement	\$135,467	\$113,471	NHTSA 402
PT-2015- HS-12-15	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	\$199,788	\$179,727	NHTSA 402
PT-2015- HS-13-15	City of North Charleston Police Department	North Charleston Specialized Enforcement Team	\$261,236	\$205,952	NHTSA 402
PT-2015- HS-18-15	City of Spartanburg Police Department	City of Spartanburg Enforced Traffic Unit	\$98,114	\$80,197	NHTSA 402
Total All Funds			\$2,312,115	\$1,968,393.31	
402 Total			\$2,312,115	\$1,968,393.31	

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-2015-HS-03-15
Project Title: Traffic Records Improvements

The Traffic Records Improvement 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, 79% of all collision reports submitted to the state is 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 Manager (100%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Coordinator (100%), one (1) Special Programs Manager (27.3%), and one (1) SCCATTS Records Analyst/Trainer (10%). 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 79%.
To increase from 71% of vehicle identification numbers captured to 80% by September 30, 2015.	Currently, 85.9% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 3.6% from the beginning of FFY 2015.
To increase from 0% to 10% the number of electronic citation reports captured by September 30, 2015.	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. These officers submitted over 6,000 e-Citations through the system which equates to less than 1% of the state's citations. The SCCATTS e-Citation system is now ready to begin deployment to additional officers and agencies.
To create local agency Records Management System (RMS) interfaces for the local law enforcement agencies which have already gone live with SCCATTS collision reporting during FFY 2015.	This project was developed to create a data extract of collision, public contact/warning, and citation data from the SCDPS SCCATTS application. This extract allows agencies to obtain their data submitted through SCCATTS for use in the agencies Records Management System (RMS). This project was completed in September 2015.

Traffic Records Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
K9-2015- HS-03-15	South Carolina Department of Public Safety: Office of Highway Safety	Traffic Records	\$285,716.03	\$285,176.03	Section 408 SAFETEA-LU
M3DA- 2015-HS- 03-15	South Carolina Department of Public Safety: Office of Highway Safety	Traffic Records	\$847,126.97	\$20,906.40	Section 405c Map-21
TR-2015- HS-03-15	South Carolina Department of Public Safety: Office of Highway Safety	Traffic Records	\$53,271	\$19,782.08	NHTSA 402
Total All Funds			\$1,186,564	\$326,404.51	
Section 408 SAFETE A-LU Total			\$285,716.03	\$285,716.03	
Section 405c Map-21			\$847,126.97	\$20,906.40	
NHTSA 402			\$53,721	\$19,782.08	

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 19.7% from the 2008-2012 five-year baseline average of 122 to 98, by December 31, 2015.

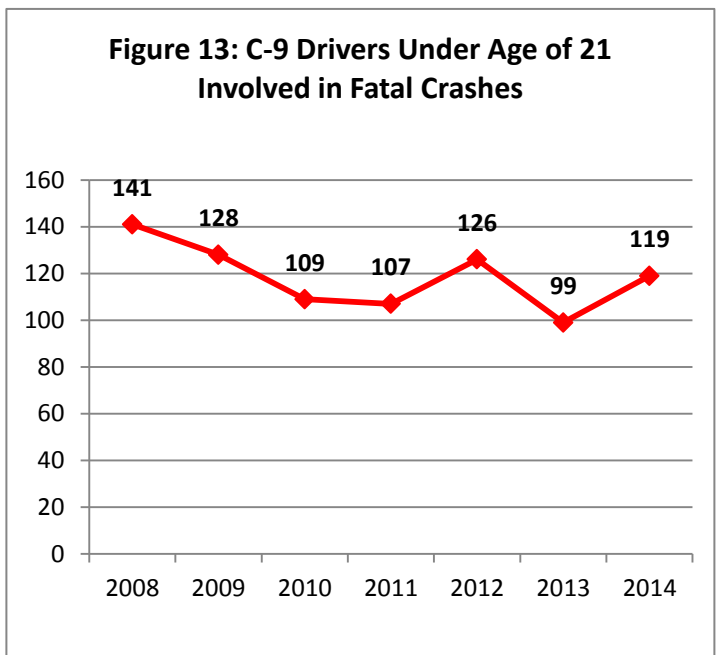
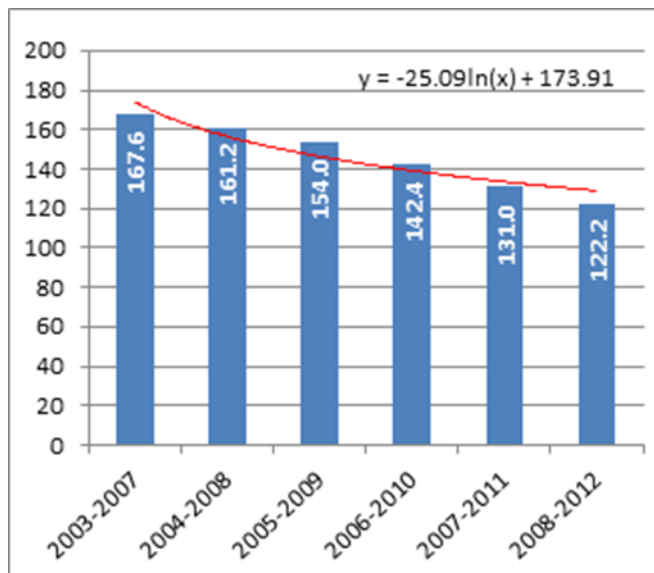


Figure13: C-9 Drivers Age 20 or Younger Involved in Fatal Crashes

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of drivers age 20 or younger involved in fatal crashes will be 112, which represents an 8.2% decrease from the 2008-2012 average of 122 drivers.

Community Traffic Safety Program Overview

Community Traffic Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: SA-2015-HS-04-15
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 and Grants Administration Accountant 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 2014 in Columbia to assist applicants in preparing applications for FFY 2016.

During FFY 2015, the seven-minute Target Zero video, created in FFY 2014 by the agency contractor, was again used to promote the *Target Zero* umbrella campaign for SCDPS. The video features citizens of South Carolina sharing their perceptions of highway safety in South Carolina and nationwide. The participants are asked a series of questions regarding traffic fatalities. The final question asked is, "how many traffic deaths are acceptable in your family?" The video was originally completed in May 2014 and was shown at various events throughout the year, including the South Carolina State Fair and the annual SCDPS Employee Appreciation service. Four (4) sixty-second regional Target Zero videos following the same question and answer format and created last year by the agency contractor, were placed on television beginning in July 2015 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 during the year on local stations in the target markets and billboards of the message were placed strategically throughout the state.



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, which was estimated to deliver approximately 5 million imprints with highway safety messaging on tickets distributed at the majority of the state's high schools at major events, 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 2014, 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. This designated driver campaign by the OHSJP was focused in the Greenville area during the Christmas/New Year's holiday period of 2014-2015, but had exposure statewide through television and billboard advertising. The agency contractor, Fisher Communications, Inc., created, produced, and distributed the "Be a SANTA" television commercial spot and designed and produced digital billboards for the campaign.

The project also continued a statewide motorcycle safety campaign from May to September 2015. 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 2014. The campaign utilized the "Look," "Ride Smart," and "Share the Road" themes, as well as emphasizing the proper use of safety equipment. 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 boards 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 2015. The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives during various weeks throughout August 2015 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 2014-2015 academic year, and also in the early months of the 2015-2016 academic year. These messages targeted teen drivers, as well as their parents and friends, who attended these events. Expenditures from FFY 2015 for the 2014-2015 academic year were \$54,499.40, and expenditures for August/September of the 2015-2016 academic year were \$15,433.40.

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 2014. The Annual Victims' Memorial Service was held at Bible Way Church of Atlas Road in Columbia, SC, on April 25, 2015. 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 700 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 9-19, 2014. 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. In addition, the booth featured an impaired/distracted driving simulator with which booth visitors could interact.

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

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, 2015.</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 2014 to December 2015:</p> <ul style="list-style-type: none"> • the Grants Administration Manager, Business Office Manager, and two (2) senior accountants attended the Government Finance Officers’ Association (GFOA) Conference in Myrtle Beach, SC • four (4) troopers attended the Crash Data Retrieval (CDR) Users Conference in Houston, Texas; • the Grants Administration Manager and one (1) senior accountant took the USC Financial Management Course and Exam in Columbia, SC • the Business Manager and the Law Enforcement Support Services Manager attended the Data-Driven Approaches to Crime and Traffic Safety Training in Charleston, SC <p>During the quarter from January 2015 to March 2015:</p> <ul style="list-style-type: none"> • the Grants Administration Manager attended the TSI Data Driven Approaches to Highway Safety Planning in Lexington, KY. • three (3) troopers attended the Crash Data Retrieval training in Georgia • the Impaired Driving Program Coordinator attended the Lifesavers Conference in Chicago, Illinois <p>During the quarter from April 1, 2015 to June 30, 2015:</p> <ul style="list-style-type: none"> • one (1) senior accountant attended the Financial Reporting GFOA course in Columbia, SC • two (2) employees with OHSJP attended the SC Association of Prevention Professionals & Advocates Marijuana Summit in Columbia, SC

- OHSJP sponsored the LEL Conference in Charleston, SC
- two (2) employees with OHSJP attended the GFOA SC Conference in Columbia, SC
- two (2) employees with OHSJP attended the Data-Driven Approaches to Crime and Traffic Safety Training in Myrtle Beach, SC
- seven (7) troopers attended Traffic Crash Investigation training
- six (6) Community Relations Officers attended Bike Week in Myrtle Beach, SC, and Atlantic Beach, SC
- five (5) members of the SCDPS command staff attended the Southern Colonels Conference in Baton Rouge, LA.

During the quarter from July 1, 2015 to Sept. 30, 2015:

- ten (10) troopers attended the South Carolina Association of Reconstruction Specialist Conference in Charleston, SC
- two (2) captains attended the Operation Care Conference in Cincinnati, Ohio
- the PTS/Occupant Protection Program Coordinator, the Grants Administration Manager, and five (5) troopers attended the Children's Trust Prevention Conference in Columbia, SC
- the OHSJP Director and the Grants Administration Manager attended the Governors Highway Safety Association Conference and annual meeting in Nashville, TN
- the PTS/Occupant Protection Program Coordinator and one (1) corporal with the SC Highway Patrol attended the 2015 Kidz in Motion National Child Passenger Safety Conference in Orlando, Florida
- the Business Manager attended the Tennessee Lifesavers Conference in Murfreesboro, TN
- one (1) corporal with the SC Highway Patrol attended the Operation Lifesaver National Advisory Council (NAC) in San Diego, CA
- one (1) senior accountant completed the GFOA Capital Planning and Forecasting Class and Exam at the University of South Carolina
- one (1) senior accountant completed the GFOA Financial Reporting and Auditing Exam at the University of South Carolina
- two (2) senior accountants attended the GFOA South Carolina Fall Conference in Myrtle Beach, SC
- the Business Manager and the Law Enforcement Support Services Manager attended the Data-Driven Approaches to Crime and Traffic Safety Workshop in Rock Hill, SC
- one (1) senior accountant completed the GFOA Financial Management Exam at the University of

	South Carolina
<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 2015 Memorial Day holiday period in an effort to improve safety belt usage rates within the state. Despite the observed belt usage rate's dropping from 91.7% in 2013 to 90.0% in 2014, the enforcement/education campaign was deemed successful as the state's observed usage rate for 2015 rose to 91.6%.</p>
<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.</p>	<p>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 <i>Buckle Up. It's the law.</i> 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 <i>Child Passenger Safety Week</i>, which was held September 13-19, 2015, attending seat check events in local communities and taking part in the <i>National Seat Check Saturday</i> (Saturday, September 19, 2015). Messages about safety belt usage were also pushed out to the public through social media platforms and agency releases/press events.</p>
<p>To continue a sustained DUI enforcement initiative through various efforts, including <i>Sober or Slammer!</i></p>	<p>The OHSJP staff implemented the 2015 Law Enforcement DUI Challenge, which continued similar elements from FFY 2014. The Challenge ran from December 2014 through September 2015, 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 state added priority counties in the 4th, 6th, and 14th Judicial Circuits in order to ensure that each Law Enforcement Network statewide was represented in</p>

	<p>alcohol-impaired enforcement and educational efforts emphases in the state for FFY 2015. 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 2014-2015 and Labor Day 2015 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 which was estimated to deliver approximately 5 million imprints with highway safety messaging on tickets distributed at the majority of the state's high schools at major events, 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 2014 by May 2015.</p>	<p>A Memorial Service was held April 25, 2015, 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 700 family members of persons killed in traffic collisions in 2014. 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=QcqXYCSX9BU</p>

<p>To coordinate activities during a <i>School Zone Safety Week</i> during the late summer of 2015.</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. A press event was held by SCDPS to highlight the changes to the bus laws. 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 2013, beginning in May 2015 and running through September 30, 2015.</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 2015 through September 2015 in seventeen (17) priority counties that experienced the highest number of motorcyclist fatalities in 2013. 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 2014 SC State Fair.</p>	<p>The OHSJP staff coordinated a successful booth display at the SC State Fair, which was held from October 9-19, 2014. 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 an impaired/distracted driving simulator with which booth visitors could interact.</p>
<p>To conduct a safety campaign in the 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 2015.</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 2014-2015 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>This strategy was not pursued during the FFY 2015 calendar year for various reasons. Priority was given to the <i>Target Zero</i> campaign effort, which in part addresses speeding as a major cause of traffic fatalities. This strategy will be re-evaluated to determine if it is feasible for upcoming years.</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, Operation Lifesaver, and the Palmetto Cycling Coalition, as well as a variety of state agencies.</p>

Community Traffic Safety Program Overview

Community Traffic Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2015- HS-04-15	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$825,122	\$532,620.43	NHTSA 402
PS-2015- HS-04-15	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	\$40,000	\$0	NHTSA 402
M9MA- 2015-HS-04- 15	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			\$945,122	\$612,620.43	
NHTSA 402			\$865,122	\$532,620.43	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	\$80,000	

Motorcycle Safety Program Overview

Motorcycle Safety Program

Motorcyclist deaths statewide fell in 2014 compared to 2013, with 121 vs. 149 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 8-17, 2015), and Atlantic Beach Bike Fest (May 22-25, 2015). The sustained campaign began in April and ran through September, with a focus on 17 priority counties that experienced the highest number of motorcycle fatalities in 2014; 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 boards, and promotional items 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 2015. The campaign continued a previous billboard campaign launched in 2013 based simply on the word “*Look.*” The campaign as a whole focused on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). The billboards used vivid colors against a black background to create a compelling visual. The contractor also distributed a previously produced radio spots with a “*Share the Road*” message which aired during the six-month safety campaign. The campaign budget for this project was \$132,000. In addition to the above campaign components, the OHSJP continued its partnership with the SCDOT to use its variable message boards around the state during designated time periods throughout the campaign effort. The alternating messages shown on the message boards 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 2015 grant period. The MSTF met one (1) time during the FFY 2015 grant period. During the meeting, the task force discussed information pertinent to motorcyclist legislation, and relative statistical data. 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 0.8% from the 2008-2012 five-year baseline average of 121 to 120 by December 31, 2015.

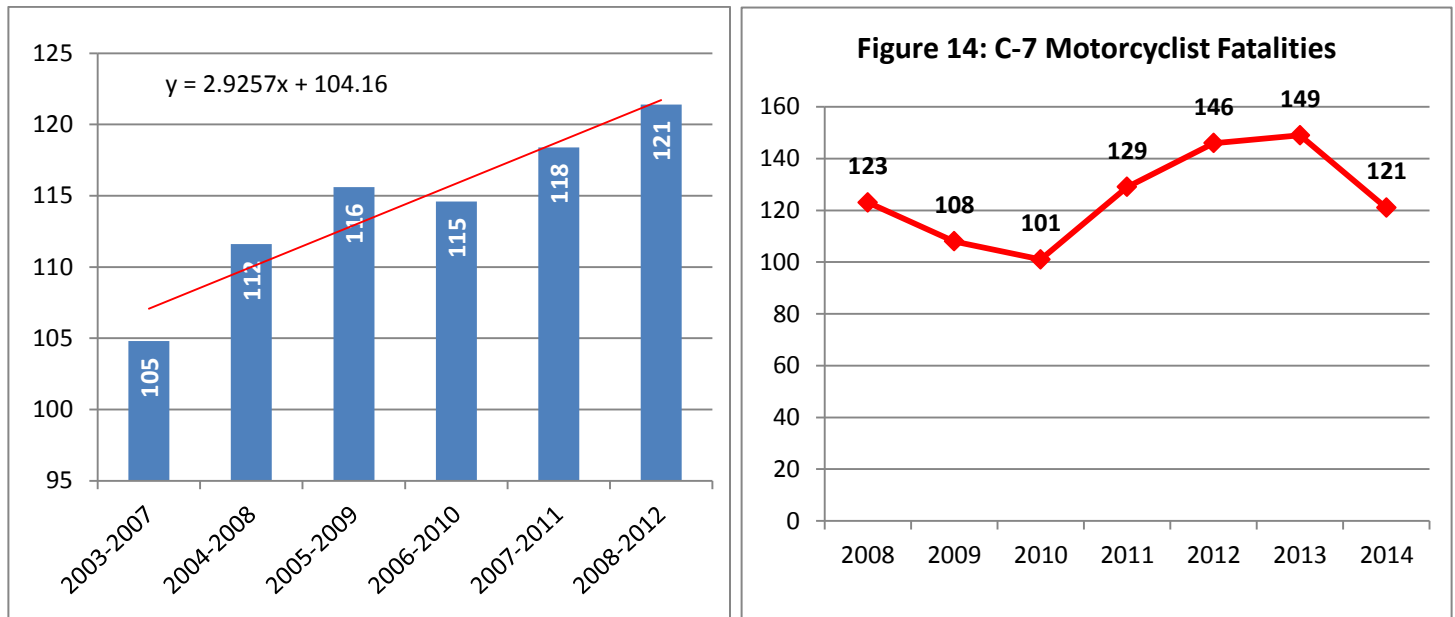


Figure 14: C-7. South Carolina Motorcyclist Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2015 number of motorcyclist fatalities will be 173 (includes moped fatalities), a 43% increase from the five-year (2008-2012) baseline average of 121 motorcyclist fatalities. The number of motorcyclist fatalities projected for 2015 represents a 6.8% increase from the previous year, in which there were 162 motorcyclist fatalities.

Motorcycle Safety Program Overview

- 2. To decrease unhelmeted motorcyclist fatalities 1.1% from the 2008-2012 five-year baseline average of 90 to 89 by December 31, 2015.

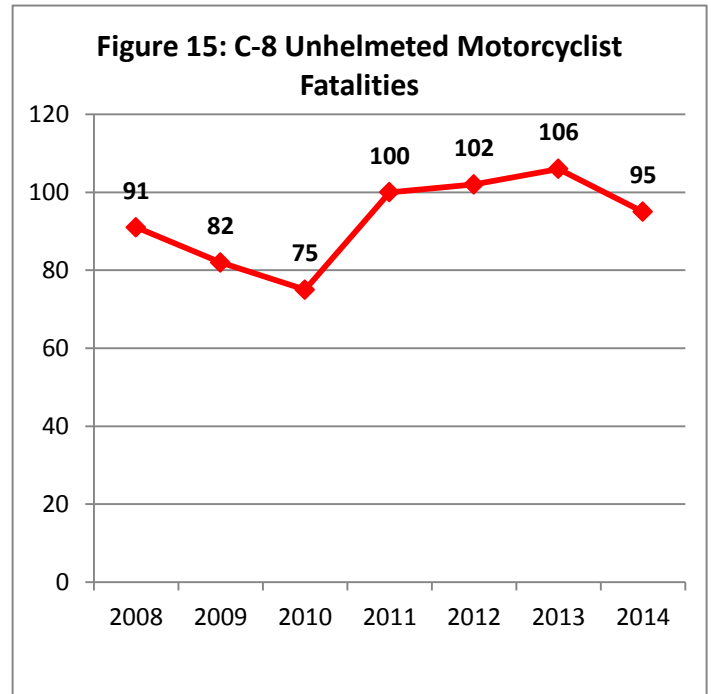
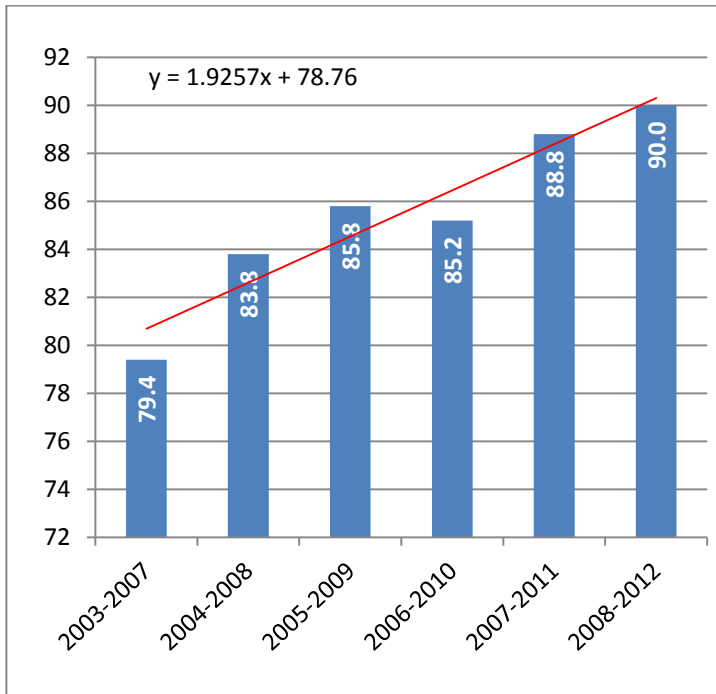


Figure 15: C-8. South Carolina Unhelmeted Motorcyclist Fatalities, 3 Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of unhelmeted motorcyclist fatalities will be 107. The OHSJP Statistical Analysis and Research Section predicts 145 unhelmeted motorcyclist fatalities for CY 2015, which represents an increase of 24.4% from the baseline 2008-2012 average of 90.

Motorcycle Safety Program Overview

Motorcycle Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: M9MA-2015-HS-04-15 (Motorcyclist Awareness Campaign)
Project Title: Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign from April to September 2015. 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 2014. The campaign utilized the “*Look,*” “*Ride Smart,*” and “*Share the Road*” 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 the messages, “Ride Smart. Look for Motorcycles.” and “Drive Smart. Look for Motorcycles.”

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 2015, focusing on the seventeen (17) priority counties in SC that had the highest number of motorcyclist fatalities during CY 2014.	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 2015 through September 2015 in seventeen (17) priority counties that experienced the highest number of motorcycle deaths in 2014. 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 2015 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 one (1) time during the FFY 2015 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 2014 in Horry County during the month of May 2015 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 2015. These materials included kickstand plates, keychains, wrist bands that contained the "Ride Smart" 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 boards around the state in designated time periods during the motorcycle safety campaign effort. These message boards will be utilized in May, July, and September 2015. The alternating messages to be shown on the message boards are "Ride Smart. Motorcycles are Everywhere." and "Drive Smart. Motorcycles are Everywhere." This messaging has been made available to this campaign at no cost.</p>	<p>The SCDOT again partnered with the OHSJP to display "Ride Smart. Motorcycles are Everywhere." and "Drive Smart. Motorcycles are Everywhere." messages on selected dates from May 2015 through September 2015 on SCDOT variable message boards.</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-2015-HS-04-15	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	\$80,000	
Section 405f MAP-21 Total			\$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 during the five-year period from 2008 to 2012: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, Georgetown, Berkeley, Sumter, Aiken, York, 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 4.9% from the 2008-2012 five-year baseline average of 103 to 98 by December 31, 2015.

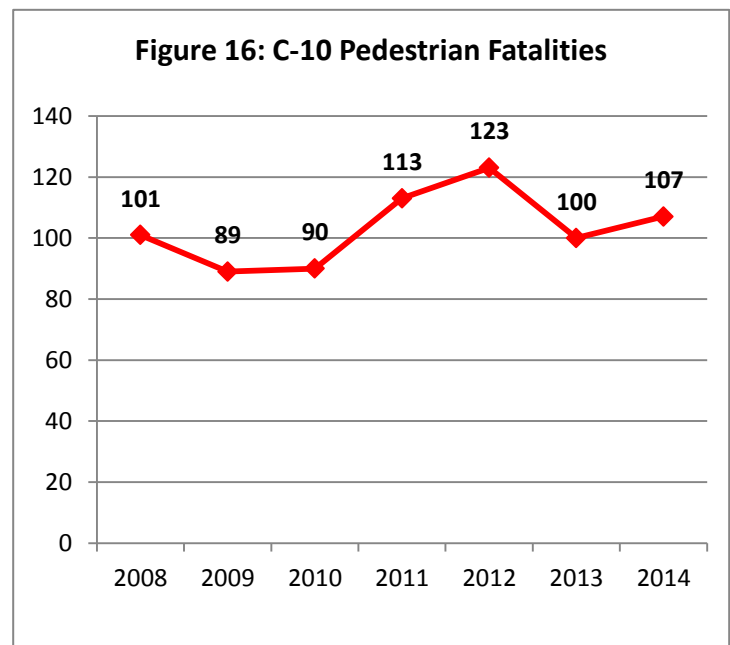
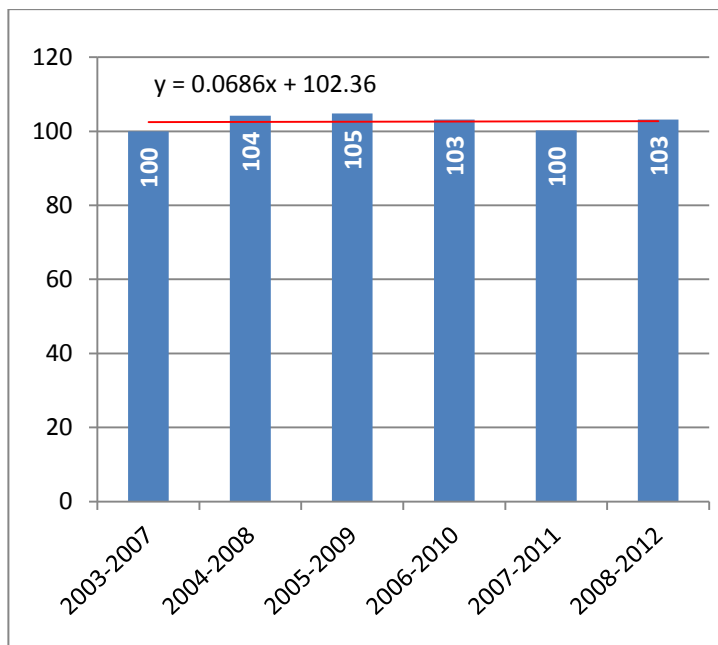


Figure 16: C-10. South Carolina Pedestrian Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of pedestrian fatalities will be 112. The OHSJP Statistical Analysis and Research Section predicts 115 pedestrian fatalities for CY 2015, which represents an 11.7% increase when compared to the 2008-2012 average of 103 pedestrian fatalities.

Vulnerable Roadway Users Program Overview

- 2. Decrease bicyclist fatalities 7.7% from the 2008-2012 five-year baseline average of 13 to 12 by December 31, 2015.

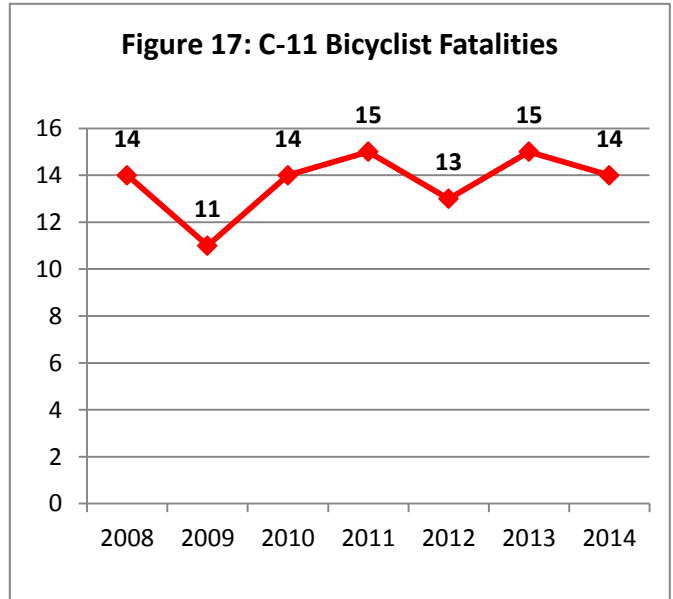
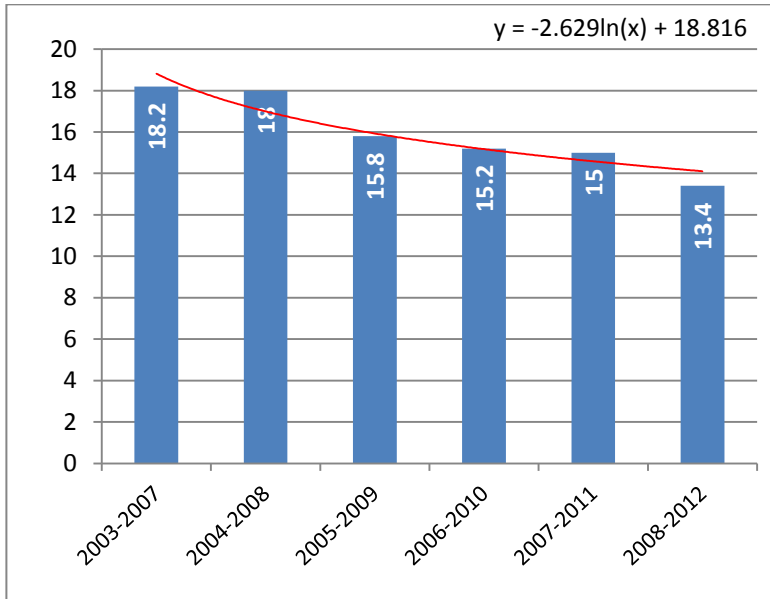


Figure 17: C-11. South Carolina Bicyclist Fatalities, 5- Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of bicyclist fatalities will be 14. The OHSJP Statistical Analysis and Research Section predicts 14 bicyclist fatalities for CY 2015, which represents a 7.7% increase from the five-year 2008-2012 baseline average of 13.

Vulnerable Roadway Users Program Overview

- 3. Decrease moped fatalities 9.1% from the 2008-2012 five-year baseline average of 22 to 20 by December 31, 2015.

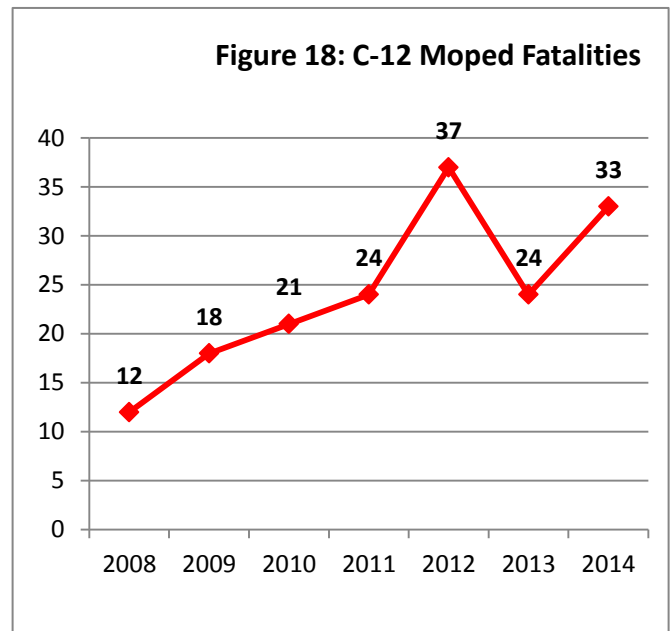
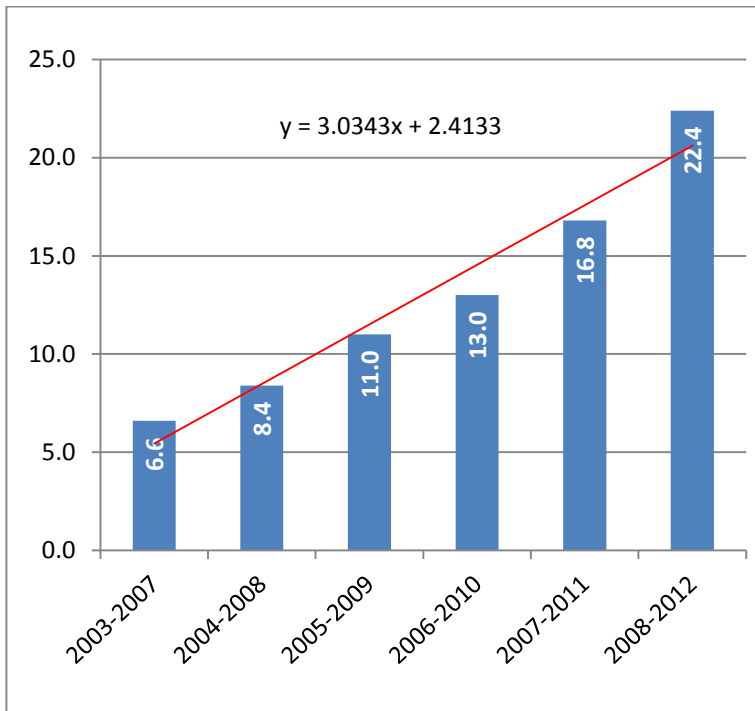


Figure 18: C-12. South Carolina Moped Fatalities, 5 Year Moving Average with Trend Analysis, 2003-2012.

The Statistical Analysis and Research Section of the OHSJP projects that the 2011-2015 average number of moped fatalities will be 33. The OHSJP Statistical Analysis and Research Section predicts 48 moped fatalities for CY 2015, which, unfortunately, represents an increase of 118.2% from the baseline 2008-2012 average of 22.

Vulnerable Roadway Users Program Overview

Vulnerable Roadway Users Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PS-2015-HS-04-15
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 2015, 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, pedalcyclists and mopeds. Community Relations Officers (CRO) give approximately 700 safety presentations a year, attend hundreds of safety fairs and give thousands of interviews on 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 program (S.E.E). 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, provides 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 9,196 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 and 5.</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 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 for the public to view or as a safety tool for school administrators and business safety officers to use as a tool to keep their students/workers safe.</p>

Vulnerable Roadway Users Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PS-2015-HS-04-15	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	\$0	NHTSA 402
Total			\$40,000	\$0	

Paid Media Overview

2014-2015 Christmas/New Year's *Sober or Slammer!* Campaign

Media Buy Summary for 2014-2015 Christmas/New Year's *SOS* campaign (Television)

Flight Dates: December 10-14, 17-21, and 24-31, 2014

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*. 2015 Law Enforcement DUI Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2015 Law Enforcement DUI Challenge effort, the Christmas/New Year's 2014-2015 portion of the Challenge ran from December 12, 2014 through January 1, 2015. 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 2014-2015 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 Monday, November 17, 2014, and concluded by Sunday, November 30, 2014. Post-campaign telephone surveys were conducted beginning Friday, January 2, 2014, and concluded by Saturday, January 10, 2015. The surveys concluded that 85% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis during the winter holiday 2014/2015.

The total costs for the Christmas/New Year's crackdown effort were \$157,287.40.

Campaign: SCDPS DUI Law Enforcement Challenge – Christmas/New Year's 2014**Flight Dates: Dec 10-14; Dec 17-21; Dec 24-31****Media Placement Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$113,800.55	815	927	1,742
CABLE	\$38,811.85	3,661	3,641	7,302
SPANISH-LANGUAGE	\$4,675.00	511	511	1,022
TOTALS	\$157,287.40	4,987	5,079	10,066

2014 Be a SANTA Designated Driver Campaign

Media Buy Summary for 2014 Be a SANTA Designated Driver Media Buy (Television) Flight Dates: December 1-31, 2014

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*. 2015 Law Enforcement DUI Challenge and contained enforcement and public information/education components, to include paid and earned media. As part of the strategic 2015 Law Enforcement DUI Challenge effort, this campaign focused on the Christmas/New Year's 2014-2015 portion of the Challenge, which ran from December 12, 2014 through January 1, 2015. 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.

Additionally, in support of the 2014-2015 Law Enforcement DUI Challenge and the 2014-2015 Christmas/New Year's DUI crackdown, 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*. The campaign ran during the month of December 2014. 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 Pee Dee (Florence/Myrtle Beach) 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 Florence/Myrtle Beach region, from December 1 to December 31.

The total costs for the Be a SANTA Designated Driver effort were \$54,909. 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: \$20,713.50

Campaign: SCDPS 2014 SANTA Designated Driver TV Campaign

Flight Dates: Dec 1-14, 2014

Media Placement Overview—Florence/Myrtle Beach Market

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$27,480.50	213	206	419
CABLE	\$6,715.00	469	478	947
TOTALS	\$34,195.50	682	684	1,366

2015 Sober or Slammer! Campaign

Media Buy Summary for 2015 DUI Media Buy

Radio Flight Dates: March 13-14, 2015; April 17-18, 2015; May 22-23, 2015; June 19-20, 2015; July 3-4, 2015; August 7-8, 2015

Television Flight Dates: August 19-23, 2015; August 26-30, 2015; and September 2-7, 2015

According to NHTSA, there were 279 alcohol-impaired driver fatalities in South Carolina during 2014. The South Carolina Department of Public Safety's (SCDPS) statistics for 2009-2013 show that there were at least 29,044 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 2015 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 2015 DUI crackdown and a monthly radio campaign in support of monthly DUI enforcement weekends from April through September 2015, 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 2015 mobilization crackdown. (Flight dates were Wednesday, August 19, 2015, through Sunday, August 23, 2015; Wednesday, August 26, 2015, through Sunday, August 30, 2015; and Wednesday, September 2, 2015, through Monday, September 7, 2015.) A new ad was produced featuring a "Who Will Be Taken?" message, showing the various people DUI crashes affect and challenging the viewing public to "do its part" in reducing impaired driving in South Carolina by reporting drunk drivers. The contractor customized the spot to include closed captioning and translation into Spanish. The total cost of the new ad was \$109,500.00. The ads were developed to contain both a strong DUI enforcement and emotional component and focused on the lives lost each year due to drinking and driving. 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 also secured for a previously-aired DUI enforcement spot. The thirty-second spot used was a previously produced commercial with a strong law enforcement message.

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 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, 2015 and concluded by Sunday, August 2, 2015. Post-campaign telephone surveys were conducted beginning Tuesday, September 8, 2015, and concluded by Monday, September 14, 2015. During the campaign, the surveys concluded that campaign awareness rose from 41.5% to 51.1%.

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 March 2015-August 2015. 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 21-34, 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 2015 Highway Safety Plan: Charleston, Greenville, Horry, Lexington, Richland, Sumter, Laurens, Anderson, Pickens, Spartanburg, Florence, Berkeley, Darlington, Aiken, Kershaw, Orangeburg, York, Lancaster, Dorchester, and Beaufort. The spots ran Wednesday through Saturday during each of the six (6) months from March through August coinciding with the designated weekends (March 13-14, 2015; April 17-18, 2015; May 22-23, 2015; June 19-20, 2015; July 3-4, 2015; and August 7-8, 2015).

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 showed state and local law enforcement officers with the slogan, “Going out tonight? So are we.” Additionally, an impaired driving prevention message was displayed by SCDOT message boards on select dates free of charge to assist in campaign awareness.

The total costs for the 2015 Sober or Slammer campaign were \$1,049,761.87. 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: \$204,540.00

Campaign: SCDPS 2015 Labor Day DUI

Flight Dates: April 13-19; May 18-24; Aug 17-23; Aug 24-30; Aug 31-Sept. 6; Sep 7

Campaign TV Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$231,256.00	1,779	1,748	3,527
CABLE	\$28,968.95	3,568	3,815	7,383
SPANISH-LANGUAGE	\$4,284.00			
TOTALS	\$327,053.90	11,933	12,363	24,295

Campaign: SCDPS 2015 DUI Enforcement Radio

Flight Dates: March 9-15; Apr 13-19; May 18-24; June 15-21; Jun 29-Jul 5; Aug 3-10

Radio Campaign Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
RADIO CAMPAIGN	\$176,912.31	6,452	6,232	12,684
SPANISH-LANGUAGE CAMPAIGN	\$22,812.00	1,153	1,153	2,306
TOTALS	\$199,724.31	7,605	7,385	14,990

2015 *Buckle Up, SC! It's the law and it's enforced.* Campaign

Media Buy Summary for 2015 BUSC Campaign

Radio Flight Dates: May 21-25, 2015

Television Flight Dates: May 11-25, 2015

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 2015 mobilization were an increase in safety belt usage in South Carolina of 2.0 percentage points (90.0% to 92.0%) 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 2015 blitz ran from May 18 – May 31, 2015, 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. This year's efforts also included a partnership with Chick-fil-A. Vehicle occupants that were observed by Troopers to be buckled were provided coupons for free Chick-Fil-A items.



The enforcement component emphasized nighttime safety belt enforcement strategies. The paid media portion of the campaign began May 11, 2015, and ran through May 25, 2015, and focused on educating the motoring public regarding nighttime safety belt enforcement.

Two (2) commercial spots were aired for the Memorial Day 2015 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 21, 2015, through the Memorial Day holiday on May 25, 2015, 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 boards 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 72.8% (pre-campaign) to 82.9% (post-campaign).

The total costs for the BUSC/Memorial Day campaign were \$339,863.98.

Campaign: SCDPS 2015 BUSC TV

Flight Dates: May 11-25, 2015

Campaign TV Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$168,710.55	1,194	1,164	2,358
CABLE	\$70,311.15	5,922	5,967	11,959
SPANISH-LANGUAGE	\$7,396.70	857	857	1,714
TOTALS	\$246,418.40	8,043	7,988	16,031

Campaign: SCDPS 2015 BUSC Radio

Flight Dates: May 21-23, 2015

By Language

Language	Total Cost	Paid Spots	Bonus Spots	Total Spots
ENGLISH	\$26,741.00	969	960	1,929
SPANISH	\$3,187.50	138	138	276
TOTALS	\$29,928.50	1,107	1,098	2,205

2015 Motorcycle Safety Campaign

Media Buy Summary for 2015 Statewide Motorcycle Safety Campaign

Radio Flight Dates (Beach Rallies): May 4-10; 11-17; 18-24, 2015

Radio Flight Dates Statewide: April 20-May 3, 2015; June 1-14, 2015; July 27-August 9, 2015

Campaign Overview

Motorcycle deaths statewide fell in 2014 compared to 2013, with 121 vs. 149 fatalities, respectively. The preliminary figure of 149 motorcycle fatalities in 2013 was the highest number of fatalities during the ten-year period 2005-2014. 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 8-17, 2015
Atlantic Beach Bike Fest May 22-25, 2015

The sustained campaign kicked off in April and ran through September, with a focus on 17 counties that experienced the highest number of motorcycle fatalities in 2014: 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 previously produced 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 2015 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 produced in 2014 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 2015 Bike Week/Bike Fest Motorcycle Safety campaign were \$131,884.25. 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 1.1 million for the 104 total billboards posted over the course of the campaign.

Outdoor Advertising/Alternative Media Cost: \$25,090.00

Campaign: SCDPS 2015 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	\$66,366.30	2,454	2,325	4,779
SPANISH-LANGUAGE CAMPAIGN	\$8,012.10	348	348	696
CAMPAIGN TOTALS	\$74,378.40	2,802	2,673	5,475

Campaign: SCDPS 2015 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	\$8,500.00	348	354	702

2015 High School Ticket Campaign

Media Buy Summary for 2015 High School Ticket Campaign

Flight Dates: 2014-2015 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 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 2014-2015 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 four (4) colors 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 so as 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 game programs. Announcements and generalizations were made 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 2014-2015 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.



The program ads were appeal to a variety

Expenditures from FFY 2015 for the 2014-2015 academic year were \$54,499.40, and expenditures for August/September of the 2015-2016 academic year were \$15,433.40. The total expenditures for the two years were \$69,932.80.

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 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?

	PRE		POST	
	N	Percent	N	Percent
Always	24	6	28	7
Most of the time	104	26.1	89	22.2
Half of the time	131	32.8	6	35.4
Rarely	8	1.9	6	1.4
Never	8	1.9	6	1.4

- 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 65% 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, 88% support strong enforcement of DUI laws in South Carolina, and 90% 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 77%.

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	166	41.5	204	51.1
No	230	57.4	192	47.8
Don't know	4	1.1	4	1.1

- 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, 73% 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.
 - 50% of respondents indicated the campaign would effectively deter them from drinking and driving; 49% said they do not drive within two hours of drinking, and an additional 22% said they already do not drink and drive.
- Television and billboards are key media platforms for the SCDPS DUI Campaign.
 - A large percentage (74%) of respondents said they saw the campaign on television in the post-survey and more than half (54%) said they saw billboards.
- Support of SCDPS’s DUI Enforcement Campaign remains extremely high.
 - Regardless of awareness of the Campaign, 90% of respondents said they fully support the implementation of the DUI Enforcement Program and Campaign by South Carolina; 71% 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 2015 mobilization during May 2015. 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, 401 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	363	90.5	369	90.7
Most of the time	23	5.7	25	6.2
Half of the time	7	1.9	4	1.0
Rarely	8	1.9	7	1.6
Never	0	0	2	0.5

- South Carolina drivers report a high level of usage of safety belts. More than 93% of those interviewed in both the pre-campaign and post-campaign survey report that they always use seat belts while driving in their own primary vehicle, while only 0.3% (pre-) and 0.7% (post-) report that they never use them in their own vehicle.
- The percentage of South Carolina Drivers who reported wearing their shoulder seat belt “all of the time” or “most of the time” increased slightly between the pre- and post- campaign surveys.
- The percentage of South Carolina drivers who reported increasing their seat belt usage in the last three months, however, decreased slightly between the pre- and post-campaign surveys, from 8.5% to 4.7%.

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	88	21.8	135	33.3
No	313	78.0	271	67.7
Don't know	0	0.0	0	0.0

- The percentage of respondents who reported they heard promotional messages encouraging people to wear seat belts in the past three months increased from 72.8% (pre-) to 82.9% (post-).
- Also, the percentage of South Carolina drivers who reported they heard about or saw police working at night to enforce seat belt laws increased from 11.4% (pre-) to 24.7% (post-).

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	74	18.5	86	21.1
Most of the time	111	27.6	130	32.0
Half of the time	101	25.3	89	22.0
Rarely	100	24.8	87	24.5
Never	10	2.5	10	2.5
Don't Know	6	1.4	4	0.9

- 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, 40.1 % of respondents in the pre-campaign survey and 45.6% in the post-campaign survey felt it was very likely they would get a ticket for not wearing a seatbelt.
- South Carolina drivers generally perceive that police in their communities are writing more seat belt tickets now than they were this time last year.
 - 59.8% (pre-) and 62.7% (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	25	6.3	13	3.2
Most of the time	75	18.9	61	15.0
Half of the time	72	18.1	73	18.0
Rarely	162	40.9	192	47.2
Never	63	15.9	68	16.6

- In terms of driving above the speed limit, the percentages in the pre- and post-campaign surveys who said that they always drove above 35 miles per hour on a local road with a speed limit of 30 MPH decreased, and those who “rarely” or “never” drove faster than 35 MPH increased.

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	19	4.8	10	2.5
Most of the time	68	17.1	42	10.4
Half of the time	58	14.5	73	18.0
Rarely	141	35.3	122	30.0
Never	113	28.4	122	30.0

- 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) decreased from 21.9% to 12.9%, 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 increased from 63.7% (pre-) to 69.1% (post-).

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

	PRE		POST	
	N	Percent	N	Percent
Yes	173	43.3	182	44.7
No	223	55.6	217	53.5
Don't know	4	1.0	7	1.8

- Slightly less than 45% of those surveyed in both the pre- (46.7%) and post-campaign (42.1%) 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	52	13.1	48	11.9
Most of the time	125	31.5	127	31.5
Half of the time	120	30.4	135	33.4
Rarely	93	23.5	85	21.1
Never	6	1.5	9	2.2

- Pre-campaign, 13.1% thought they would always get a ticket if they were speeding; this percentage decreased, but not significantly, to 11.9% in the post-campaign survey.
- Drivers' perceptions of their chances of getting a ticket if they drive over the speed limit are generally lower than the perceived likelihood that a person who drives after drinking alcohol will get arrested.
 - Pre-campaign, 44.6 % said the chances of getting a ticket for speeding were “always” or “most of the time,” compared to 55.5% for the chances of “always” or “most of the time” getting arrested for driving after drinking.
 - Post-campaign, 43.4% said the chances of getting a ticket for speeding were “always” or “most of the time,” compared to 53.6% for the chances of “always” or “most of the time” getting arrested for driving after drinking.

Federal Funds Expended on Projects

GRANT NUMBER	GTS Project Code	PROJECTS AWARDED FOR FY15	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
PLANNING & ADMINISTRATION					
PA-2015-HS-01-15	HS-01-15	HWY. SAFETY PLANNING & ADM.	\$ 105,684.00	\$ 84,641.81	\$ 85,101.65
		HWY SAFETY P & A STATE MATCH	105,684.00	84,641.81	85,101.65
			-	-	-
			\$ 105,684.00	\$ 84,641.81	\$ 85,101.65
402 ALCOHOL					
AL-2015-HS-26-15	HS-26-15	CJA-Impaired Driving Countermeasures Training	\$ 175,472.00	121,251.75	159,977.90
AL-2015-HS-27-15	HS-27-15	SC Commission Traffic Safety Resource Prosecutor	161,570.00	69,969.57	106,184.35
			-	-	-
			\$ 337,042.00	\$ 191,221.32	\$ 266,162.25
OCCUPANT PROTECTION					
OP-2015-HS-02-15	HS-02-15	OCCUPANT PROTECTION PROGRAM MGMT	\$ 104,367.00	83,804.40	\$ 84,261.39
OP-2015-HS-17-15	HS-17-15	SCDHEC - Travel Safe South Carolina	143,422.00	85,648.24	142,645.18
			-	-	-
			\$ 247,789.00	\$ 169,452.64	\$ 226,906.57
PEDESTRIAN/BICYCLE SAFETY					
PS-2015-HS-04-15	HS-04-15	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 40,000.00	-	\$ -
			-	-	-
			\$ 40,000.00	\$ -	\$ -
POLICE TRAFFIC SERVICES					
PT-2015-HS-05-15	HS-05-15	P.T.S. PROGRAM MANAGEMENT	\$ 93,341.00	83,173.30	\$ 83,517.96
PT-2015-HS-06-15	HS-06-15	LAW ENFORCEMENT COORDINATION	784,760.00	524,955.98	704,699.01
PT-2015-HS-07-15	HS-07-15	CJA - Traffic Safety Officer Program	401,381.00	241,211.25	336,159.34
PT-2015-HS-08-15	HS-08-15	City of Columbia Police Department	215,120.00	104,862.00	153,064.00
PT-2015-HS-09-15	HS-09-15	Rock Hill Police Department	122,908.00	94,352.00	111,606.00
PT-2015-HS-10-15	HS-10-15	Dorchester County Sheriff's Office	135,467.00	95,618.00	113,471.00
PT-2015-HS-12-15	HS-12-15	City of Anderson Police Department	199,788.00	179,727.00	179,727.00
PT-2015-HS-13-15	HS-13-15	City of North Charleston Police Department	261,236.00	52,973.00	205,952.00
PT-2015-HS-16-15	HS-16-15	Lexington County Sheriff's Office	6,000.00	4,911.00	4,911.00
PT-2015-HS-18-15	HS-18-15	Spartanburg Public Safety Department	98,114.00	65,900.00	80,197.00
PT-2015-HS-24-15	HS-24-15	Richland County Sheriff's Department-Radar	12,111.00	6,372.00	11,329.00
			-	-	-
			\$ 2,330,226.00	\$ 1,454,055.53	\$ 1,984,633.31
TRAFFIC RECORDS					
TR-2015-HS-03-15	HS-03-15	TRAFFIC RECORDS IMPROVEMENTS	\$ 53,721.00	18,382.08	\$ 19,782.08
			-	-	-
			\$ 53,721.00	\$ 18,382.08	\$ 19,782.08
SAFE COMMUNITIES					
SA-2015-HS-04-15	HS-04-15	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 825,122.00	419,488.53	\$ 532,620.43
			-	-	-
			\$ 825,122.00	\$ 419,488.53	\$ 532,620.43
				\$ -	\$ -
		NHTSA 402 Total	\$ 3,939,584.00	\$ 2,337,241.91	\$ 3,115,206.29

Federal Funds Expended on Projects

408 DATA PROGRAM Funds					
K9-2015-HS-03-15	HS-03-15	TRAFFIC RECORDS IMPROVEMENTS	\$ 285,716.03	207,464.74	\$ 285,716.03
			-	-	-
			\$ 285,716.03	\$ 207,464.74	\$ 285,716.03
NHTSA 408 Total			\$ 285,716.03	\$ 207,464.74	\$ 285,716.03
410 ALCOHOL					
K8-2015-HS-25-15	HS-25-15	IMPAIRED DRIVING COUNTERMEASURES	\$ 147,879.00	103,074.46	\$ 103,719.26
K8-2015-HS-33-15	HS-33-15	Berkeley County Sheriff's Office	61,782.72	49,070.00	61,782.72
K8-2015-HS-34-15	HS-34-15	Orangeburg Department of Public Safety	60,507.00	16,159.00	57,885.00
K8-2015-HS-41-15	HS-41-15	Greenville County Sheriff's Office	56,407.00	42,425.00	56,407.00
			-	-	-
			\$ 326,575.72	\$ 210,728.46	\$ 279,793.98
NHTSA 410 Total			\$ 326,575.72	\$ 210,728.46	\$ 279,793.98
410 FATALITY RATE					
K8FR-2015-HS-32-15	HS-32-15	SCHP-Anderson County DUI Enforcement Team	\$ 174,685.00	133,024.24	\$ 146,819.47
K8FR-2015-HS-33-15	HS-33-15	Berkeley County Sheriff's Office	786.28	-	786.28
K8FR-2015-HS-25-15	HS-25-15	IMPAIRED DRIVING COUNTERMEASURES	\$ 16,782.46	-	\$ 16,782.46
			-	-	-
			\$ 192,253.74	\$ 133,024.24	\$ 164,388.21
NHTSA 410 FR Total			\$ 192,253.74	\$ 133,024.24	\$ 164,388.21
164 PAID MEDIA					
164PM-2015-HS-25-15	HS-25-15	IMPAIRED DRIVING COUNTERMEASURES	\$ 500,000.00	182,903.29	\$ 500,000.00
			-	-	-
			\$ 500,000.00	\$ 182,903.29	\$ 500,000.00
164 Transfer Funds Total			\$ 500,000.00	\$ 182,903.29	\$ 500,000.00
405b OP HIGH HVE					
M1HVE-2015-HS-25-15	HS-25-15	IMPAIRED DRIVING COUNTERMEASURES	\$ 30,000.00	-	\$ 30,000.00
			-	-	-
			\$ 30,000.00	\$ -	\$ 30,000.00
MAP 21 405b OP Low Total			\$ 30,000.00	\$ -	\$ 30,000.00
405b OP LOW HVE					
M2HVE-2015-HS-02-15	HS-02-15	OCCUPANT PROTECTION PROGRAM MGMT.	\$ 400,000.00	305,269.98	\$ 397,675.98
			-	-	-
			\$ 400,000.00	\$ 305,269.98	\$ 397,675.98
MAP 21 405b OP Low Total			\$ 400,000.00	\$ 305,269.98	\$ 397,675.98

Federal Funds Expended on Projects

		405c DATA PROGRAM			
M3DA-2015-HS-03-15	HS-03-15	TRAFFIC RECORDS IMPROVEMENTS	\$ 847,126.97	-	\$ 20,906.40
			-	-	-
			\$ 847,126.97	\$ -	\$ 20,906.40
		MAP 21 405c Data Program Total	\$ 847,126.97	\$ -	\$ 20,906.40
		405d HIGH HVE			
M4HVE-2015-HS-06-15	HS-06-15	LAW ENFORCEMENT COORDINATION	\$ 579,200.00	394,175.03	\$ 394,175.03
M4HVE-2015-HS-16-15	HS-16-15	Lexington County Sheriff's Office	\$ 160,105.00	102,173.00	\$ 133,147.00
M4HVE-2015-HS-20-15	HS-20-15	SCHP-Berkeley County DUI Prosecutor Program	\$ 117,713.00	31,424.18	\$ 31,480.65
M4HVE-2015-HS-21-15	HS-21-15	Kershaw County Sheriff's Office	\$ 160,948.00	33,586.00	\$ 127,102.00
M4HVE-2015-HS-22-15	HS-22-15	City of Charleston Police Department	\$ 136,014.00	116,686.00	\$ 136,014.00
M4HVE-2015-HS-24-15	HS-24-15	Richland County Sheriff's Department	\$ 213,983.00	166,183.00	\$ 194,988.00
M4HVE-2015-HS-29-15	HS-29-15	Charleston County Sheriff's Office	\$ 132,851.00	100,939.00	\$ 118,711.00
M4HVE-2015-HS-31-15	HS-31-15	York County Sheriff's Office	\$ 162,795.00	113,618.00	\$ 141,518.00
M4HVE-2015-HS-35-15	HS-35-15	Lancaster County Sheriff's Office	\$ 150,982.00	96,373.00	\$ 136,579.00
M4HVE-2015-JC-39-15	JC-39-15	Fifth Circuit Solicitor's Office	\$ 122,537.00	54,059.00	\$ 71,683.00
M4HVE-2015-JC-40-15	JC-40-15	Twelfth Circuit Solicitor's Office	\$ 135,748.00	48,428.00	\$ 66,731.00
			-	-	\$ -
			\$ 2,072,876.00	\$ 1,257,644.21	\$ 1,552,128.68
		405d HIGH PAID/EARNED MEDIA			
M4PEM-2015-HS-25-15	HS-25-15	IMPAIRED DRIVING COUNTERMEASURES	\$ 753,217.54	339,495.11	\$ 752,818.66
			-	-	-
			\$ 753,217.54	\$ 339,495.11	\$ 752,818.66
		MAP 21 405d Impaired Driving High Total	\$ 2,826,093.54	\$ 1,597,139.32	\$ 2,304,947.34
		405f MOTORCYCLE AWARENESS			
M9MA-2015-HS-04-04	HS-04-15	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 80,000.00	48,943.85	\$ 80,000.00
			-	-	-
			\$ 80,000.00	\$ 48,943.85	\$ 80,000.00
		MAP 21 405f Data Program Total	\$ 80,000.00	\$ 48,943.85	\$ 80,000.00
		TOTAL NHTSA & Incentive Funds	\$ 9,427,350.00	\$ 5,022,715.79	\$ 7,178,634.23
		402 LOCAL BENEFIT INFORMATION:	648,991.99	LOCAL BENEFIT	
			764,785.38	TOTAL EXPEND.	