South Carolina Department of Public Safety

Office of Highway Safety and Justice Programs

August 21, 2014

Ms. Carmen Hayes, Regional Administrator
National Highway Traffic Safety Administration
Atlanta Federal Center
61 Forsyth Street, SW, 17T30
Atlanta, GA 30303

Dear Ms. Hayes:

Attached you will find a revised copy of South Carolina's FFY 2015 Highway Safety Plan (HSP), a revised spreadsheet of items valued at $5,000 or greater for which SC is requesting approval for FFY 2015 and an official response from this office to the **South Carolina FFY 2015 HSP Review – Recommendations and Requirements** prepared by Region 4 staff. The revised version of the HSP contains edits based on this document. We appreciate your extensive review of our HSP, and we feel that the attached document is an improved Plan that is more user-friendly than the original document and somewhat more streamlined (down to 225 pages from the original 251).

Please note that, with the streamlining of the document, pagination has changed within the HSP. Therefore page number references in the **South Carolina FFY 2015 HSP Review – Recommendations and Requirements** document may not align with the current pages that address the issues outlined by NHTSA Region 4 staff. However, our response document clearly identifies by page number the sections in which the appropriate revisions may be found.

Again, many thanks for reviewing thoroughly South Carolina's Highway Safety Plan for FFY 2015. Your suggestions and recommendations have made this a better Plan. Should you have additional questions, please do not hesitate to contact me.

Sincerely,

Phil Riley
Director

Attachments

cc: Dr. Ed Harmon
Mr. Karl Boston

Response to the
SOUTH CAROLINA FFY 2015 HSP REVIEW – RECOMMENDATIONS AND REQUIREMENTS by the NHTSA Region 4 Office

Response to MAP-21 Requirements and Suggested HSP Revision/Clarification

1) See Page 5011 of : §1200.11 (a) *Highway safety planning process.*(1) A brief description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures and define its performance targets, develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets. In describing these data sources and processes, the State shall identify the participants in the processes (e.g., highway safety committees, program stakeholders, and community and constituent groups).

   Response: Please see additional information provided on pages 32-33 of the revised Plan, which includes references to contributions made to the Highway Safety Planning Process by task forces and coalitions, such as the Traffic Records Coordinating Committee, the Motorcycle Safety Task Force and the Impaired Driving Prevention Council.

2) See Page 5012: §1200.11 Contents. (b) *Performance plan.* A performance plan containing the following elements: 2) Performance measures developed by DOT in collaboration with the Governor's Highway Safety Association and others, beginning with the MAP–21 directed ''Traffic Safety Performance Measures for States and Federal Agencies'' (DOT HS 811 025), which are used as a minimum in developing the performance targets identified in paragraph (b)(1) of this section. Beginning with grants awarded after fiscal year 2014, the performance measures common to the State's HSP and the State highway safety improvement program (fatalities, fatality rate, and serious injuries) shall be defined identically, as coordinated through the State strategic highway safety plan.

   Response: Please reference pages 42-43 of the revised Plan, which deletes the section deemed as confusing and replaces this section with a more clear statement regarding the alignment of performance measures among various state highway safety plans. In addition, the OHSJP has attached e-mail communications from the SCDOT Traffic Safety Engineer and the FHWA Safety Engineer for the State of South Carolina indicating agreement with the performance measures contained in the HSP.

3) See Page 5012: §1200.11 (c) *Highway safety strategies and projects.* A description of— … (4) The evidence-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. At a minimum, the State shall provide for—(i) An analysis of crashes, crash

fatalities, and injuries in areas of highest risk; (ii) Deployment of resources based on that analysis; and (iii) Continuous follow-up and adjustment of the enforcement plan. (5) The planned high visibility enforcement strategies to support national mobilizations.

Response: Please see pages 46-47 of the revised Plan for additional information regarding deployment of resources through the state's LEN system and continuous follow up of enforcement plans.

In addition to the above edits, please note that our thorough revision of the Plan included elimination of duplicate data Tables and Figures and the addition of a detailed listing of every Table and Figure included in the document following the Attachment listing in the Table of Contents portion. This exhaustive listing includes Table and Figure numbers, titles, data sources and page numbers. When these items are referenced within the document, the reference always includes the page number on which the respective Table and/or Figure may be found. The Tables and Figures have been re-numbered in the revised document to reflect the appropriate order**. It should also be noted that any Table with a designation of "S" before the Table or Figure number reflects the fact that this particular Table/Figure contains state traffic data.** It should also be noted that the **Formatting/Content Recommendations** by NHTSA Region 4 staff have been addressed.

Response to Programmatic Recommendations

1. Encourage use of HOTSPOT Locator program (Alabama). Alabama experienced a significant drop in alcohol and speed related fatalities by adopting this program. The HSP does not include high-risk data by roadway.

   Response: The OHSJP has included a strategy on page 184 of the revised HSP which states the following, "The OHSJP will research the HOTSPOT Locator Program utilized by other states to determine its best application in South Carolina. This program focuses on data showing high-risk roadway sections which are problematic for traffic crashes, injuries and fatalities."

2. Consider establishing motorcycle enforcement programs in high-risk geographic locations to coincide with educational/outreach campaigns. Examine and develop new strategies on how to reach the new demographic (older population) on motorcycle safety. Develop a plan to work with the DMV to reach registered motorcyclists/moped riders with educational materials. Consider motorcycle assessment.

   Response: The OHSJP has included a strategy on page 133 of the revised HSP which states the following, "The OHSJP will explore, through the Motorcycle Safety Task Force and its law enforcement contacts, methods for implementing specialized traffic enforcement activity relative to motorcyclists to coincide with current educational efforts, with a view toward implementation in South Carolina. If implemented, the effort will focus on high-risk locations for motorcycle fatalities." Please note that the OHSJP already bases much of its campaign efforts on the older motorcyclist population, since data show that this segment of the population comprises the majority of motorcyclist fatalities. Also, Strategy #5 on page 133 demonstrates educational efforts already underway through the AARP in South Carolina which reach older

motorcyclists. The OHSJP believes also that additional educational efforts which might be explored with SCDMV are already covered by Strategy #3 on page 132, which focuses on the maintenance of the Motorcycle Safety Task Force, of which SCDMV is a member. OHSJP will consider a motorcycle assessment, but it will most likely need to occur in FFY 2016 due to funding limitations in FFY 2015.

3. Add Speed related questions to Attitudinal Survey since these crashes represent 1/3 of fatalities.

   Response: The OHSJP has added a strategy on page 108 of the revised HSP, which states the following "The OHSJP will add questions to its Attitudinal Survey to gauge public awareness of speed-related enforcement and media efforts."

4. Launch an organized mobilization in November that focuses on nighttime fatalities. Should utilize 405b OP funding to conduct a nighttime belt enforcement campaign. Organize the LENs to coordinate efforts in counties with a large % of nighttime vehicle occupant fatalities.

   Response: Instead of utilizing Section 405b funding towards a November nighttime belt enforcement campaign, OHSJP has decided to place a portion of these funds towards expanding its statewide DUI enforcement and media efforts (i.e., Sober or Slammer campaign) during certain months that crash data indicate have the highest number of fatal DUI crashes over the time period 2008-2012. However, it is possible that nighttime safety belt enforcement could be incorporated into these expanded DUI enforcement efforts. The State already has utilized with great success nighttime safety belt enforcement in its occupant protection efforts over the last two years and has been at 90% or above in its seat belt usage rate for three consecutive years. The OHSJP has included a strategy regarding the expansion of its Sober or Slammer campaign on page 92 of the revised HSP.

5. Given the high number of pedestrian fatalities in specific locales (Columbia, Charleston, and North Charleston), SC should work with the DOT/FHWA in conducting pedestrian studies in these locales. Identify specific roadways with high serious injury & fatality rates. Solutions may include DOT crosswalks, signage, etc. (funded by SCDOT).

   Response: The OHSJP is already working with SCDOT to identify strategies that could be put into place to reduce pedestrian fatalities through collaborative efforts associated with the update of the State's Strategic Highway Safety Plan. In addition, the State has outlined strategies in its HSP for the continuation of efforts relative to vulnerable roadway users. OHSJP staff will discuss with SCDOT/FHWA representatives the feasibility of conducting pedestrian studies in locations with a high number of pedestrian fatalities.

6. Consider submitting South Carolina buy plan for input from NHTSA HQ media contractor regarding SC ad buys; this action will avoid overlap with national buys and extend your coverage/dollars.

Response: The OHSJP currently shares the media proposal offered for each campaign by NHTSA HQ with its marketing contractor. However, in the future and when feasible, OHSJP will submit its buy plan to the NHTSA HQ media contractor for input. Because South Carolina is a relatively small state geographically, it may be difficult to avoid overlap between the state and national media buys. While the national media buy naturally uses the national slogans for DUI and occupant protection enforcement campaigns, neither of these is the primary slogan for South Carolina's campaign efforts. As such, OHSJP desires to have its State-produced TV ads receive the same level of coverage as the national ads.

SOUTH CAROLINA'S
HIGHWAY SAFETY AND PERFORMANCE PLAN
FFY 2015

Submitted by the Office of Highway Safety and Justice Programs
SC Department of Public Safety

July 1, 2014

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Data Sources – *Analysis of Fatal Crash Data South Carolina: 2008-2012 – NHTSA and TransAnalytics, LLC; **SC State Data;*University of South Carolina Observational Safety Belt Surveys**

FIGURES

Data Sources – *Analysis of Fatal Crash Data South Carolina: 2008-2012 – NHTSA and TransAnalytics, LLC; **SC State Data; ***University of South Carolina Observational Safety Belt Surveys; ****US Census Bureau 2012; *****SC State Data and FARS

FIGURES – PERFORMANCE, ACTIVITY, and BEHAVIORAL MEASURES

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 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 (SCLEN) system. The SCLEN 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 the development and implementation, with the assistance of appropriate state and federal partners, of the SC Strategic Highway Safety Plan.

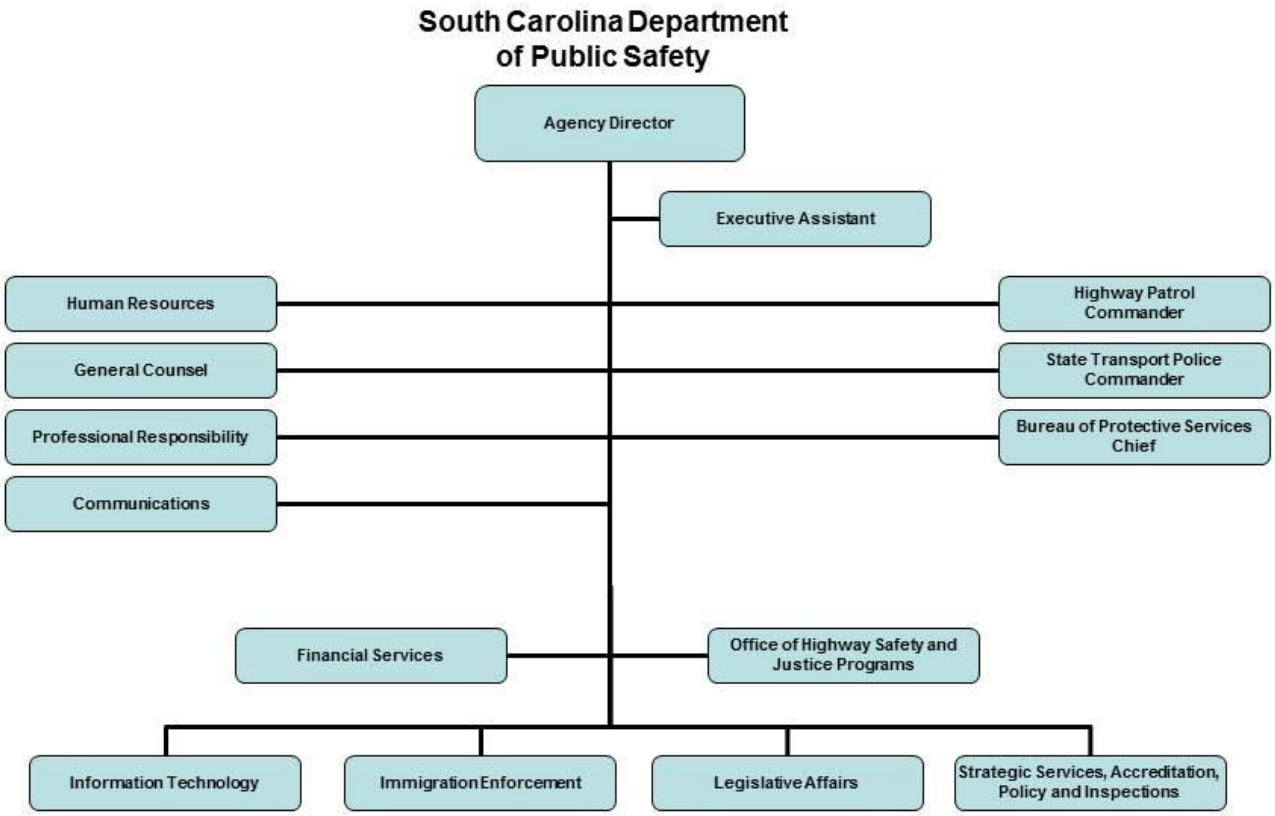
Other Special Projects, Events, and Activities Coordinated by OHSJP:

-Annual Memorial Service for Highway Fatality Victims
-Law Enforcement DUI Challenge
-DUI Enforcement Recognition/Law Enforcement Challenge Ceremony
-BAT (Breath Alcohol Testing)-mobile maintenance
-South Carolina Collision and Ticket Tracking System (SCCATTS)
-Drug Recognition Expert (DRE) Training
-Standard Field Sobriety Training (SFST)
-Child Passenger Safety Week (in conjunction with the SC Department of Health and Environmental Control)
-School Zone Safety Week
-Highway Safety Booth at the SC State Fair
-Families of Highway Fatalities (FHF) – advocacy, victim services

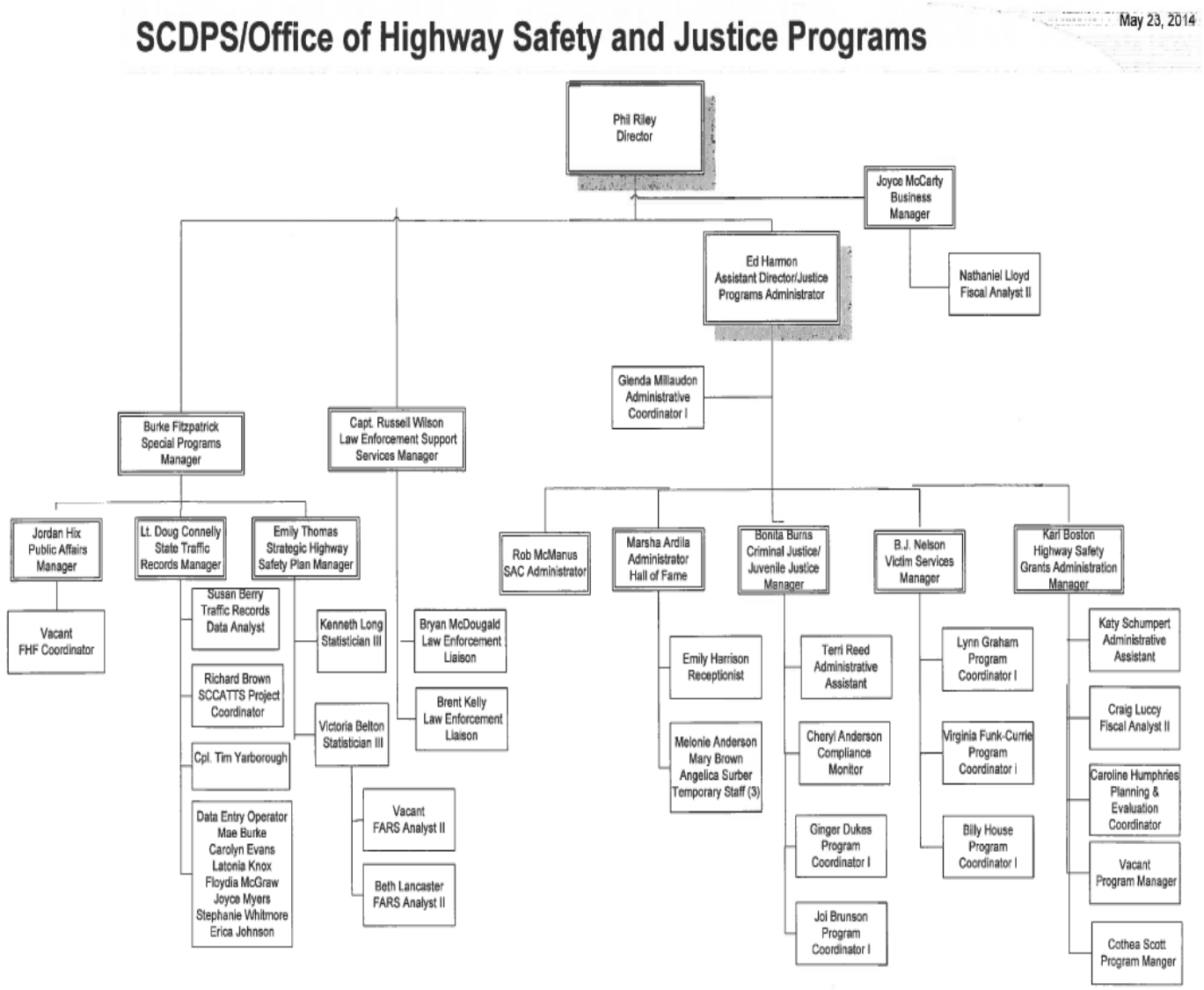
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force and the Traffic Records Coordinating Committee. OHSJP is divided into the following primary sections: **Grants 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, the Statistical Analysis Center for crime and victims statistics and the SC Law Enforcement Officers Hall of Fame**.

SCDPS/OHSJP Organizational Chart

Listed below is a diagram that illustrates the organizational structure of the SC Department of Public Safety. The State Highway Safety Office, located within the Office of Highway Safety and Justice Programs, is a component of the Operations Division. The position of Deputy Director for the Operations Division is a direct report to the agency Director, Leroy Smith, who serves as the Governor's Representative for Highway Safety in South Carolina.



Listed below is a diagram that illustrates the organizational structure of the Office of Highway Safety and Justice Programs.



FFY 2015 Highway Safety Plan

OHSJP produces an annual Highway Safety Plan (HSP) which serves as a programmatic roadmap for educational and highway safety enforcement initiatives implemented throughout the fiscal year with Section 402 and 405 funds received from the National Highway Traffic Safety Administration (NHTSA). This HSP outlines the strategic approach South Carolina will take to address traffic-related crashes and fatalities during FFY 2015 year through data-driven, evidence-based performance measures and practices.

Organization of the Plan

On July 6, 2012, Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law which substantially restructured highway safety grant programs administered by NHTSA. MAP-21 requires the Highway Safety Plan (HSP) to provide for a data-driven traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas of the state most at risk for such incidents. An amendment to Section 402(b) mandates the coordination of the HSP data collection and information systems with the State's Strategic Highway Safety Plan (SHSP). The overall purpose is to promote a unified approach to comprehensive transportation and safety planning and program efficiency with other Department of Transportation (DOT) agencies to align State performance targets where common measurements exist, such as fatalities and serious injuries.

Funding of eligible projects is based on nationally-established priority areas and others which, with additional justification and approval from NHTSA, may be deemed as state-identified "priority areas." Priority areas for Federal FY 2015 include impaired driving countermeasures, police traffic services (speed enforcement), adjudication /prosecution and occupant protection. Other areas eligible for funding in FFY 2015 include motorcycle safety, traffic records (statewide) and pedestrian safety.

The FFY 2015 Highway Safety Plan as presented gives basic information about the state, including demographic information and highway safety-specific statistical information for the state relative to traffic fatalities over a period of time (2008-2012), which represents the most recent available final data from both a state and national level. The basic state information will include data on the state's highway safety planning process, as well as how the state went about utilizing data and performance measures to establish appropriate goals for traffic safety improvement. The Plan will then present information and data about the key emphasis areas identified as critical in improving highway safety in South Carolina. The Plan also includes Section 405 grant application documents for Impaired Driving Countermeasures, Occupant Protection, State Traffic Safety Information System Improvements, and Motorcycle Safety.

South Carolina Traffic Fatality Data

Highway safety programs have been successful. In 1966, the motor vehicle death rate in South Carolina was 7.7 fatalities per 100 million vehicle miles of travel; in 2012, the rate was 1.76 fatalities per 100 million vehicle miles of travel. The federally-funded State and Community Highway Safety grant program has been a major contributor to that decline. Despite the gains, highway safety remains a significant and costly problem.

Statistical data (**Table 1** on page 7) for CY 2012 shows 863 people were killed in South Carolina traffic crashes. In the period from 2008 through 2012, the most recent release of Fatality Analysis Reporting System (FARS) indicates that there were approximately 4,315 motor vehicle-related deaths in South Carolina, for an average of about 863 deaths annually. Over this period, however, such deaths declined significantly, starting with 921 in 2008 and ending with 863 in 2012 (-6.3% in 2012, relative to 2008). Total deaths dropped from a high of 921 in 2008 to a low of 809 in 2010, before increasing in 2011 and 2012, but not to the levels seen in 2008 and 2009. The declines in South Carolina during the 2008-2012 time frame are not as significant as those occurring in NHTSA Region 4 or nationally, as seen in **Tables 2** [page 7] and **3** [page 8].

The data in **Table 1** on page 7 show that in 2012, South Carolina accounted for 10.4% of the *population* in Region 4; 10.1% of the Region's *VMT*; and 13.6% of the Region's *fatalities*. South Carolina's percentage of the Region's *fatalities* rose slightly during this five-year period, by 4.9% in 2012 when compared to the prior four years, while South Carolina's percentage of the Region's *VMT* and percentage of the Region's *population* remained stable. A comparison of South Carolina data with the Regional data (**Table 2** on page 7) and National data (**Table 3** on page 8) indicates that South Carolina's *average* VMT-based fatality rate over these five years (1.76 deaths per 100 million VMT) was higher than the five-year averages for Region 4 (1.36) and the Nation (1.15).

The state's population-based fatality rate (expressed as the number of deaths per 100,000 population) decreased by 2.4% in 2012, as compared to the average population-based fatality rate for the years 2008-2011. South Carolina's average population-based fatality rate (18.63 deaths per 100,000 residents) was also greater than both the Regional (14.89) and the National (11.02) rates.

Table 1. South Carolina Basic Data

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Total Fatalities	921	894	809	828	863	-6.30%	0.00%
VMT*	49,597	49,130	49,123	48,731	49,036	-1.13%	-0.22%
VMT Rate**	1.86	1.82	1.65	1.70	1.76	-5.23%	0.22%
Population	4,528,996	4,589,872	4,636,312	4,679,230	4,723,723	4.30%	2.50%
Pop. Rate***	20.34	19.48	17.45	17.70	18.27	-10.16%	-2.44%
Pct of Region Fatalities	12.43%	13.59%	12.65%	13.17%	13.57%	9.18%	4.86%
Pct of Region VMT	10.20%	10.10%	10.00%	10.05%	10.13%	-0.72%	0.40%
Pct of Region Population	10.41%	10.45%	10.46%	10.45%	10.44%	0.35%	0.00%

* Vehicle Miles of Travel (millions)
** Rate per 100 million vehicle miles
*** Rate per 100,000 population

According to the most recent FARS data, South Carolina's traffic death rate per 100,000,000 vehicle miles traveled (VMT) of 1.76 for 2012 is approximately 56% higher than the national VMT rate of 1.13. South Carolina's 2012 VMT rate was tied with the state of West Virginia for the highest among the fifty states and second only to the 1.87 VMT rate experienced by Puerto Rico.* In South Carolina, VMT declined by 1.13% from 2008 through 2012, and population increased by 4.3% during that period. Thus, the population-based fatality rate declined more (-10%) than either actual deaths (-6%) or the VMT-based rate (-5%).

Table 2 below shows that total annual motor vehicle fatalities in Region 4 decreased by 4.6% in 2012, compared to the 2008-2011 average; while VMT-based and population-based fatality rates dropped by 4.0% and 7.0%, respectively. These changes are slightly larger than those experienced in South Carolina (Table 1).

***2012 Motor Vehicle Crash Data from FARS and GES**

Table 2. Region 4 Basic Data

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Total Fatalities	7,408	6,580	6,394	6,286	6,358	-14.17%	-4.63%
VMT*	486,042	486,294	491,202	484,703	484,024	-0.42%	-0.62%
VMT Rate**	1.52	1.35	1.30	1.30	1.31	-13.82%	-4.04%
Population	43,526,761	43,927,319	44,334,420	44,758,075	45,239,502	3.93%	2.50%
Pop. Rate***	17.02	14.98	14.42	14.04	14.05	-17.42%	-6.96%

* Vehicle Miles of Travel (millions)
** Rate per 100 million vehicle miles
*** Rate per 100,000 population

When comparing 2012 decreases to the average decreases in 2008-2011, **Table 3** on page 8 shows that nationwide, fatalities declined by slightly lower proportions than seen in Region 4, with total fatalities decreasing by 1.9%, the VMT-based fatality rate decreasing by 2.1%, and the population-based fatality rate decreasing by 3.7%.

Table 3. Nationwide Basic Data

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change 2012 vs. prior 4-yr Avg.
Total Fatalities	37,423	33,883	32,999	32,479	33,561	-10.32%	-1.86%
VMT*	2,974	2,957	2,967	2,946	2,969	-0.16%	0.27%
VMT Rate**	1.26	1.15	1.11	1.10	1.13	-10.18%	-2.12%
Population (thousands)	304,094	306,772	309,350	311,592	313,914	3.23%	1.94%
Pop. Rate***	12.31	11.05	10.67	10.42	10.69	-13.13%	-3.72%

* Vehicle Miles of Travel (billions)

** Rate per 100 million vehicle miles

*** Rate per 100,000 population

During this same time period, as **Table 4** on page 9 demonstrates, South Carolina saw the largest decreases in passenger fatalities, a 26.7% decrease when comparing 2008 (187) to 2012 (137). Unrestrained occupant fatalities reflect a 24% decrease when comparing 2008 (412) to 2012 (313). When comparing the 400 impaired driving fatalities in 2008 to the number of impaired driving fatalities in 2012 (348), our State experienced a 13% decrease in this category. Speeding fatalities were 9.7% lower in 2012 (316) than in 2008 (350). Other decreases were seen in the following categories - bicyclist fatalities (-7.1%), driver fatalities (-4.4%), and young driver-involved fatalities (-3.8%) when comparing 2008 to 2012 statistical data.

Motorcyclist fatalities increased in South Carolina by 18.7% over the time period of 2008-2012 (from 123 in 2008 to 146 in 2012), whereas in Region 4, there was an 8.7% decrease in motorcyclist fatalities, and nationally, there was a 6.7% decrease in motorcyclist fatalities. It should be noted, however, that FARS data includes moped rider fatality statistics in the motorcyclist category, whereas South Carolina state traffic data does not. Older driver-involved fatalities also increased in South Carolina by 9% from 2008 through 2012 (from 122 in 2008 to 133 in 2012).

Also, as shown in **Table 4** on page 9, there were 67 bicyclist fatalities in the five-year period examined in this report, with 13 occurring in 2012, representing a decrease of 3.7% when compared to the average of the previous four-year period, and a 7.1% decrease from the level in 2008. In Region 4, there was a 9.9% increase in bicyclist fatalities in 2012, compared to the prior four-year average. Nationwide, there was a 1.1% increase in these fatalities from 2008 through 2012.

The total number of pedestrian fatalities in the state declined significantly from 2008-2010 (from 101 in 2008 to 90 in 2009), but moved upward again to 113 in 2011 and 123 in 2012, a 21.8% increase over the time period of 2008-2012. **Table 5** on page 10 shows that the ten cities in South Carolina with the greatest number of pedestrian fatalities during the 2008-2012 period accounted for 20.9% of such fatalities in the State during the same years. Columbia (5.8%) and Charleston (4.8%) were the cities in the State with the highest percentages during the five-year period.

Table 4. Fatalities by Type

	2008	2009	2010	2011	2012	Total 2008 - 2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Total Fatalities†								
South Carolina	921	894	809	828	863	4,315	-6.30%	0.00%
Region	7,408	6,580	6,394	6,286	6,358	33,026	-14.17%	-4.63%
U.S.	37,423	33,883	32,999	32,479	33,561	170,345	-10.32%	-1.86%
Driver Fatalities*								
South Carolina	616	614	553	540	589	2,912	-4.38%	1.42%
Region	4,917	4,251	4,106	4,000	4,134	21,408	-15.92%	-4.27%
U.S.	24,254	21,835	21,072	20,815	21,394	109,370	-11.79%	-2.73%
Passenger Fatalities*								
South Carolina	187	176	151	160	137	811	-26.74%	-18.69%
Region	1,402	1,293	1,227	1,182	1,109	6,213	-20.90%	-13.09%
U.S.	7,775	7,097	6,761	6,256	6,389	34,278	-17.83%	-8.37%
Motorcyclist Fatalities								
South Carolina	123	108	101	129	146	607	18.70%	26.68%
Region	1,103	859	848	956	1,007	4,773	-8.70%	6.96%
U.S.	5,312	4,469	4,518	4,630	4,957	23,886	-6.68%	4.75%
Pedestrian Fatalities								
South Carolina	101	89	90	113	123	516	21.78%	25.19%
Region	866	843	892	892	910	4,403	5.08%	4.21%
U.S.	4,414	4,109	4,302	4,457	4,743	22,025	7.45%	9.78%
Bicyclist Fatalities								
South Carolina	14	11	14	15	13	67	-7.14%	-3.70%
Region	171	154	125	165	169	784	-1.17%	9.92%
U.S.	718	628	623	682	726	3,377	1.11%	9.54%
Impaired Driving Fatalities								
South Carolina	400	374	353	309	348	1,784	-13%	-3.06%
Region	2,312	2,049	1,882	1,794	1,908	9,945	-17.47%	-5.04%
U.S.	11,711	10,759	10,136	9,865	10,322	52,793	-11.86%	-2.79%
Speeding Fatalities								
South Carolina	350	337	288	278	316	1,569	-9.71%	0.88%
Region	1,903	1,651	1,507	1,309	1,326	7,696	-30.32%	-16.73%
U.S.	11,767	10,664	10,508	10,001	10,219	53,159	-13.16%	-4.81%
Unrestrained Occupant Fatalities								
South Carolina	412	381	313	258	313	1,677	-24.03%	-8.21%
Region	2,898	2,481	2,258	2,037	2,008	11,682	-30.71%	-16.97%
U.S.	12,925	11,545	10,590	10,215	10,335	55,610	-20.04%	-8.69%
Young Driver-Involved Fatalities								
South Carolina	132	138	123	103	127	623	-3.79%	2.42%
Region	1,221	965	971	888	883	4,928	-27.68%	-12.68%
U.S.	6,311	5,544	4,936	4,726	4,565	26,082	-27.67%	-15.14%
Older Driver-Involved Fatalities								
South Carolina	122	132	115	123	133	625	9.02%	8.13%
Region	1,144	1,118	1,178	1,153	1,170	5,763	2.27%	1.89%
U.S.	5,825	5,613	5,787	5,704	5,927	28,856	1.75%	3.40%

* Fatality types cross multiple categories; therefore, some fatalities contribute to multiple categories (rows) in this table.

† Total includes unknown occupant fatalities

Table 5. Pedestrian Fatalities by Top Cities

City	2008	2009	2010	2011	2012	Total 2008 - 2012 N	%
Columbia	2	0	4	10	14	30	5.8%
Charleston	3	8	7	5	2	25	4.8%
North Charleston	5	2	4	1	1	13	2.5%
Greer	2	0	2	2	4	10	1.9%
Sumter	3	1	1	1	1	7	1.4%
Myrtle Beach	0	1	2	1	1	5	1.0%
Hilton Head Island	0	2	0	1	2	5	1.0%
Greenville	0	2	1	2	0	5	1.0%
West Columbia	0	0	1	2	1	4	0.8%
North Myrtle Beach	0	0	1	1	2	4	0.8%
Total Top Cities	**15**	**16**	**23**	**26**	**28**	**108**	**20.9%**
All Pedestrian Fatalities	**101**	**89**	**90**	**113**	**123**	**516**	**100%**

Major Categories of Traffic Fatalities in South Carolina

Figure 1 on the following page demonstrates categories of traffic fatalities in South Carolina from 2008-2012.

Driver/Operator fatalities accounted for the majority of motor vehicle-related fatalities in South Carolina, accounting for 67% of all such deaths over the five-year period, about 3.6 times as many deaths as were accounted for by passengers (19%).

Three overlapping categories were associated with the next largest proportions of total deaths (after drivers). They were (1) alcohol-impaired driving deaths (40%); (2) speed-related deaths (36.62%); and (3) unrestrained-occupant deaths (36.3%). The number of fatalities associated with each of these three categories declined from 2008 through 2012.

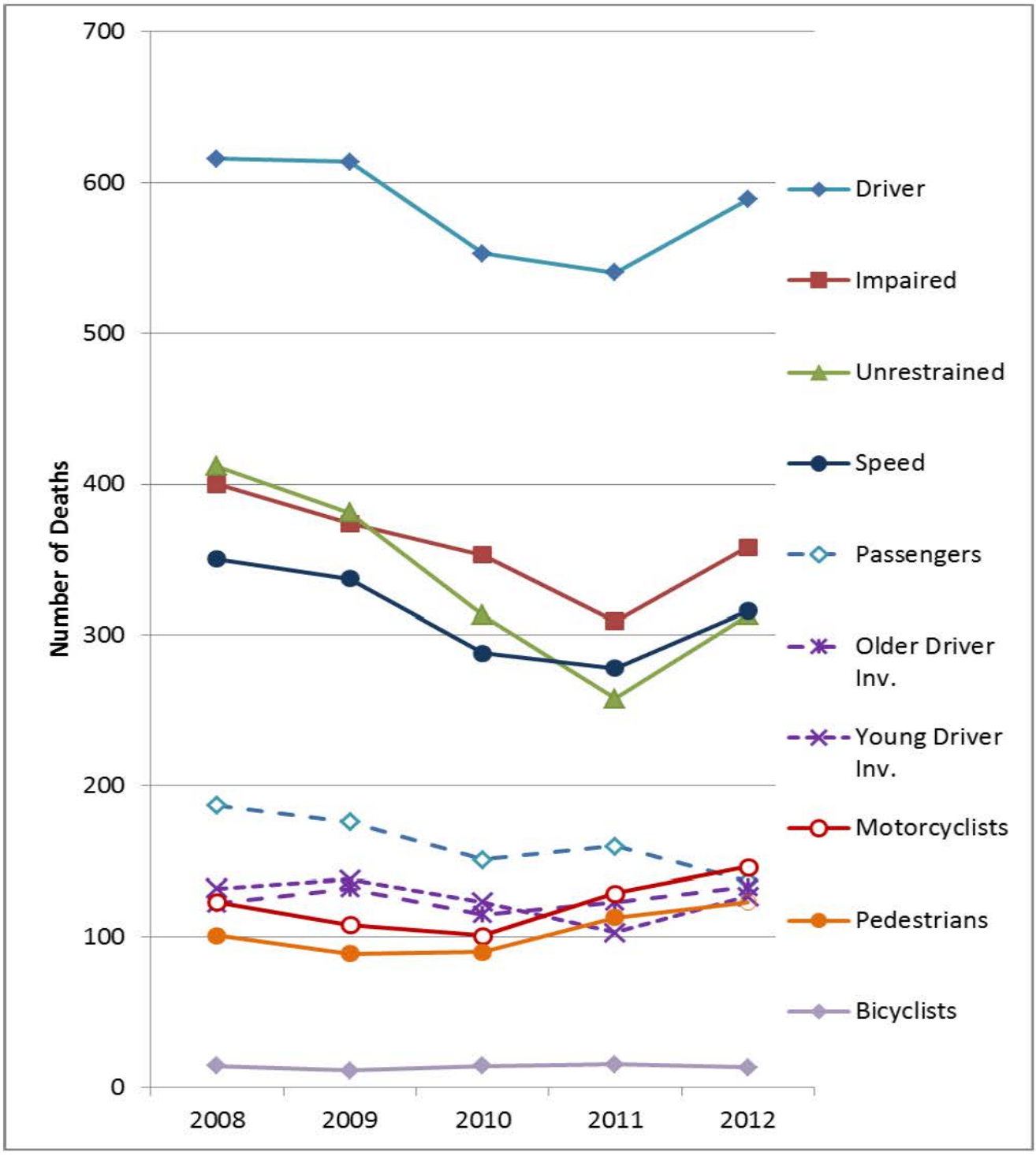


Figure 1. Traffic Fatality Trends in South Carolina: 2008 to 2012, by Category

Unrestrained occupant fatalities declined the most (-24% from 2008 through 2012; -8% relative to the average of the first four years). Like impaired driving deaths, unrestrained deaths declined steadily from 2008 through 2011 (-154 deaths) but then increased in 2012 (+55). The net decline from 2008 through 2012 was 42 deaths (annually). (See **Tables 6** [below] and **4** [page 9], and **Figures 2** [below]**, 3, and 4** [page 13] for unrestrained occupant deaths.)

Table 6. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	412	381	313	258	313	-24.03%	-8.21%
VMT Rate*	0.83	0.78	0.64	0.53	0.64	-23.16%	-8.01%
Pop. Rate**	9.45	8.57	6.91	5.62	6.75	-28.59%	-8.76%
Pct of Total	44.73%	42.62%	38.69%	31.16%	36.27%	-18.92%	-8.21%
Pct of Region	14.22%	15.36%	13.86%	12.67%	15.59%	9.64%	10.55%
Observed Belt Use	79.0%	81.5%	85.4%	86.0%	90.5%	14.56%	9.07%

* Rate per 100 million miles of travel
** Rate per 100,000 population

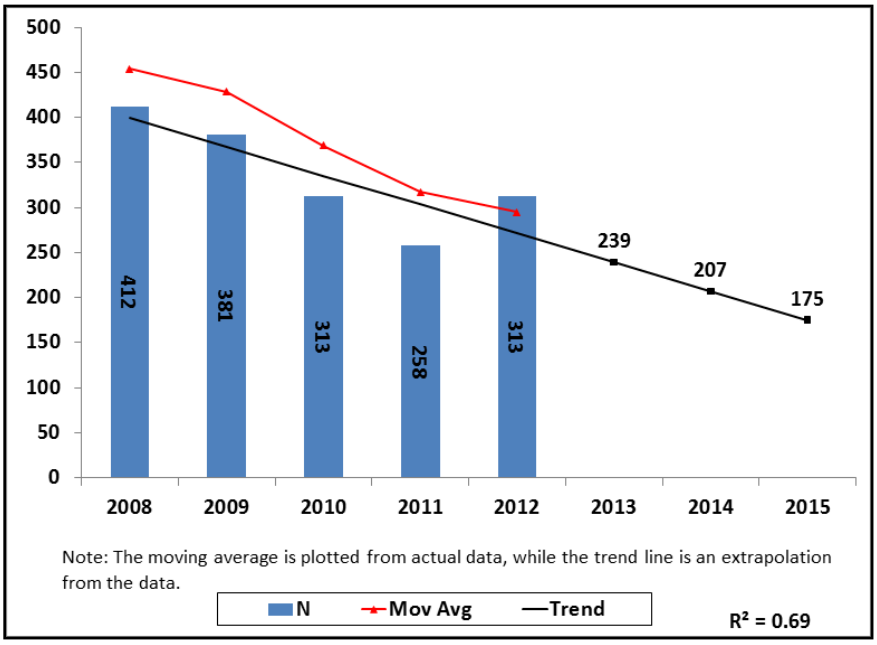


Figure 2. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

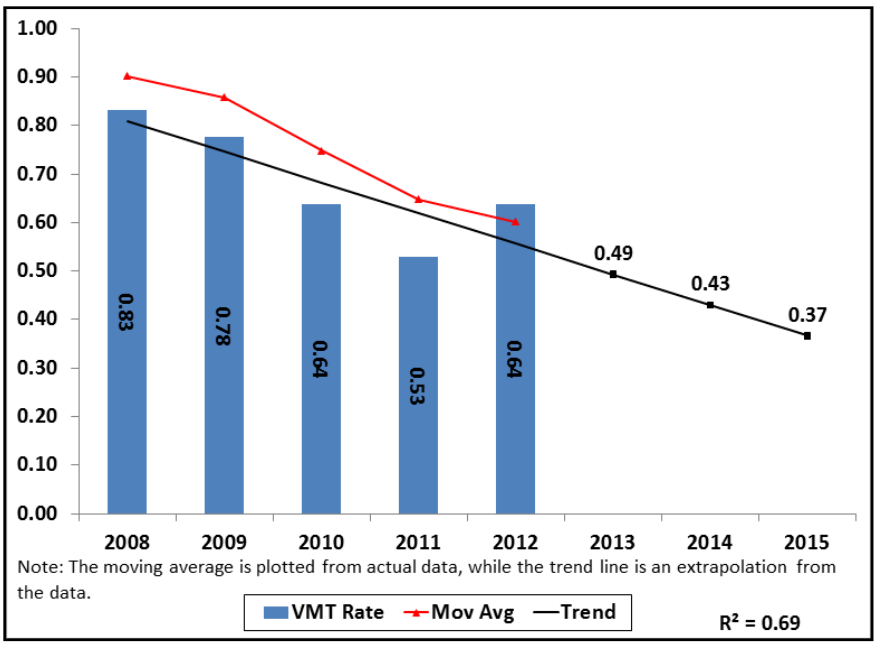


Figure 3. South Carolina Unbelted Passenger Vehicle Occupant Fatalities, VMT Rate

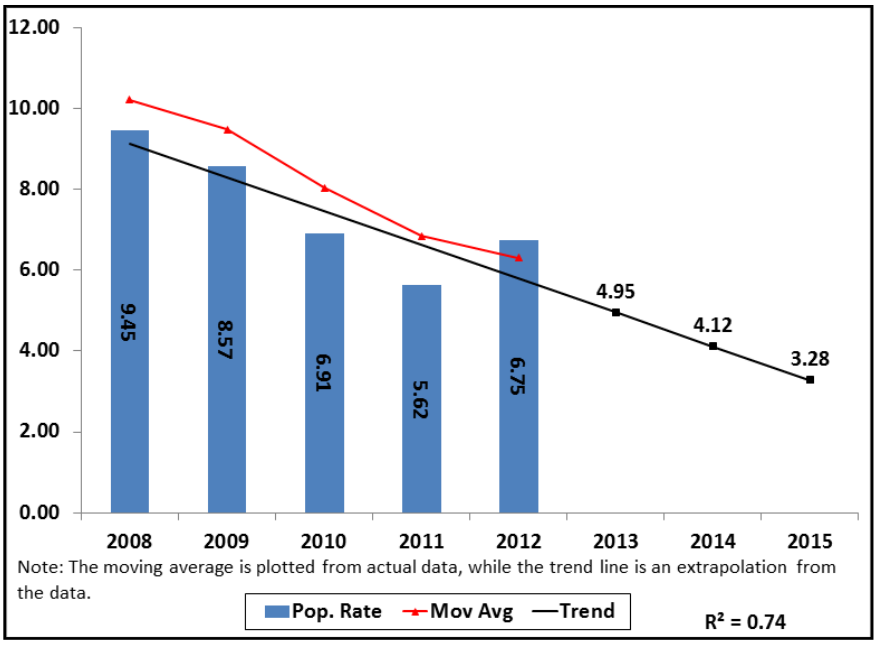


Figure 4. South Carolina Unbelted Passenger Vehicle Occupant Fatalities, Population Rate

The **second largest** decline among these categories was ***impaired driving*** deaths (-13% from 2008 through 2012; -3.06% relative to the average of 2008-2011). Impaired driving deaths declined steadily through 2011 (-91) but then increased in 2012 (+39), for a net decline of 52 deaths. (See **Tables 7 [**below] and **4** [page 9], as well as **Figures 5** [below]**, 6,** and **7** [page 15], for impaired driving trends.) Please note that, for the purposes of this document and the State's Impaired Driving Countermeasures Plan, the State of South Carolina is using the most recent FARS number for alcohol-impaired driving fatalities for SC in 2012 (348), provided to the State by the NHTSA Region 4 Office, rather than the number (358) provided in the Analysis of Fatal Crash Data South Carolina: 2008-2012.

Table 7. South Carolina Alcohol-Impaired Driving Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	400	374	353	309	348	-13%	-3.06%
VMT Rate*	0.81	0.76	0.72	0.63	0.71	-12%	-2.8%
Pop. Rate**	8.83	8.15	7.61	6.60	7.37	-16.59%	-5.43%
Pct of Total	43.43%	41.83%	43.63%	37.32%	40.32%	-7.16%	-2.96%
Pct of Region	17.30%	18.25%	18.76%	17.22%	18.24%	5.43%	2.0%

* Rate per 100 million miles of travel

** Rate per 100,000 population

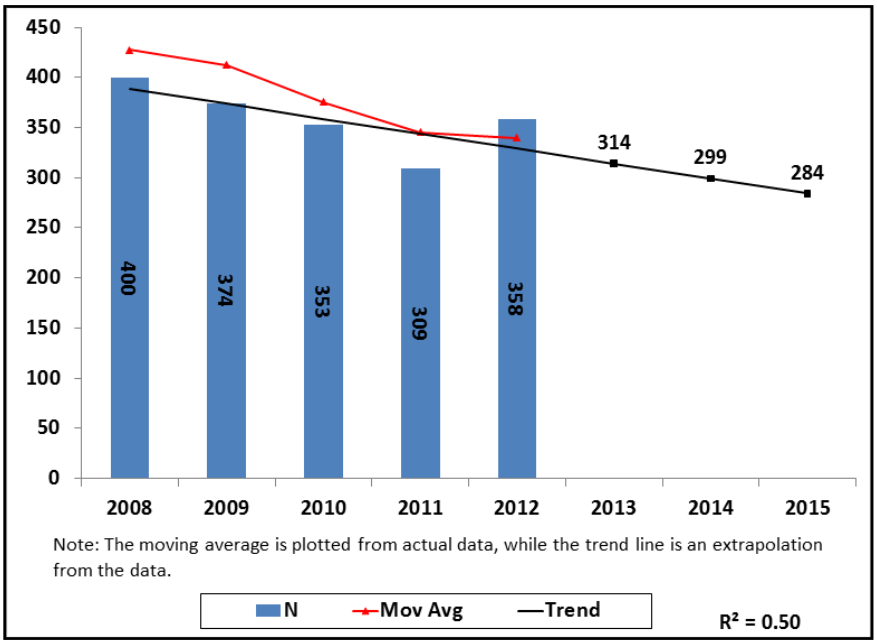


Figure 5. South Carolina Alcohol-Impaired Driving Fatalities

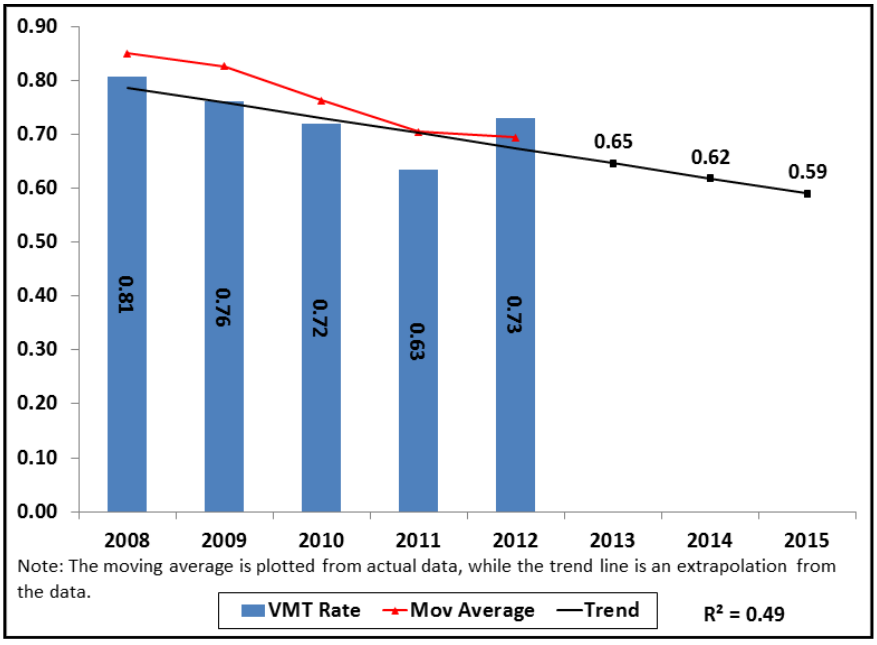


Figure 6. South Carolina Alcohol-Impaired Driving Fatalities, VMT Rate

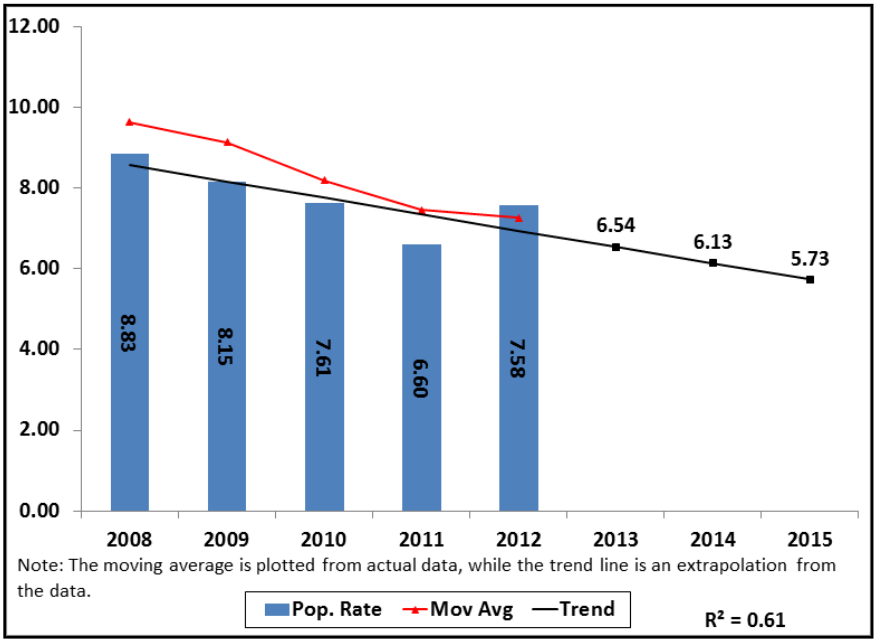


Figure 7. South Carolina Alcohol-Impaired Driving Fatalities, Population Rate

The **third largest** decline among these major categories was in ***speed-related*** deaths, where there was a 10% decline from 2008 through 2012, but the level in 2012 represented a 1% increase relative to the average of the first four years. Speed-related deaths also showed declines from 2008 through 2011 (-72) and then an increase in 2012 (+38), for a net decline of 34 deaths in 2012 (see **Tables 8** [below] and **4** [page 9]; as well as **Figures 8** [below]**, 9,** and **10** [page 17] for trends).

Table 8. South Carolina Speeding-Related Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	350	337	288	278	316	-9.71%	0.88%
VMT Rate*	0.71	0.69	0.59	0.57	0.64	-8.68%	1.10%
Pop. Rate**	7.73	7.34	6.21	5.94	6.69	-13.44%	-1.58%
Pct of Total	38.00%	37.70%	35.60%	33.57%	36.62%	-3.65%	0.88%
Pct of Region	18.39%	20.41%	19.11%	21.24%	23.83%	29.57%	21.15%

* Rate per 100 million miles of travel

** Rate per 100,000 population

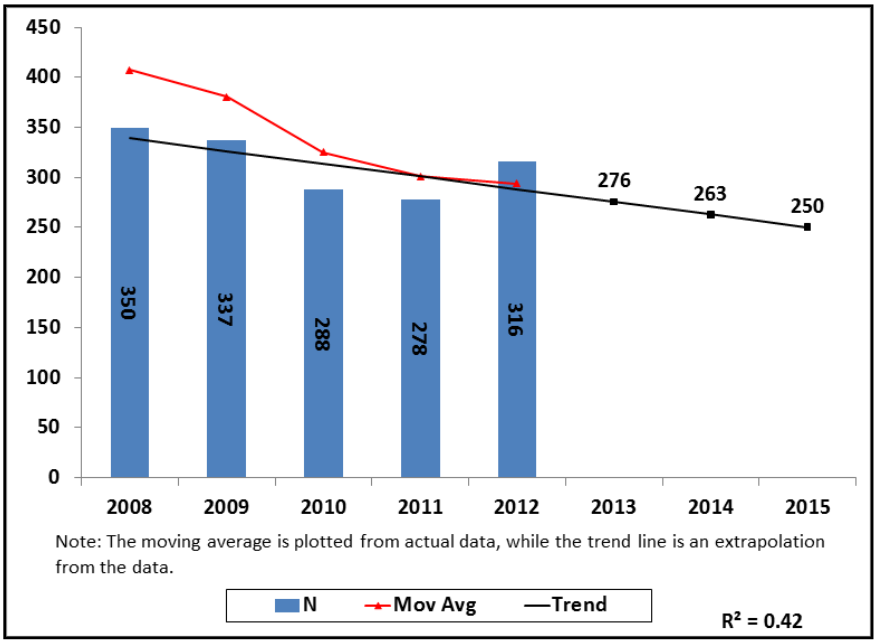


Figure 8. South Carolina Speeding-Related Fatalities

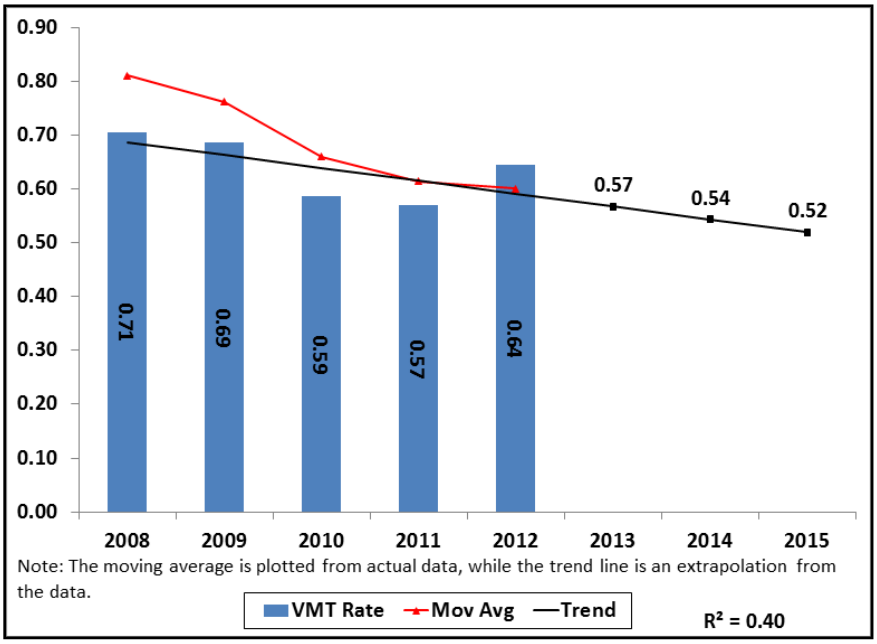


Figure 9. South Carolina Speeding-Related Fatalities, VMT Rate

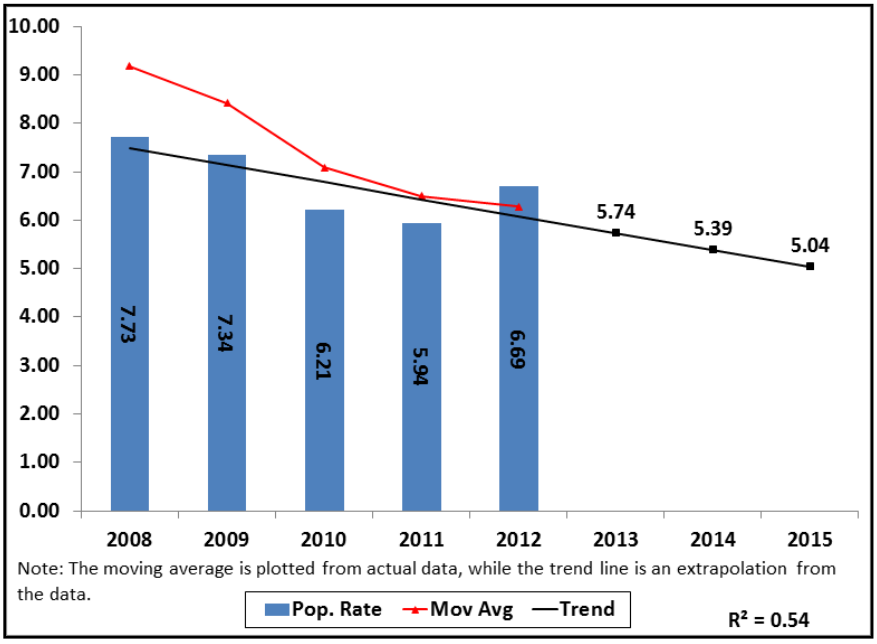


Figure 10. South Carolina Speeding-Related Fatalities, Population Rate

Mid-range Categories of Traffic Fatalities in South Carolina

Four additional fatality categories accounted for more modest numbers of deaths, each with 12% to 14% of total deaths over the five-year period. These categories (and their proportions) were ***older driver-involved*** deaths (14% of the total and about 125 deaths annually); ***young driver-involved*** deaths (14%, 125 deaths annually); ***motorcyclists*** (14%, 121 deaths annually); and ***pedestrians*** (12%, 103 deaths annually).

Only ***young driver-involved*** deaths declined during this period, with a slight increase in 2009, followed by declines in 2010 and 2011, and then another increase in 2012. The net change in such deaths in 2012 was -4% relative to 2008; +2% relative to the average of the first 4 years. (See **Tables 9** [below] and **4** [page 9]; as well as **Figures 11** [below] and **12** [page 19] for young driver-involved trends).

Table 9. South Carolina Young Driver-Involved Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	132	138	123	103	127	-3.79%	2.42%
Pop. Rate*	2.91	3.01	2.65	2.20	2.69	-7.75%	-0.08%
Pct of Total	14.33%	15.44%	15.20%	12.44%	14.72%	2.68%	2.42%
Pct of Region	10.81%	14.30%	12.67%	11.60%	14.38%	33.04%	17.30%

* Rate per 100,000 population

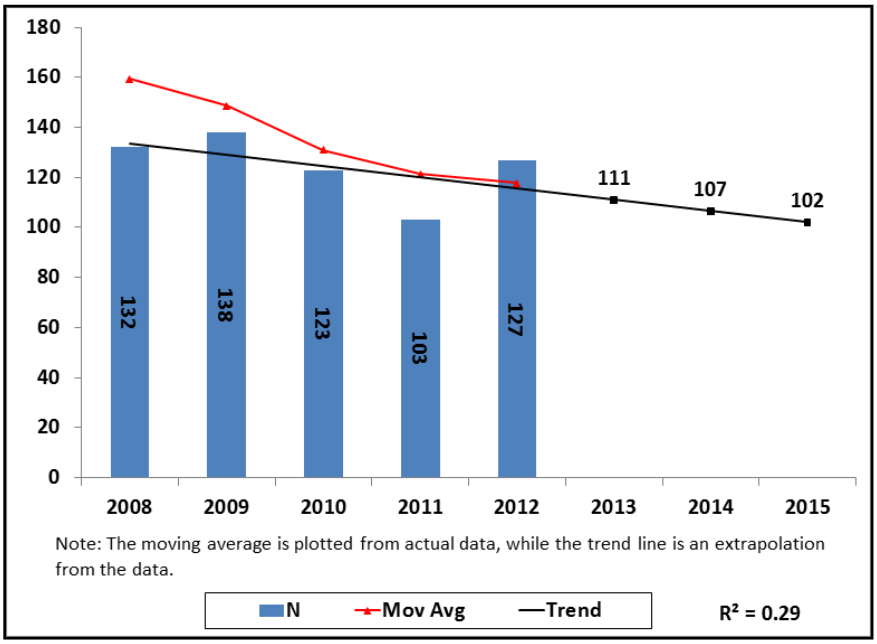


Figure11. South Carolina Young Driver-Involved Fatalities

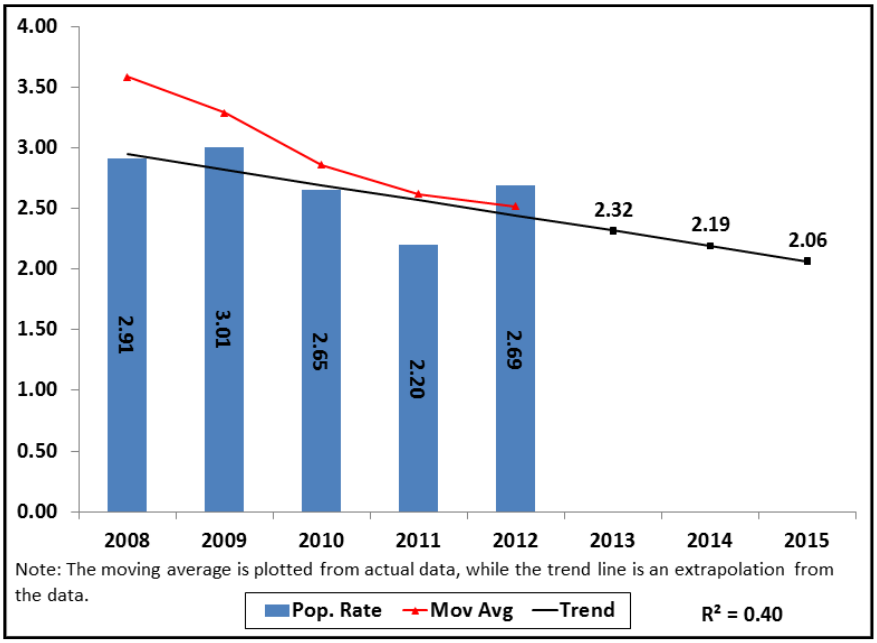


Figure 12. South Carolina Young Driver-Involved Fatalities, Population Rate

Older driver-involved deaths were 9% more frequent in 2012 than in 2008 and 8% more frequent than the average of the first four years. There were increases in 2009, 2011, and 2012. (See **Tables 10** [below] and **4** [page 9]; as well as **Figures 13** and **14** [page 20] for older driver-involved trends).

Table 10. South Carolina Older Driver-Involved Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	122	132	115	123	133	9.02%	8.13%
Pop. Rate*	2.69	2.88	2.48	2.63	2.82	4.52%	5.49%
Pct of Total	13.25%	14.77%	14.22%	14.86%	15.41%	16.34%	8.13%
Pct of Region	10.66%	11.81%	9.76%	10.67%	11.37%	6.59%	6.12%

* Rate per 100,000 population

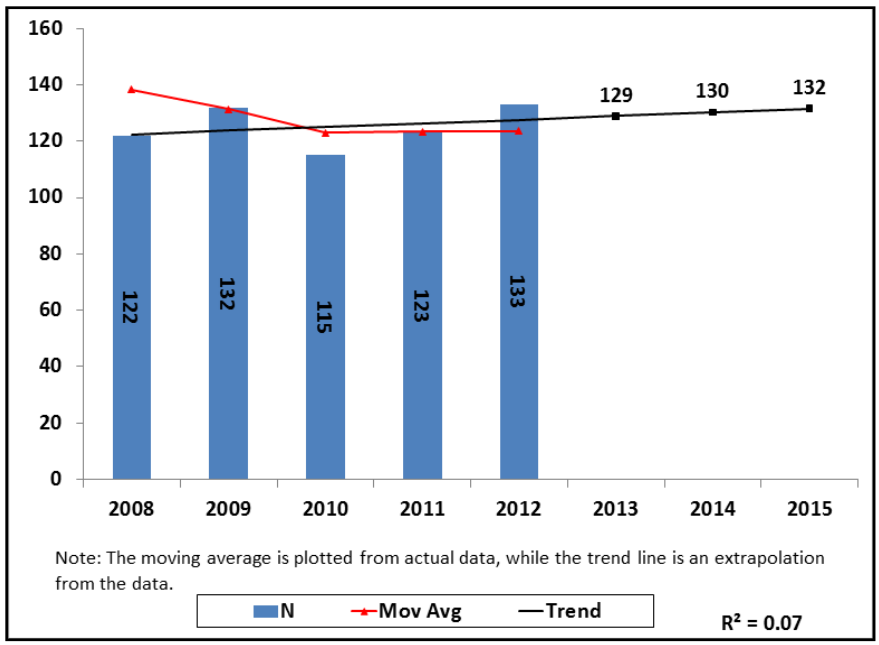


Figure 13. South Carolina Older Driver-Involved Fatalities

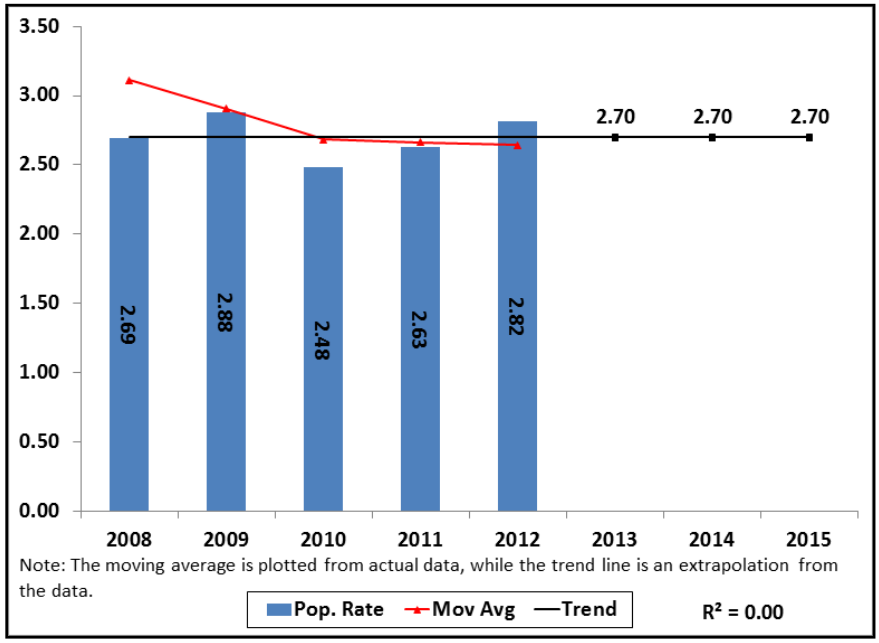


Figure 14. South Carolina Older Driver-Involved Fatalities, Population Rate

Motorcycle riders include both operators and passengers of a motorcycle. The term "motorcyclist" also includes both the operator and the passenger. **Table 11** below shows that in South Carolina, the *number of motorcyclist deaths* decreased during the first three years of the period (2008-2010), but then increased thereafter to its highest level in 2012. The count in 2012 (146 fatalities) represents a 26.7% increase from the average of the prior four years (115 fatalities) and an 18.7% increase from the 2008 total (123). However, it should be noted that the statistical information included in these charts include moped operator deaths, as well as motorcyclist deaths. Traffic statistical data collection in the state of South Carolina distinguishes between these two categories of motorists.

Table 11. South Carolina Motorcycle Rider Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	123	108	101	129	146	18.70%	26.68%
Pop. Rate*	2.82	2.43	2.23	2.81	3.15	11.57%	25.92%
Pct of Total	13.36%	12.08%	12.48%	15.58%	16.92%	26.68%	26.68%
Pct of Region	11.15%	12.57%	11.91%	13.49%	14.50%	30.02%	18.44%
Unhelmeted Fatalities	91	82	75	100	102	12.09%	17.24%
Pct Unhelmeted Fatalities	73.98%	75.93%	74.26%	77.52%	69.86%	-5.57%	-7.45%

* Rate per 100,000 population

Table 12 below provides data for such fatalities in Region 4. The Region as a whole also saw an overall increase in motorcyclist fatalities during the five-year period, with both the number of fatalities increasing by 7.0% and the population-based fatality rate increasing by 4.4% in 2012 when compared to the respective prior four-year average. However, these increases in 2012 did not reach the levels seen in 2008. The motorcyclist percent of total deaths also increased, by 12.2% in 2012 compared to the 2008-2011 average, but the Region's proportion of unhelmeted fatalities remained relatively stable (a 0.1% increase). (See **Tables 12 [**below] and **4** [page 9]; also **Figures 15** and **16** [page 22] for trends in motorcyclist deaths.)

Table 12. Region 4 Motorcycle Rider Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	1103	859	848	956	1007	-8.70%	6.96%
Pop. Rate*	2.53	1.96	1.91	2.14	2.23	-12.16%	4.35%
Pct of Total	14.89%	13.05%	13.26%	15.21%	15.84%	6.37%	12.16%
Unhelmeted Fatalities	391	327	310	396	381	-2.56%	7.02%
Pct Unhelmeted Fatalities	35.4%	38.1%	36.6%	41.4%	37.8%	6.73%	0.06%

* Rate per 100,000 population

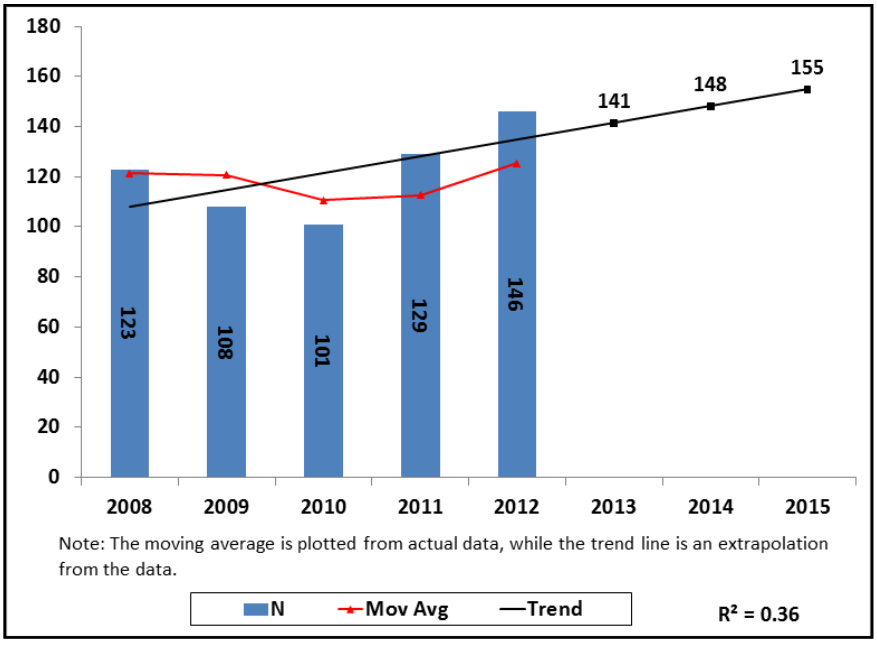


Figure 15. South Carolina Motorcycle Rider Fatalities

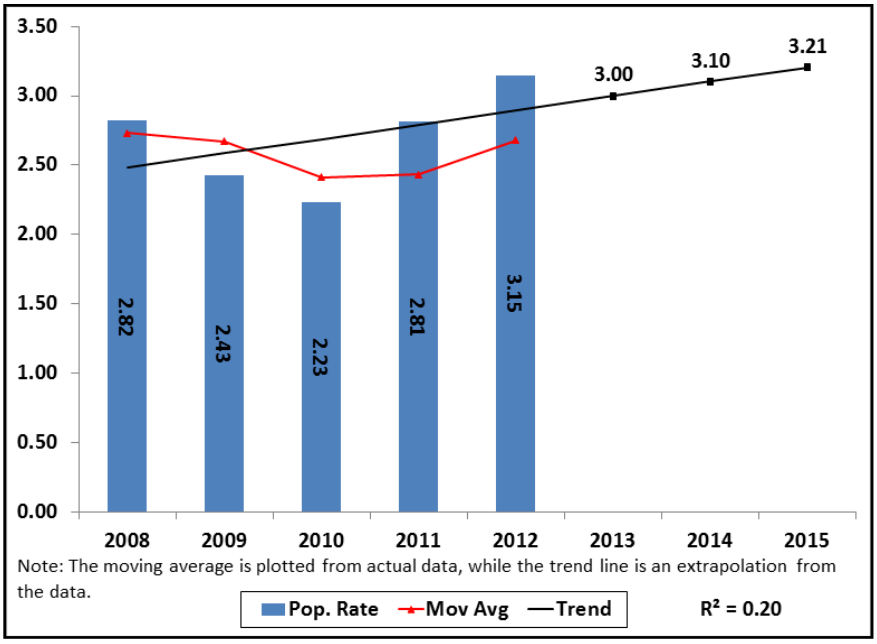


Figure 16. South Carolina Motorcycle Rider Fatalities, Population Rate

Pedestrian deaths declined through 2009, leveled off in 2010, and then increased in 2011 and 2012. Overall, pedestrian deaths were elevated by 21.8% when comparing 2012 with 2008 and they were 25.2% higher when compared with the average of the prior four years (similar explanation as that for motorcyclist deaths). See **Tables 13** [below] and **4** [page 10], as well as **Figures 17** [below] and **18** [page24] for pedestrian trends.

Throughout the five years shown in **Table 13**, pedestrians accounted for, on average, 12.0% of all traffic-related deaths in South Carolina. The 2012 percentage (14.3%) represents a 25.2% increase in this index when compared to the 2008-2011 average (11.4%), and a 30.0% increase compared to the 2008 proportion (11.0%).

Table 13. South Carolina Pedestrian Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	101	89	90	113	123	21.78%	25.19%
Pop. Rate*	2.23	1.94	1.94	2.41	2.60	16.76%	22.14%
Pct of Total	10.97%	9.96%	11.12%	13.65%	14.25%	29.97%	25.19%
Pct of Region	11.66%	10.56%	10.09%	12.67%	13.52%	15.89%	20.14%

* Rate per 100,000 population

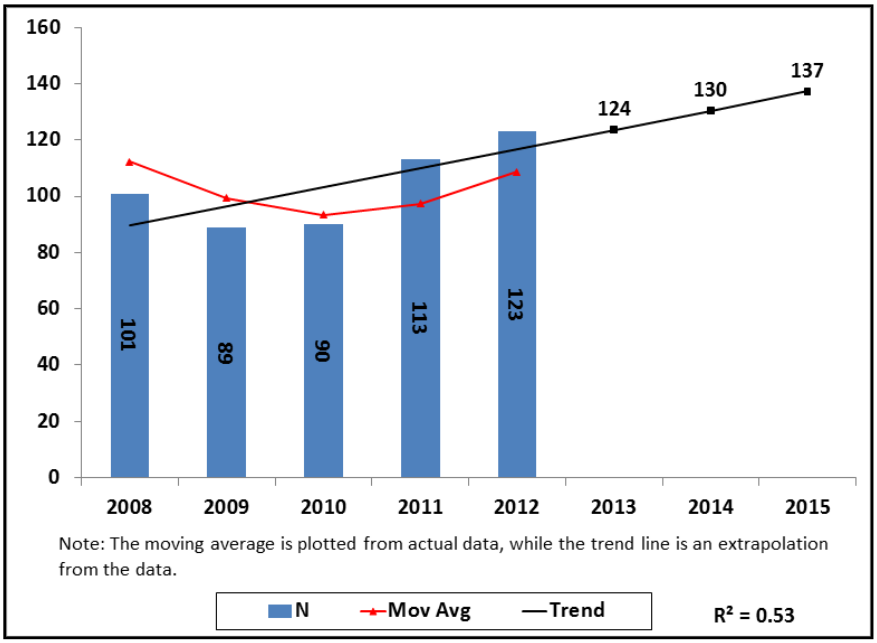


Figure 17. South Carolina Pedestrian Fatalities

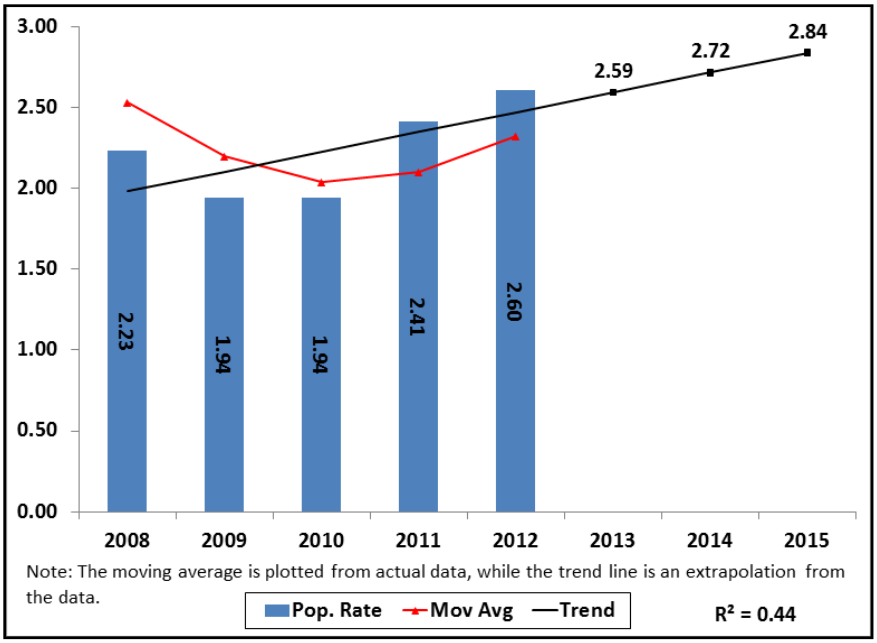


Figure 18. South Carolina Pedestrian Fatalities, Population Rate

The smallest category examined in this report was ***bicyclist deaths***, accounting for about 1.6% of all traffic-related fatalities in South Carolina over all five years (about 13 deaths annually). There was no clear pattern of change in bicyclist deaths with a slight decrease in 2009 (-3), slight increases in 2010 (+3) and 2011 (+1) and then a slight decrease in 2012 (-2), for a net decline of 1 death from 2008 to 2012. (See **Tables 14 [**below] and **4** [page 9]; also **Figures 19** and **20** [page 25] for trends in bicyclist deaths.)

Table 14. South Carolina Bicyclist Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	14	11	14	15	13	-7.14%	-3.70%
Pop. Rate*	0.31	0.24	0.30	0.32	0.28	-10.97%	-6.05%
Pct of Total	1.52%	1.23%	1.73%	1.81%	1.51%	-0.90%	-3.70%
Pct of Region	8.19%	7.14%	11.20%	9.09%	7.69%	-6.04%	-12.39%

* Rate per 100,000 population

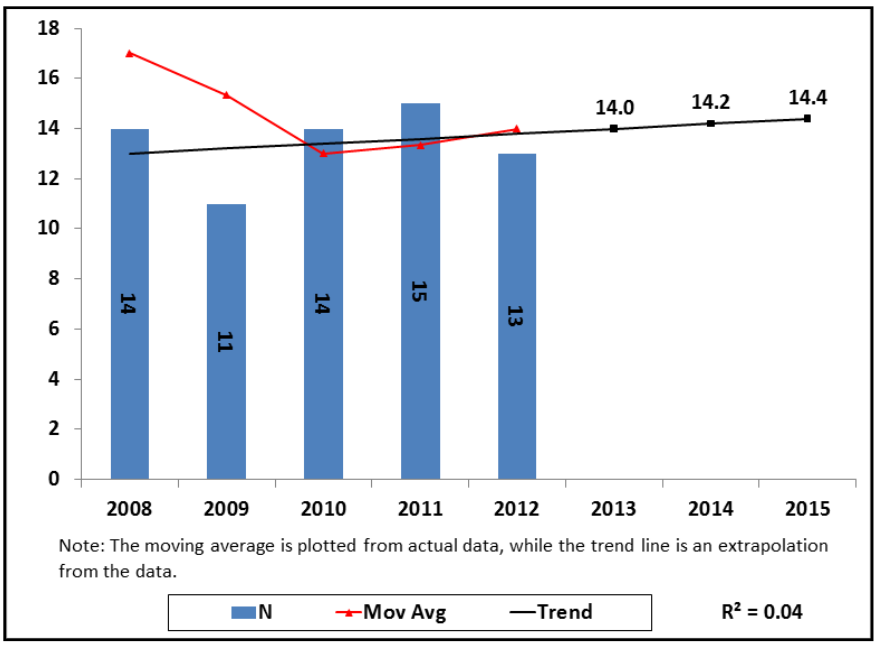


Figure 19. South Carolina Bicyclist Fatalities

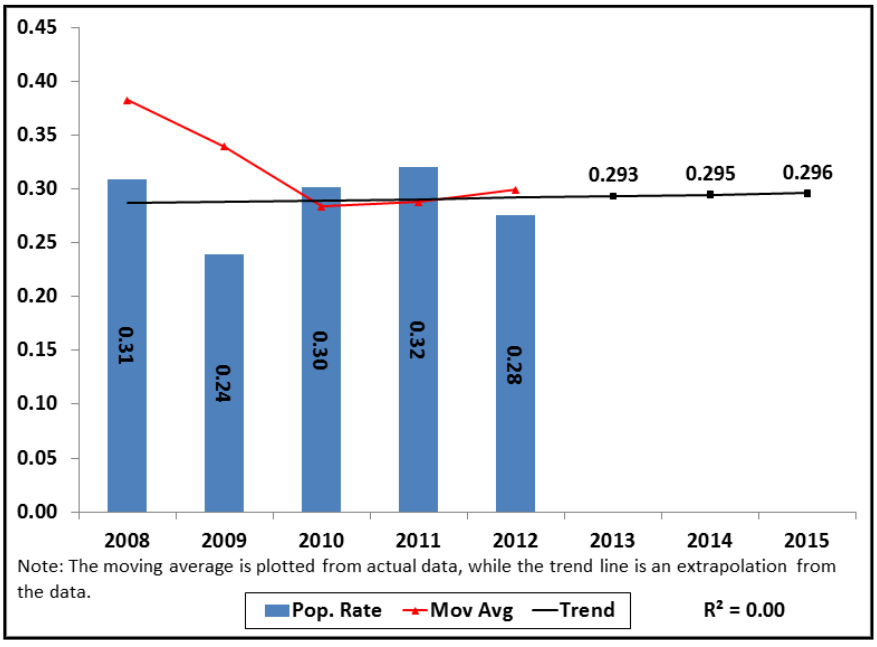


Figure 20. South Carolina Bicyclist Fatalities, Population Rate

SC Traffic Fatality Summary

Total deaths in South Carolina changed in a V-shaped pattern from 2008 through 2012, with decreases in the first two years and increases in the final two years. Overall, there was a decline of 58 deaths (annually). The largest decline was in 2010 (-85 deaths). Clearly there appeared to be upward pressure on deaths in the final two years of this period, possibly associated with changes in the economy, statewide, region-wide, and nationwide.

The largest declines from 2008 through 2012 were in *passenger* deaths (-27%), *unrestrained occupant* deaths (-24%), *impaired driving* deaths (-13%), and *speed-related* deaths (-10%). There was a small decline in *driver* deaths (-4%), and the remaining categories experienced increases: *pedestrians*, +22%; *motorcyclists*, +19%; and *older driver-involved* deaths, +9%. There was 1 fewer *bicyclist* death in 2012 than in 2008, and there was much variability over time.

Overall, there was reasonably consistent evidence of an upward pressure on motor vehicle-related deaths over the past two years, with every category but two (passengers and bicyclists) experiencing increases in the final year (2012) (see **Figure 1** on page 11).

South Carolina Traffic Fatality Demographics

Traffic Fatalities By Age and Gender

As of January 2014, information received from the South Carolina Department of Motor Vehicles (SCDMV) shows there are 3,607,101 licensed drivers (this data includes all ages) in South Carolina who operate 4,192,087 vehicles on a roadway system of over 60,000 public road miles with a land area of 30,060. The South Carolina Department of Transportation (SCDOT) maintains over 41,000 miles of these roadways. The remaining miles are maintained by local governments, private businesses or individuals. Of these 3,607,101 licensed drivers, 1,873,990 are female and 1,732,904 are male (207 drivers had an unknown gender). Over half of the licensed drivers in South Carolina are females; however, **Table 15** on page 28 shows that from 2008-2012, 1,181, or 27.4%, of the 4,315 fatalities involved females, whereas the majority of the fatalities, 3,133, or 72.6%, during this five-year period were males.

There are 261,245 licensed drivers age 20 or younger which represent approximately 7% of the 3,607,101 licensed drivers in our state. Table 9 indicates the number of fatalities resulting from South Carolina crashes involving young drivers (between 16 and 20 years of age) during the time period 2008-2012. In 2008, there were 132 such deaths. The number of young driver deaths increased slightly in 2009 to 138, before decreasing in 2010 to 123 deaths; the decline continued in 2011 to 103, before increasing once again in 2012 to 127 deaths. The 127 young-driver involved fatalities in 2012 represent 14.7% of the total fatalities (863) that occurred in 2012. Overall, these data indicate that young driver-involved fatalities declined 3.79% from 2008-2012.

There are 685,171 licensed older drivers (drivers age 65 and above) which represent approximately 19% of the 3,607,101 licensed drivers in our state. **Table 10** on page 19 indicates the number of fatalities resulting from South Carolina crashes involving an older driver. There were 122 older driver-involved deaths in South Carolina in 2008, increasing to 132 fatalities in 2009, before decreasing by 17 to 115 in 2010. The number in 2012 (133 fatalities) represents an increase of 8.13% compared to the prior four-year average (123), and a larger increase of 9.02% compared to the count in 2008.

Table 9 on page 18 shows the number of fatalities (all ages) resulting from South Carolina crashes involving a driver between 16 and 20 years of age. This number fluctuated throughout the 2008-2012 period, ranging from a high of 138 in 2009 to a low of 103 in 2011. The number of young driver-involved deaths in 2012 (127) represents a 2.4% increase compared to the 2008-2011 average (124), but a 3.8% decrease compared to the 2008 total (132).

Table 10 on page 19 shows that there were 122 older driver-involved deaths in South Carolina in 2008 with this number fluctuating throughout the five-year period but ultimately increasing to its highest level in 2012. The 2012 total (133 fatalities) represents an 8.1% increase compared to the prior four-year average (123 fatalities), and a 9.0% increase compared to the count in 2008.

As seen in **Table 15** on the following page, from 2008 through 2012, the age groups in South Carolina with the *greatest number of fatalities per 100,000 population* were those ages 21-24, 16-20, and 25-34, in order of decreasing fatality rate. The age group constituting the *highest*

percentage of fatalities was the 25-34 group (18.1%), followed by those ages 45-54 (16.5%) and those ages 35-44 (15.6%). Combining the 16-20 age group (a five-year span) and the 21-24 age group (a four-year span) accounts for 21.3% of the State's total fatalities. Region 4 and the nation followed the same pattern as South Carolina, with the 25-34 age group constituting the greatest percentage of traffic fatalities during the five-year period, followed by those ages 45-54, and then those ages 35-44.

Table 15. **Fatalities by Age Group and Gender: Totals 2008-2012**

	Fatalities by Age					Fatalities by Age and Gender					
	South Carolina			Region	U.S.	South Carolina				Region % Males	U.S. % Males
	(N=4,315)	%	Pop. Rate*	(N=33,026)	(N=170,345)	Females		Males			
Age Group			Per 100k			N	%	N	%		
<5	42	1.0%	2.80	1.0%	1.2%	18	42.9%	24	57.1%	54.9%	54.9%
5-9	38	0.9%	2.60	1.0%	1.1%	18	47.4%	20	52.6%	52.3%	56.5%
10-15	78	1.8%	4.38	1.8%	2.0%	36	46.2%	42	53.8%	60.3%	58.6%
16-20	488	11.3%	28.89	10.2%	10.9%	142	29.1%	346	70.9%	68.8%	67.9%
21-24	431	10.0%	33.51	9.8%	10.2%	102	23.7%	329	76.3%	75.3%	75.9%
25-34	780	18.1%	26.58	16.9%	17.1%	171	21.9%	609	78.1%	76.2%	75.5%
35-44	671	15.6%	22.11	14.5%	13.9%	168	25.0%	503	75.0%	72.4%	73.6%
45-54	712	16.5%	21.83	16.2%	15.6%	177	24.9%	535	75.1%	74.1%	73.4%
55-64	489	11.3%	17.18	12.2%	11.8%	118	24.1%	371	75.9%	73.1%	72.6%
65-74	300	7.0%	16.80	7.7%	7.3%	101	33.7%	199	66.3%	65.2%	64.8%
75+	275	6.4%	21.24	8.4%	8.8%	130	47.3%	145	52.7%	57.0%	57.0%
Unknown	11	0.3%	N/A	0.2%	0.1%	0	0.0%	10	90.9%	77.2%	70.9%
Total	**4,315**	**100.0%**	**18.86**	**100.0%**	**100.0%**	**1,181**	**27.4%**	**3,133**	**72.6%**	**70.9%**	**70.6%**

Highlighting is to help reader identify cells with higher numbers/percentages/population rates
*Population rate based on intercensal estimates (2007-2011) and vintage data (2012)

Traffic Fatalities by Race and Hispanic Origin

Table 16 on the following page details fatalities by racial/ethnic group which is comparatively representative of the demographic population in South Carolina. To the extent that the race of the crash victims is known, 68.0% of South Carolina's fatalities were racially White during the 2008-2012 period, compared to 68.4% of the population throughout the same years. Blacks represented 31.4% of the State's 2008-2012 fatalities and 28.2% of State's population. Throughout the five-year period in South Carolina, Hispanics accounted for 4.7% of all traffic-related fatalities where ethnicity is known, and 5.1% of the State's population.

Table 16. Fatalities by Race and Hispanic Origin

Race/Hispanic	South Carolina					Total 2008 - 2012*		
	2008	2009	2010	2011	2012	SC %	Region %	U.S. %
White	628	599	561	567	580	68.0%	72.4%	70.9%
Black	284	291	246	257	276	31.4%	18.5%	11.2%
Other	7	4	2	4	6	0.5%	1.8%	4.3%
Hispanic**	53	44	38	44	24	4.7%	10.1%	10.6%
Total Race Known	**919**	**894**	**809**	**828**	**862**	**99.9%**	**92.6%**	**86.5%**

*Percentages based on total fatalities.

**Hispanic is an ethnic, not racial, designation. Because a Hispanic fatality may be of any race, or may not have had their race recorded, Hispanic fatalities do not contribute to the "Total Race Known" calculation.

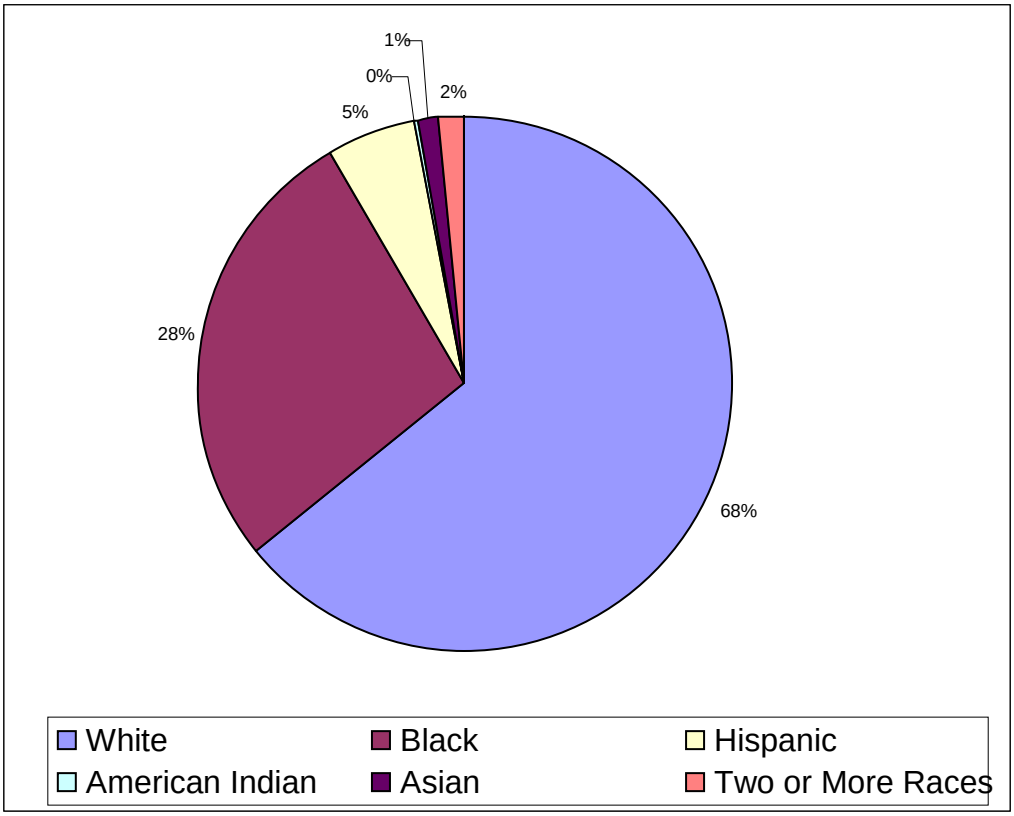


Figure 21 – SC Demographic Data-Source: US Census Bureau 2012

The United States Census Bureau in 2010 identified South Carolina's population at 4,625,364. The Census Bureau estimated that in 2013, the population would increase to 4,774,839, or 3.2%. As indicated in **Figure 21** above, the largest South Carolina racial/ethnic groups are White (68.4%) followed by Black (28%) and Hispanic (5.3%). From 2008-2012, the median household income of South Carolina residents was $44,623. However, 17.6% of South Carolina residents live in poverty.

Target Zero Initiative

The data presented above and the strong commitment of the Governor's Representative in South Carolina, the Director of the SC Department of Public Safety, has assisted the state in moving toward the adoption of Target Zero as its main goal in terms of traffic-related deaths. Thus, the state is gearing its highway safety efforts toward eliminating traffic fatalities rather than merely reducing them. During the last decade, several states have adopted a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. This is a radical departure from the traditional goal-setting approaches adopted by states in efforts to simply reduce traffic fatalities. Though obviously not achievable overnight, the goal of zero fatalities is a noble goal and the only legitimate way to look at the issue of highway traffic fatalities in our state. The SC Department of Public Safety (SCDPS), under the leadership of Director Leroy Smith, has decided to adopt this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state. During FFY 2015, "Target Zero, A Goal We Can All Live With" will continue to be incorporated into various data-driven performance strategies to move toward eliminating traffic deaths in South Carolina.

In May 2014, the SC Department of Public Safety, with the assistance of its agency contractor, Fisher Communications, developed a six and one-half minute video presentation relative to "Target Zero." The video was modeled after presentations prepared in other states and utilized a person-on-the-street format interviewing citizens at various recognizable venues all over the state and asking them a series of questions, including "How many traffic fatalities were there in the US last year?"; "What are the leading causes of traffic fatalities?"; "What is a reasonable goal for the reduction of traffic fatalities in SC?"; and "What is a reasonable goal for the number of traffic fatalities in your family?" The purpose of the video was to allow people interviewed to slowly come to the realization that the only legitimate goal is zero traffic fatalities, and if this is an appropriate goal for an individual's family, then it is the appropriate goal for everyone's family. The video went on to explain the "Target Zero" rationale to those interviewed and asked them how they felt about the rationale. The video concluded with those interviewed looking into the camera and saying, "I support 'Target Zero' in SC." The video will be edited into four 60-second spots using the same format and concentrating on specific areas of the state. These spots will be aired, once appropriate funding is identified, in these respective areas of the state focusing on the state's four major media markets. The long version of the video is being used through social media outlets and is available on the SC Department of Public Safety's website (https://www.youtube.com/watch?v=re7aXvciMN8&feature=youtu.be).

Priority Areas

FFY 2015 priority areas for the Highway Safety Plan will focus on the following:

Impaired Driving Countermeasures: The enforcement, adjudication, education, and systematic improvements necessary to impact impaired and drugged driving. This includes programs focusing on youth alcohol traffic safety issues.

Occupant Protection: The development and implementation of programs designed to increase usage of safety belts among all age groups and proper usage of child restraints.

Police Traffic Services/Speed Enforcement: The development or enhancement of traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. Speeding programs are a priority; however, these programs should also include attention to DUI enforcement and occupant protection. Priority will be given to projects with integrated enforcement strategies to effectively combat impaired driving and other aggressive driving behaviors such as speeding.

Motorcycle Safety: The development and implementation of programs to reduce the frequency of involvement of motorcycles in traffic collisions and to reduce the number of motorcycle-related crash injuries and fatalities. FARS data includes moped data; however, State data relative to motorcycle statistics does not.

Traffic Records (Statewide Emphasis): The continued development and implementation of programs designed to enhance the collection, analysis, and dissemination of collision, citation and public contact data, increasing the capability for identifying and alleviating highway safety problems.

Young Drivers: Components of grant proposals may also include efforts to educate and improve the driving skills, attitudes and behaviors of young drivers, ages 15-24. The state has not received project proposals requesting funding to target young driver behavior; however, campaigns, particularly *Sober or Slammer!*, focus on young drivers ages 21-34. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state, to include advertising on printed tickets for sporting and other special events, as well as public address announcements and program advertising.

Other Vulnerable Roadway Users

Pedestrian Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance pedestrian safety, thus reducing the occurrence of pedestrian involvement in automobile crashes and the number of pedestrian fatalities occurring as the result of automobile collisions.

Bicycle Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance bicycle safety, thus reducing the occurrence of bicycle involvement in automobile crashes and the number of bicycle fatalities occurring as the result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of vulnerable roadway user safety issues in the state.

Moped Rider Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance moped rider safety, thus reducing the occurrence of moped involvement in automobile crashes and the number of moped operator fatalities occurring as the result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of other vulnerable roadway user safety issues in the state.

Highway Safety Planning Process

As defined in the CFR 23 (1200.11), each year the State's Highway Safety Plan must include the planning process utilized by the highway safety office to obtain its source data and the processes used to identify the State's specific highway safety problems. The State must also describe highway safety performance measures, define performance targets, and develop/select evidence-based countermeasure strategies and projects to address traffic safety problems and achieve its performance targets. The State must also define the efforts used to coordinate data collection and information systems with the state's Strategic Highway Safety Plan and the outcomes from this coordination. The State receives significant input from its Traffic Records Coordinating Committee (TRCC), which is composed of members from the SC Department of Public Safety (SCDPS), the SC Department of Transportation (SCDOT), the SC Department of Motor Vehicles (SCDMV), the SC Judicial Department (SCJD), the SC Department of Health and Environmental Control (SCDHEC), as well as local law enforcement, in the continuous upgrading of its traffic records and data collection systems. The TRCC updates annually the State's Traffic Records Strategic Plan, which is recommended by the TRCC Working Group and approved by the TRCC Executive Group. Projects contained in the TRSP are also included in this document. The countermeasure strategies identified in this plan are performance-based and were developed with significant input from the Statistical Analysis Center, which is housed within the Office of Highway Safety and Justice Programs (OHSJP), as well as with input from a variety of councils/task forces maintained and/or participated in by the SCDPS.
The OHSJP receives input from its Motorcycle Safety Task Force, which is composed of members from SCDPS, SCDOT, the SC Technical College System, AARP, motorcycle advocacy groups, SCDMV and state and local law enforcement, in regards to its planned motorcycle safety activities for the upcoming year.

In addition, the OHSJP receives significant input from the SC Impaired Driving Prevention Council (SCIDPC), which is a multi-agency, multi-disciplinary task force, seeking to utilize a variety of approaches in attacking the DUI problem in the State and is made up of representatives from law enforcement, the criminal justice system (prosecution, adjudication and probation), driver licensing, treatment and rehabilitation, ignition interlock program, data and traffic records, public health and communication. The OHSJP develops an Impaired Driving Countermeasures Plan annually that is approved by the SCIDPC. Activities and strategies contained in the Plan are also contained in the HSP. The SCIDPC is composed of representatives from the following agencies (please note primary agency function(s) indicated by each listed agency):

Office of the Governor – administration, advisory;
SCDPS – law enforcement, communication, data/traffic records;
SCDOT – data/traffic records
SCDMV – driver licensing, data/traffic records, ignition interlock device program
SC Department of Corrections (SCDC) – criminal justice
SC Dept. of Alcohol and Other Drug Abuse Services (SCDAODAS) – treatment/rehabilitation/prevention, data
SC Legislature – administration, legislation
SC Department of Insurance (SCDOI) – data
SC Commission on Prosecution Coordination (SCCPC) – prosecution
SC Solicitors Association (SCSoA) – prosecution

SC Dept. of Probation, Parole and Pardon Services (SCDPPPS) – criminal justice, ignition interlock device program
SC Criminal Justice Academy (SCCJA) – law enforcement training
SC State Law Enforcement Division (SLED) – law enforcement
SC Department of Education (SCDOE) – education
SC Judicial Department (SCJD) – criminal justice, adjudication
SC Attorney General's Office (SCAGO) – criminal justice
SC Sheriffs' Association (SCSA) – law enforcement
SC Law Enforcement Officers' Association (SCLEOA) - law enforcement
SC Summary Court Judges' Association (SCSCJA) – criminal justice, adjudication
SC Campus Law Enforcement Association (SCCLEA) – law enforcement
SC Coroners' Association (SCCA) – public health, criminal justice
SC Trucking Association (SCTA) – administration, advisory
Behavioral Health Services Association (BHSA) – public health, treatment/rehabilitation
SC Victims Assistance Network (SCVAN) – advocacy, victim services
SC Mothers Against Drunk Driving (SCMADD) – advocacy, victim services
Families of Highway Fatalities (FHF) – advocacy, victim services
State Office of Victim Assistance (SOVA) – advocacy, victim assistance
American College of Emergency Physicians (ACEP) – public health
Primary Care Physician Association (PCPA) – public health
American Automobile Association (AAA) – administration, data, advocacy
Safety Council of South Carolina (SC Chapter of National Safety Council) – advocacy, data
SC Restaurant and Lodging Association (SCRLA) – administration, business/industry
Federal Highway Administration (FHWA) – advisory
National Highway Traffic Safety Administration (NHTSA) – advisory
Federal Motor Carrier Safety Administration (FMCSA) - advisory

Data Sources and Processes

OHSJP's Statistical Analysis Center collects and analyzes information concerning traffic collisions on South Carolina's roadways. OHSJP statisticians perform analysis on traffic data to determine when and where collisions are occurring, the demographics involved in collisions, and the specific causes of collisions. This information is presented to OHSJP staff to be used for the planning and implementing of appropriate countermeasures (e.g., enforcement and education initiatives) and program development efforts to help reduce traffic collisions, injuries, and fatalities. The Statistical Analysis Center also houses staff who perform data entry services. Specifically, several fields of information from completed traffic collision reports are input by operators into the Traffic Collision Master File. Responsibilities of this section are far-ranging and encompass programming, consultation, descriptive analysis, inferential statistical analysis, report preparation, etc. The current databases maintained and used for statistical analysis are:

Traffic Collision Master File

Traffic collisions that occur in South Carolina and are investigated by law enforcement agencies are reported to the SCDPS on the Traffic Collision Report Form (TR-310), which is designed and printed by the OHSJP. Data from the TR-310 is either electronically reported or entered by data entry staff into the Traffic Records Master File. Data entered into the Traffic Records

Master File are retrieved by OHSJP statisticians and used for performing statistical studies for various users, including law enforcement agencies, governmental units, attorneys, engineers, media representatives, and private users. These studies, conducted upon written request, are primarily descriptive in nature and focus on a specific traffic collision topic ranging from collisions at a specific intersection or section of roadway, to collisions during specific months in selected counties, to rankings of specific intersections in a county or jurisdiction.

South Carolina Traffic Fatality Register

The OHSJP maintains the Traffic Fatality Register as an up-to-date preliminary process of counting traffic fatalities. Comparisons with previous years through the same date are required as an ongoing assessment of traffic safety programs. Data for this file are received through the Highway Patrol Communications Office and TR-310's are received from all investigative agencies. The Traffic Fatality Register is used on a daily basis to record the latest available information concerning persons who die in traffic collisions in South Carolina, including passengers, pedestrians, pedal-cyclists, etc. Through the Traffic Fatality Register, a report is generated on a daily basis and distributed to highway safety committees and program stakeholders, as well as community and constituent groups. The SCDOT, SLED, SCCJA, NHTSA Region 4 office and local law enforcement agencies are among the recipients of this critical fatality and seat belt use data distributed through our Statistical Analysis Center.

Fatality Analysis Reporting System (FARS)

FARS was established in the 1970s as a uniform system for gathering information on fatal traffic collisions in the United States. The data collected is used by a large number of organizations in government, academia and private industry to analyze a wide variety of traffic safety issues. FARS collects uniform data from each of the 50 states plus the District of Columbia and Puerto Rico. Participation is required and consists of gathering and transmitting fatal collision information to a central data center in Washington, D.C. Currently, data transmittal is performed in each state by means of a personal computer linked, via telephone lines with modems (MDE System), to the headquarters in Washington.

SAFETYNET

SAFETYNET is an automated information management system designed to support Federal and State Motor Carrier Safety Programs, by allowing monitoring of the safety performance of Interstate and Intrastate commercial motor carriers. OHSJP and the State Transport Police collaborate in maintaining this data. OHSJP uses the crash data from the Traffic Collision Master File to upload information regarding commercial vehicle activity. Data is uploaded weekly to the Motor Carrier Management Information Systems (MCMIS) to the carrier's profile nationwide.

South Carolina Collision and Ticket Tracking System (SCCATTS)

The South Carolina Collision and Ticket Tracking System (SCCATTS) is a collaborative effort among several SCDPS divisions and various external agencies created to address the shortcomings of a system that predominantly generated and processed traffic collision reports and traffic citations manually. The goal of SCCATTS is to enhance highway safety through the timely collection/analysis of, and response to, pertinent data.

Highway Safety Planning Cycle

The diagram below illustrates graphically South Carolina's process cycle for developing the annual Highway Safety Plan.

Highway Safety Planning Process and Development

September-October

Problem ID Meeting/Discuss Priority Projects

Project Development

Funding Guidelines Preparation

Conduct Project Management Workshop

November

Funding Guidelines Preparation

Distribute Funding Guidelines/Solicitation Information

December

Conduct Funding Guidelines Workshop

Open Grants Management Information System (GMIS) for Application Submissions

Complete Internal Grant Applications

Prepare/Forward Annual Report for/to NHTSA

January

OHSJP Management Review of Internal Grant Applications/Budgets

February-March

External Grant Applications (*Due first Friday in February*)

Review Grant Applications and Prepare Summaries and Recommendations Document (*Summary of Grant Applications Received and OHSJP Recommendations for Approval or Denial of Projects*)

April

Enter Grant Budgets into the Grants Management Information System (GMIS)

May

SC Public Safety Coordinating Council Meeting (*Approval of Grant Projects*)

Prepare Highway Safety Plan (HSP)

June

Submit Highway Safety Plan to NHTSA

Problem I.D. Preparation/Planning

July/August

Project Management Workshop Preparation

Prepare Grant Awards

FFY 2015 Process to Identify South Carolina's Highway Safety Problems

Phase 1

The FFY 2015 Problem Identification process began with a Statewide Statistical Overview conducted by the Statistical Analysis Center housed within the Office of Highway Safety and Justice Programs (OHSJP) to give a picture of the highway safety problems in general in the state of South Carolina. The overview included an identification of problem or priority counties in the state regarding traffic safety issues and concerns and was presented to OHSJP Management staff and Program Area Managers. A general discussion of targeted problem areas and identification of priority areas for funding followed. The analysis utilized evidence-based traffic crash data over a three-year period showing all counties in the state of South Carolina in six statistical categories regarding fatal and severe injury crashes (number DUI-related, percentage DUI-related, number speed-related, percentage speed-related, number alcohol and/or speed-related, and percentage alcohol and/or speed-related). Additional data was provided in terms of occupant protection statistics, such as statewide safety belt use, child passenger safety seat use and unbelted occupant traffic fatalities. Information was also provided regarding traffic statistics for vulnerable roadway users (motorcyclists, moped riders, pedestrians and bicyclists). Priority areas for highway safety initiatives for FFY 2015 were tentatively adopted as Impaired Driving Countermeasures; Occupant Protection; Police Traffic Services/Speed Enforcement; and Traffic Records (Statewide Emphasis). Other priority areas for consideration involved vulnerable roadway users and young drivers.

Phase 2

OHSJP management staff met on several occasions to determine funding priorities (programmatic and geographic) and develop a plan for project development for FFY 2015. During these meetings, OHSJP staff identified areas of the state where highway safety problems exist that are void of grant-funded projects or other efforts to reduce crashes and fatalities. The project development plan included, based on an estimate of Federal funds being available in FFY 2015, soliciting quality grant applications from entities in those geographic areas where the greatest highway safety problems exist and for the type projects that are likely to have the most impact.

It was the consensus of the OHSJP staff, based on the meetings outlined above and the review of evidence-based statewide statistical data and project development ideas and efforts, that certain types of projects were strategic to achieving the proposed performance measures by reducing the state's mileage death rate and the number of injury crashes. While project applications were considered from all national and state identified program areas, the group recommended that projects considered strategic and evidence-based in reducing the number of traffic injuries and deaths on South Carolina's streets and highways be given priority consideration.

South Carolina Performance Measures

Listed in **Table 17** on page 38 are South Carolina's Highway Safety Performance Measures which are consistent with the performance measures developed by USDOT in collaboration with the Governor's Highway Safety Association. 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 HSP document. These performance targets will allow the OHSJP to track the State's progress toward meeting each target from a specific baseline.

Justification for Performance Targets

A description of the traffic safety performance measures, corresponding goals with established performance targets, justification for the targets and grant projects selected for South Carolina's FFY 2015 Highway Safety Plan are individually referenced by program area throughout this document. Grant projects identified for funding in this plan will be implemented through local and statewide traffic safety enforcement programs that are proven to be effective in preventing traffic violations, crashes, injuries, and fatalities in areas of South Carolina most at risk for such incidents.

Process for Setting Targets in the HSP

When setting targets in the HSP for the core performance measures, SC Statistical Analysis Center statisticians performed an extensive analysis of the data related to each measure. Presenters recommended during the NHTSA-GHSA webinar, "Setting 2015 Targets for Core Safety Performance Measures" (April 2014), that states use a minimum of four data points to illustrate progress accomplished over time related to each measure. South Carolina opted to increase the number of data points for analysis to six, while using a five-year rolling average for all but one of the performance measures. The exception was the seatbelt use rate performance measure, which utilizes a year-to-year analysis. For all the measures, after the data points were plotted and the graphs were created, a trend line was added that could be used to predict future values.

The statisticians then performed additional data analyses, often examining the data on an annual basis to determine the percent change from year to year. If, for example, the five-year moving average displayed a general downward trend for the total number of fatalities but an examination of the fatality count by year revealed a significant increase in fatalities from 2011 to 2012 and 2012 to 2013 (state preliminary data), the target value from the trend line equation may have proven unfeasible. When this occurred, the statisticians, after consultation with other OHSJP staff, would adjust the target value based on additional data analyses and examination of Highway Safety projects, proposed countermeasures and other factors unique to South Carolina which could impact the possibility of reaching a lofty target based solely on trend line data. Unique factors examined include vehicle miles traveled, population changes, economic impact, legislative roadblocks, cultural dynamics, and policy issues. South Carolina used a variety of models as part of its trend analyses. Graphical models such as linear, logarithmic, and polynomial were used to determine a best fit, often depending on the normality of data for each performance measure. For example, a linear trend for the total number of fatalities may not have been the best fit due to the large and often unpredictable fluctuation in this figure from year to year.

Performance Targets (Annual Goals)

Annual Goals are individually listed and referenced by program area throughout the Highway Safety Plan.

Table 17. South Carolina Highway Safety Plan Performance Measures and Goals

	NHTSA Core Measures	2003-2007	2004-2008	2005-2009	2006-2010	2007-2011	Baseline 2008-2012	2015 Goal	
C-1	Traffic Fatalities	1046	1036	1006	949	906	863	722	16.3% reduction
C-2	Serious Injuries	4,155	4,012	3,860	3,724	3,557	3,415	3,210	6% reduction
C-3	Fatalities/VMT	2.11	2.08	2.02	1.91	1.83	1.76	1.53	13.1% reduction
	Rural	3.40	3.56	3.73	3.19	3.05	2.93	2.84	3.1% reduction
	Urban	0.60	0.51	0.34	0.32	0.32	0.32	0.29	9.4% reduction
C-4	Unrestrained Passenger Veh Occupants	514	498	458	411	371	335	254	24.2% reduction
C-5	Alcohol Impaired Driving Fatalities	415	417	418.6	402	380	357	300	16% reduction
C-6	Speed Related Fatalities	445	433	408.2	370	341	314	298	5.1% reduction
C-7	MC Fatalities	105	112	115.6	115	118	121	120	0.8% reduction
C-8	Unhelmeted MC Fatalities	79	84	85.8	85	89	90	89	1.1% reduction
C-9	Drivers Age 20 or Younger Inv in Fatal Crashes	168	161	154	142	131	122	98	19.7% reduction
C-10	Pedestrian Fatalities	100	104	104.8	103	100	103	98	4.9% reduction
	Additional State Measures								
C-11	Bicyclist Fatalities	19	17	15.5	15	15	13	12	7.7% reduction
C-12	Moped Fatalities	7	9	11	13	17	22	20	9.1% reduction
A-1	Number Seatbelt Citations*	Unavail.	Unavail.	Unavail.	198,396	250,203	271,543	N/A	
A-2	Number Impaired Driving Arrests*	Unavail.	Unavail.	Unavail.	17,760	22,700	26,252	N/A	
A-3	Number Speeding Citations*	Unavail.	Unavail.	Unavail.	356,835	425,411	465,229	N/A	

*During grant-funded enforcement activities

	Annual Tracking	2008	2009	2010	2011	2012	2013	2015 Goal	
B-1	Observed Seatbelt Use	79.0%	81.5%	85.4%	86.0%	90.5%	91.7%	92.0%	1.5 percentage pts. from 2012 baseline

Process for Developing and Selecting Evidence-Based Countermeasures and Projects

Development of the Funding Guidelines

With the completion of the Problem Identification process, staff developed the 2015 Highway Safety Funding Guidelines. This document set guidelines for the submission of grant applications for highway safety funding in accordance with the priorities established through the problem identification process and basic federal requirements of the Section 402 program. Under the new performance-based process, the guidelines stipulated that "Applicants who do not demonstrate a traffic safety problem/need will not be considered for funding." In order to place funding where the problems exist, the Guidelines further specified that "Priority consideration will be given to applicants proposing major alcohol countermeasures, motorcycle safety, occupant protection, pedestrian safety, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years." The guidelines (1) described the highway safety problems identified by OHSJP staff; (2) discussed the types of projects desired and for which priority would be given based on the problem identification process; (3) described allowable and unallowable activities/program costs; (4) discussed the areas eligible for funding; (5) provided the criteria by which applications would be reviewed and evaluated; (6) gave a checklist for completion of the grant application; (7) discussed the responsibilities of funded applicants; and (8) gave specific requirements for various types of applications submitted under the various program areas.

Solicitation Process

Once the guidelines were completed, a flyer was mailed in November 2013 to more than 250 state and local law enforcement agencies, state agencies, school districts, Project Directors of current grant projects, coroners, and Safe Kids coalitions within the state referring them to the Office of Highway Safety and Justice Programs web-site at www.scdps.gov. The web site contained the complete Funding Guidelines document, as well as a link to the online Highway Safety Grant application through the Grants Management Information System (GMIS), and instructions for the preparation of the grant application document. The application deadline was Friday, February 7, 2014, at 5:00 p.m.

Workshops for Potential Applicants

A Funding Guidelines workshop was held in Columbia on December 4, 2013 at the CSC Auditorium on the campus of the SC Department of Public Safety's headquarters site with more than 70 individuals in attendance. During the workshop, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application; and a presentation on how to write a winning grant proposal. Additionally, the workshop included a complete overview of the online grant application and instructions on how to complete and submit the application. Meeting participants came from across the state and

represented all sectors of the highway safety community (engineering, education, enforcement, EMS, etc.). Participants were informed that three sample, completed grant applications would be available on the SCDPS website to assist in the preparation of their applications.

Highway Safety Strategies and Projects

Each countermeasure strategy and project South Carolina plans to implement to reach the performance targets are described utilizing Section 402 and Section 405 funding streams during the FFY 2015 grant year. The systematic data collection and analysis used in the project selection process supports the successful implementation of an evidence-based traffic safety enforcement program in this State.

Strategies for Project Selection

The deadline for Highway Safety grant applications for FFY 2015 funding was Friday, February 7, 2014, at 5:00 p.m. Grant applications moved through a multi-stage review process. The first stage of the review process involved the Grants Administration Manager, Planning and Evaluation Coordinator, Program Managers and Senior Accountant for the Office of Highway Safety and Justice Programs reviewing and discussing the applications submitted by the due date and time. A second stage of the review process involved additional meetings to discuss grant applications in detail. Applications for continued and new highway safety activities received from state agencies, political subdivisions, and private, non-profit organizations were reviewed at both stages in accordance with the review criteria listed below:

1. The degree to which the proposal addressed a national or state identified problem area. Primary consideration was granted to those projects which addressed major impaired driving countermeasures, occupant protection, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years.

2. The extent to which the proposal met the published criteria within the specific emphasis area.

3. The degree to which the subgrantee identified, analyzed, and comprehended the local or state problems. Applicants who did not demonstrate a traffic safety problem/need were not recommended for funding.

4. The extent to which the proposal sought to provide a realistic and comprehensive approach toward problem solution, including documenting coordination with local and state agencies necessary for successful implementation.

5. The assignment of specific and measurable objectives with performance indicators capable of assessing project activity.

6. The extent to which the estimated cost justified the anticipated results.

7. The ability of the proposed efforts to generate additional identifiable highway safety activity in the program area; the ability of the applicant to become self-sufficient and to continue project efforts once federal funds are no longer available.

8. The ability of the applicant to successfully implement the project based on the experience of the agency in implementing similar projects and the capability of the agency to provide necessary administrative support to the project. For continuation projects, the quality of work and the responsiveness to grant requirements demonstrated in past funding years, current or past grant performance, results of past monitoring visits, and the timeliness and thoroughness of required reports were all given consideration.

The first segment of the staffing allowed OHSJP staff to review the application against established criteria and determine the written quality of the grant application. Individual proposals were discussed based on supplemental considerations, such as current or past grant performance; success in attaining self-sufficiency (if a past subgrantee); likelihood of project to significantly reduce crashes, injuries and fatalities; multi-jurisdictional nature of the project; letters of support from interested parties; and other factors which could affect funding consideration. Once all reviewers had completed their individual reviews, a multi-day staffing review was established.

A formal process for discussion of every application was implemented. The presenting Program Manager first outlined the highway safety problem identified in the application and discussed the approach proposed to resolve the problem. 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 Planning and Evaluation Coordinator, 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.

Coordination of the Highway Safety Plan and the Strategic Highway Safety Plan

When the transportation reauthorization bill SAFETEA-LU required states to have a Strategic Highway Safety Plan (SHSP) in place by October 1, 2007 or risk losing federal funds, South Carolina was already well underway in developing its SHSP entitled The Roadmap to Safety (http://www.scdot.org/doing/technicalPDFs/publicationsManuals/multimodal/road_map.pdf). The Roadmap to Safety was finalized in February 2007 and has served as the State's SHSP until more recent legislation, in the form of MAP-21, established new requirements for states to update their SHSPs.

SC has been following an Implementation Plan that was developed in conjunction with The Roadmap to Safety and updated on an annual basis, but has recognized the need for a new, updated plan. The updated plan, titled Target Zero, reflects the state's recent adoption of the national Target Zero initiative of eliminating traffic fatalities.

Prior to 2011, the SHSP development and implementation function resided within the SC Department of Transportation. (SCDOT). Anticipating the requirement of updating the state's 2007 SHSP, focusing on the data-driven approach South Carolina is taking in updating its SHSP and considering the large amount of statistical analysis to be performed, SCDOT and SCDPS leadership agreed that the function of managing the SHSP should be located within the Office of Highway Safety and Justice Programs (OHSJP). Thus, SCDPS created a new position for an SHSP Manager in 2011. Although funded by the SCDOT, the SHSP Manager position is housed within the OHSJP. The OHSJP is responsible for maintaining the State's Traffic Collision Master File. A steering committee, comprised of individuals from OHSJP, SCDOT, Federal Highway Administration (FHWA) and NHTSA was formed for the purpose of updating the SHSP.

The Emphasis Areas for Target Zero have been identified using a data-driven process and includes performance measures such as the number and rate of fatalities and serious injuries. The major problem areas for SC remain similar to those identified in the 2007 SHSP with only slight changes in terminology. The nine Emphasis Areas are: Roadway Departure, Intersection and Other High Risk Roadway Locations, Occupant Protection, Impaired Driving, Excessive Speed, Other High Risk Drivers, Vulnerable Roadway Users, Commercial Motor Vehicles, and Safety Data Collection, Access and Analysis. In an effort to coordinate the SHSP with the HSP, the Highway Safety Grants Administration Manager has been actively involved in many of the SHSP steering committee meetings. Data analyses performed by the SHSP Manager for the purpose of identifying the Emphasis Areas for the updated SHSP were also utilized in the setting of performance measures and targets in the FFY15 HSP. The state views the coordination of the HSP with the SHSP as an effort to build a unified State approach to highway safety.

While the SHSP is still undergoing an update, references to the 2007 SHSP and Implementation Plan will be found throughout the FFY15 HSP.

Performance Measures Common to the HSP, SHSP and State Highway Safety Improvement Program

The performance measures that are common to South Carolina's HSP, SHSP and the State's Highway Safety Improvement Program (HSIP) are the number of Traffic Fatalities, number of Severe Traffic Injuries and the Traffic Fatality VMT Rate. The Federal Highway Administration (FHWA) and the South Carolina Department of Transportation (SCDOT) are responsible for the development of the HSIP. The SCDPS, SCDOT, FHWA and other local, state and federal agencies and safety advocates collaborated on the creation of the Strategic Highway Safety Plan (SHSP). The state's Highway Safety Plan, though developed by the OHSJP, reflects multiple partnerships among a variety of federal, state and local agencies. The number of Traffic Fatalities, number of Severe Traffic Injuries and Traffic Fatality VMT Rate performance

measures are mutually identified in the HSP and SHSP with evidence-based targets within emphasis areas that were developed through extensive data analysis. **At the current time in the State of South Carolina, the performance measures for the State's HSIP have not yet been developed. Therefore, there is no document to check against to determine if targets are identical between the HSP and HSIP. However, it should be noted that the performance measures and goals contained within this HSP were mutually agreed upon by SCDPS's Office of Highway Safety and Justice Programs (OHSJP) Director, Assistant Director, and Strategic Highway Safety Plan (SHSP) Manager, the SC Department of Transportation's (SCDOT) State Safety Engineer and the Federal Highway Administration's (FHWA) Safety and Traffic Engineer for South Carolina, all of whom serve on the State's Strategic Highway Safety Plan steering committee. The SCDOT State Safety Engineer and the FHWA-SC Safety and Traffic Engineer also are involved in the development of the Highway Safety Improvement Program for South Carolina. It is understood that the performance measures common to the State's HSP, SHSP and HSIP are and will be defined identically and appropriately aligned.**

Data Sources Consulted

Goodwin, A., Kirley, B., Sandt, L., Hall, W., Thomas, L., O'Brien, N., & Summerlin, D. (2013, April). *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices.* 7th edition. (Report No. DOT HS 811 727). Washington, DC: National Highway Traffic Safety Administration.

Analysis of Fatal Crash Data, South Carolina: 2008-2012
A Summary of Motor Vehicle Fatal Crash and Fatality Data from the Fatality Analysis Reporting System (FARS) *Sources: NHTSA Traffic Safety Fact Sheets, Research Notes, State Traffic Safety Information Web Site Footnotes, and FARS User Manual and Auxiliary Table User Manual.* National Highway Traffic Safety Administration.

South Carolina /SCDPS Crash Statistics
OHSJP Statistical Analysis Center

S.C. Strategic Highway Safety Plan (February 23, 2007)
SCDPS and SC Department of Transportation
http://www.scdot.org/doing/technicalPDFs/publicationsManuals/multimodal/road_map.pdf

Highway Safety Performance Plan

The table of NHTSA Core Outcome Measures on page 40 includes the 2015 numerical goals and targets for South Carolina which were determined by the OHSJP Statistical Analysis Center. The 2008-2012 five-year baseline average and trend line data from five-year moving averages was used to develop quantifiable and measurable highway safety performance targets with current safety levels that are data-driven and based on highway safety problems identified by the OHSJP during the problem identification process for FFY 2015. As stated earlier, justification and a description of the traffic safety performance measures, corresponding goals and grant projects selected for South Carolina's FFY 2015 Highway Safety Plan are individually referenced by program area throughout this document.

Summary List of Program Strategies

The OHSJP staff recommended that proposals for the following projects receive priority attention for FFY 2015 Highway Safety funding**:**

* DUI and speeding enforcement projects focusing the traffic enforcement efforts of local and state jurisdictions, as well as multi-jurisdictional projects, on the apprehension of impaired drivers and those exceeding speed limits in the state of South Carolina. These types of projects provide support for the statewide *Sober or Slammer!* Campaign, which is South Carolina's version of the national *Drive Sober or Get Pulled Over.* Campaign. These types of projects must also have components which include Law Enforcement Network participation and participation in statewide sustained impaired driving enforcement initiatives.

* A project to fund a special DUI prosecutor to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in a judicial circuit in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.

* Projects to educate young drivers, ages 15-24, as to how alcohol impairs driving ability and the consequences of driving while impaired. Proposals will also be entertained for training projects for the state's judiciary and prosecutors, which provide education on how driving ability is impaired at various blood alcohol levels. Law enforcement projects should also include guidelines for conducting public safety checkpoints; the use of horizontal gaze nystagmus as a field sobriety test; the use of passive alcohol sensors for the presence of ambient alcohol during traffic stops; and DUI sentencing alternatives.

* Extensive formalized training on traffic safety issues for law enforcement officers statewide, including Drug Recognition Expert (DRE) training.

* Projects to establish or strengthen traffic enforcement units within local law enforcement agencies. Such projects must include a comprehensive enforcement effort, including DUI enforcement, speed enforcement, and occupant protection enforcement at a minimum. Such projects must also include Law Enforcement Network participation and participation in all components of statewide mobilization enforcement initiatives (occupant protection, impaired driving, speed enforcement, etc.).

* Projects to continue the automation of the state's collision and uniform traffic citation report forms, and to provide appropriate software and equipment to local law enforcement agencies for participation in the state's SCCATTS initiative.

* Statewide enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.*, the state's version of the national *Click-it-or-Ticket* Campaign) combining education, media, diversity outreach, and enforcement components to improve occupant restraint usage by South Carolina citizens and visitors and to attack the ever-growing impaired driving problem in the state.

* A project to maintain a Traffic Safety Resource Prosecutor in the State of South Carolina to provide training on the prosecution of traffic safety violations, predominantly DUI, occurring in the State of South Carolina and to assist in the actual prosecution of traffic safety violations statewide.

* Projects to continue in two pilot counties a DUI Court for the exclusive prosecution, adjudication and monitoring of DUI cases within the designated jurisdiction. The DUI Court concept should be modeled after the post-conviction Drug Courts in the State and made available to second and subsequent offenders, including felony DUI cases at the discretion of the participating solicitor.

* Projects to educate parents on the proper use of child safety seats and to promote the proper use of safety belts among all age groups. Projects targeting the usage of safety belts by young drivers and male drivers, ages 15-34.

* Projects addressing vulnerable roadway users, including pedestrian safety issues, moped riders, and bicyclists.

* Projects addressing the safe operation of motorcycles, encouraging voluntary compliance with helmet laws, promoting rider education, and dealing with impaired riding issues. This would include a statewide motorcycle safety campaign to alert motorists of the presence of motorcyclists on the roadways and encourage both drivers and bikers to appropriately share the roadways.

Planned High Visibility Enforcement Strategies to Support National Mobilizations

For FFY 2015, the OHSJP will implement high visibility enforcement strategies in support of national high-visibility law enforcement mobilizations (*Click-it-or-Ticket* and *Drive Sober or Get Pulled Over* Crackdowns) coordinated by the Secretary of Transportation. The impaired driving campaign, designated *Sober or Slammer!* in SC, will include enforcement/education initiatives around the Christmas/New Year's holidays of 2014/2015, the summer months (100 Days of Summer Heat) of 2015 and the Labor Day holiday of 2015. OHSJP staff will work with the SCDPS Marketing Contractor to develop and implement a campaign which will target those age groups which are most affected by negative alcohol and drug-related crash statistics, particularly males in the 21-35 year age group, but will address impaired driving issues generally as well. The OHSJP will assume an overall coordination role in this project and also will utilize the skills of SCDPS spokespersons in dealing with the media and others in various promotional events. Campaign themes and storyboard concepts for TV PSAs and artwork for print ads and billboards will be developed at various times during the year relative to the specific holiday/special enforcement emphases. The Contractor will be tasked with developing and producing a specified number of radio and TV PSA's, billboards, alternative outdoor formats and social media, all featuring the campaign messages. The Contractor will market test all developed products through the use of focus groups or some other appropriate technique. The Contractor will be responsible for working with media outlets, outdoor advertisers, and others to secure free advertising time and space, with emphasis on that which will most directly impact the target groups. The Contractor also will be responsible for monitoring the time and frequency of usage of TV PSAs. The *Sober or Slammer!* campaign will serve as the centerpiece for the state's Law Enforcement DUI Challenge, which will run from December 1, 2014 through Labor Day 2015 and will require participating state and local law enforcement agencies statewide to conduct at least quarterly specialized DUI enforcement initiatives (public safety checkpoints and saturation patrols) during the Challenge time period, as well as an additional four nights of specialized DUI enforcement during the two DUI enforcement mobilizations during FFY 2015.

The State of South Carolina will also conduct a Memorial Day 2015 occupant protection enforcement crackdown from May 19–June 1, 2015, known as *Buckle Up, South Carolina. It's the law and it's enforced* (*BUSC*) corresponding to the national *Click-It-or-Ticket* campaign. The mobilization will include paid and earned media and specialized enforcement. The 2015 *BUSC* campaign media plan will follow similarly the media buy plan for the 2014 *BUSC* campaign. All agencies agreeing to participate in the State's Sustained DUI Enforcement Campaign have agreed to participate in the *BUSC* efforts including the SC Highway Patrol (SCHP), the SC State Transport Police (STP), and the Law Enforcement Network system in South Carolina, which is composed of local law enforcement agencies statewide. This allows the OHSJP to cover 100% of the state's population. The campaign will include elements of paid and earned media, enforcement and diversity outreach through television and radio PSA's which will focus on enforcement of safety belt and child passenger safety seat laws. Participating agencies have agreed to conduct special enforcement activities focusing on occupant protection violations during the *BUSC* campaign. Additionally, all Police Traffic Services subgrantees have an objective to participate in the *BUSC* campaign and have an objective specifically related to increasing occupant protection violation citations. Diversity outreach is accomplished through

focusing placement of paid media on stations and during time slots that attract African American, Hispanic, youth, and rural male audiences. These demographic groups have shown statistically to have lower safety belt use rates than non-minority, urban and female counterparts. Campaign on-air messages, both radio and television, will be translated/dubbed into Spanish and aired on Hispanic television and radio stations statewide. The paid media components of this effort will include airing television and radio spots to alert the general public of the enforcement mobilization and to send the message that law enforcement in the State is serious about enforcing the State's occupant protection laws. The campaign will utilize the State's enforcement slogan, *Buckle up, South Carolina. It's the law, and it's enforced.* (*BUSC*). The OHSJP will also hold press events in key media markets of the State to enhance the effort and to alert the general public regarding the enforcement and media components of the campaign. The mobilization crackdown will be coordinated through the SC Law Enforcement Network. Saturation patrols and direct enforcement strategies will be employed to focus on occupant protection violations. South Carolina also plans to conduct pre- and post-campaign observational surveys in order to effectively evaluate the success of the program and determine the State's safety belt usage rate and pre- and post-campaign telephone surveys to gauge public awareness of the campaign and its enforcement and education messages.

The above-referenced campaign initiatives are implemented largely through the SC Law Enforcement Network (SCLEN) system, the structure of which is described in detail in the **Project Description** section of the State's Law Enforcement Coordination grant-funded project on pages 94 and 187 of this document. Working through the SCLEN, which includes the participation of more than 75% of state and local law enforcement agencies in South Carolina, the State is able to deploy enforcement resources based upon relevant analysis, both state and local, and adjust enforcement plans continuously based on areas throughout the State that reflect the most significant and serious highway safety risks and problems.

PRIORITY FUNDING AREAS
FOR FFY 2015

PLANNING AND ADMINISTRATION

Overview

The state of South Carolina has seen significant reductions in a variety of traffic safety categories over the time period 2008-2012. The state has seen unrestrained occupant fatalities decline from 2008 to 2011 (-31 in 2009; -68 in 2010; and -55 in 2011) before increasing by 55 in 2012. Even with the increase in 2012, the state saw 24% fewer such deaths in 2012 than in 2008 and 8.2% fewer than the average of the prior four years (see **Table 4** on page 9; **Table 6** on page 12; and **Figures 2, 3,** and **4** on pages 12-13). This likely reflects increased enforcement of the state's primary safety belt law and increasing safety belt usage rates statewide (91.7% in 2013). The second largest decline was in alcohol-impaired driving fatalities (-26 in 2009; -21 in 2011; and -44 in 2011), before increasing in 2012 (39 in 2012). Despite an increase in these deaths during the most recent year (2012), the State still saw 13% fewer such deaths in 2012 than in 2008 and 3.1% fewer than the average of the prior four years (see **Table 4** on page 9; **Table 7** on page 14; as well as **Figures 5, 6,** and **7** on pages 14-15 for trends). Again, this decline likely reflects significantly increased DUI enforcement statewide and the positive results of media messaging relative to DUI issues in the state. The third largest decline was in speed-related deaths (-13 in 2009; -49 in 2010; and -10 in 2011 before increasing during 2012 [38]). The state experienced almost 10% fewer such deaths in 2012 than in 2008, and 0.88% fewer than the average of the prior four years (see **Table 4** on page 9; **Table 8** on page 16; as well as **Figures 8, 9,** and **10** on pages 16-17 for trends). This area has clearly been impacted by the state's sophisticated and well-coordinated Law Enforcement Network System, which enlists approximately 200 state and local law enforcement agencies statewide in singular and multi-jurisdictional enforcement efforts and campaigns focusing on speed and integrated enforcement efforts year-round.

Though the state has experienced the positive gains outlined above, there is still much work to be done to improve highway safety in the state and to continue to drive down traffic collisions, injuries and deaths on the state's roadways. The state has implemented a variety of enforcement, education, EMS and engineering efforts to address the highway safety problems that remain. The SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, identified a number of strategies in Appendix A, pp. AA1 to AA20, which have been completely or partially implemented over the past several years in an effort to improve highway safety in the state, including targeted conventional enforcement of traffic laws (p. AA4); the implementation of NEMSIS (p.AA5); increasing speed and DUI enforcement on rural roads (p. AA7); conducting enhanced speed enforcement in work zones (p. AA9); continuing of blitz enforcement campaigns and waves (p. AA8); conducting education and awareness campaigns targeting the general public (p. AA9); educating parents about the liability of social hosting (p. AA10); funding Drug Recognition Expert programs for law enforcement (p. AA10); aggressive enforcement of the primary safety belt law (p. AA12); conducting public safety checkpoints and saturation patrols in high-risk areas for DUI (p. AA14); and many others. These initiatives demonstrate that not only has the state, and the OHSJP in particular, taken seriously the SHSP document, but the state has used its limited federal and state resources wisely and in partnership among federal, state and local agencies to improve traffic safety in the state. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will

continue to address key emphasis areas and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

The NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 stresses the importance of key emphasis areas relative to impaired driving, speed enforcement, occupant protection issues, motorcycle and pedestrian safety. The document also outlines significant strategies and appropriate countermeasures for these traffic safety issues and problems of which many have been implemented over time in the state of South Carolina, including highly effective countermeasures, such as administrative license revocation or suspension for DUI offenders (ch. 1, 1.1, p. 1-12); publicizing sobriety checkpoints (ch. 1, 2.1, pp. 1-19 to 1-20); ignition interlocks (ch. 1, 4.2, pp. 1-34 to 1-35); speed limit enforcement (ch. 3, 1.1, pp. 3-8 to 3-9); statewide primary safety belt enforcement (ch. 2, 1.1, pp. 2-12 to 2-13), short-term high-visibility belt law enforcement following the national *Click-it-or-Ticket* model (ch. 2, 2.1, pp. 2-17 to 2-19) and communications strategies to lower belt use groups (ch. 2, 3.1, pp. 2-24 to 2-26). The state has also implemented countermeasures deemed likely to be effective, such as high BAC sanctions (ch. 1, 1.3, p. 1-15); mass media campaigns (ch. 1, 5.2, pp. 1-44 to 1-45); communications and outreach supporting enforcement (ch. 3, 4.1, p. 3-27); and sustained enforcement (ch. 2, 2.3, p. 2-22). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (ch. 2, 2.2 pp. 2-20 to 2-21). In addition, the state has implemented countermeasures that have not clearly been demonstrated as effective overall, but may have impact in specific areas, such as child restraint distribution programs (ch. 2, 7.2, p. 2-34) and the development of inspection stations for child safety seats (ch. 2, 7.3, p. 2-35).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of highway safety issues and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2015 Highway Safety Plan.

Traffic Fatalities

Pages 6-29 of this Plan contain an exhaustive analysis of South Carolina traffic fatality data. Please refer to these pages for statistical charts and narrative data regarding the significance of traffic fatality problems being experienced by the State.

Traffic Injuries

Figure S-1 below contains South Carolina state statistical data which indicates there were 239,973 persons injured in collisions from 2008 through 2012. The crash data compiled by the OHSJP Statistical Analysis Center indicates the number of annual motor vehicle collisions resulting in injury increased from 31,053 in 2008 to 32,300 in 2012. The 2012 data relative to actual number of injuries sustained in traffic crashes represents a 6.6% increase when compared to the number of people injured in traffic collisions in 2008. When compared to the average of the four-year period 2008-2011 (47,489 injuries), the 2012 figure represents a 5.3% increase. Of the 239,973 injured during a vehicle crash from 2008-2012, 17,075 (Figure 23), or 7.1%, sustained severe injuries.

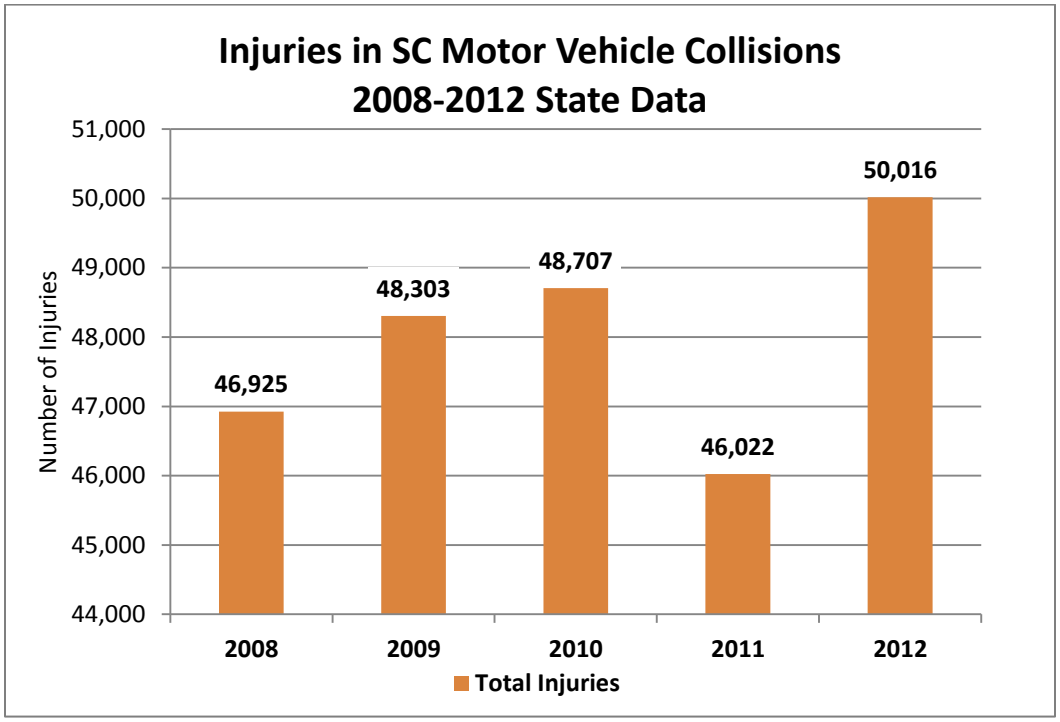


Figure S-1

Figure S-2 on the following page contains data regarding severe traffic injuries occurring in the state during the years 2008-2012. Of the 239,973 traffic-related injuries occurring during this time period, 17,075, or 7.1% were severe injuries. There were 3,392 traffic-related severe injuries in 2012, a 3.4% reduction as compared to 2008. The 2012 figure of 3,392 severe traffic-related injuries was also a 0.85% reduction as compared to the average of the years 2008-2011 (3,421). Increased safety belt usage throughout the state during the period 2008-2012, as well as increased traffic enforcement of occupant protection violations likely contributed to the reductions in the five-year time period.

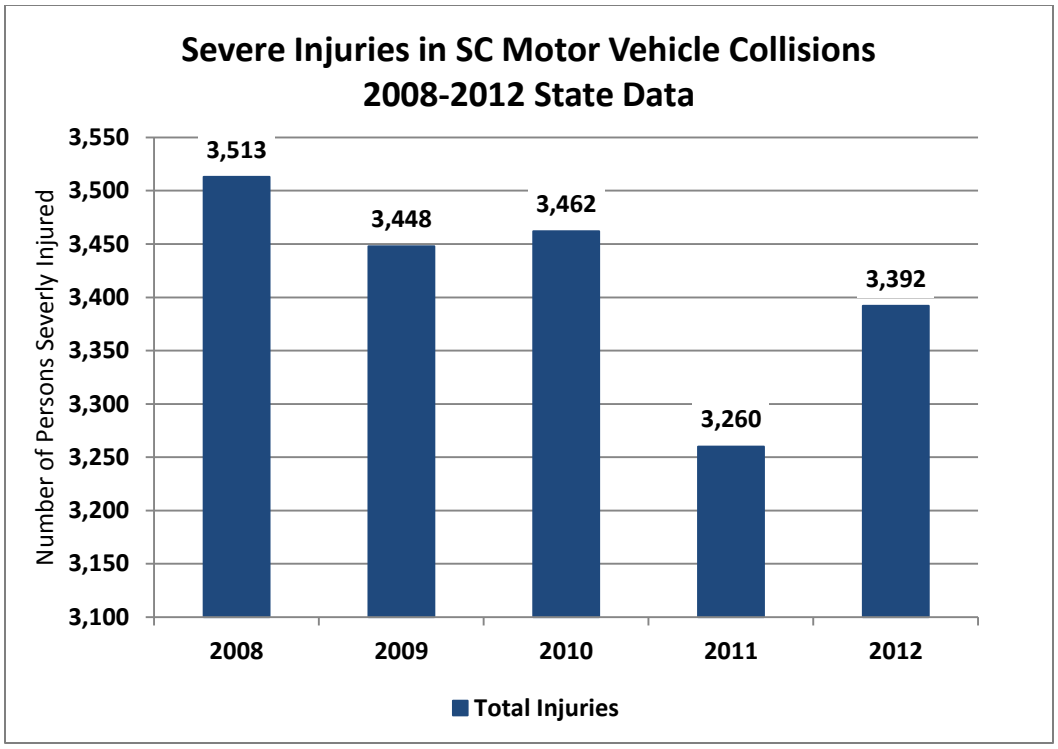


Figure S-2

Traffic Collisions

From 2008-2012, state statistical data listed in **Figure S-3** on the following page shows there were 531,900 vehicle collisions in South Carolina, which equates to a crash being reported every 4.94 minutes during a given calendar year. Of the 531,900 vehicle collisions reported from 2008-2012, 17,504 **(Figure S-4** on page 54), or 3.3%, were fatal or severe injury crashes. From 2008 to 2012, the state has experienced a 0.95% increase in the number of reported vehicle crashes. When compared to the four-year average of traffic crashes occurring from 2008-2011 (105,907), the 2012 figure represents a 2.2% increase. The leading counties for fatal and severe injury crashes from 2008-2012 were Charleston, Horry, Greenville, Richland, Spartanburg, Anderson, Berkeley, Lexington, York, Florence, Aiken, Dorchester, Beaufort, Orangeburg, and Pickens.

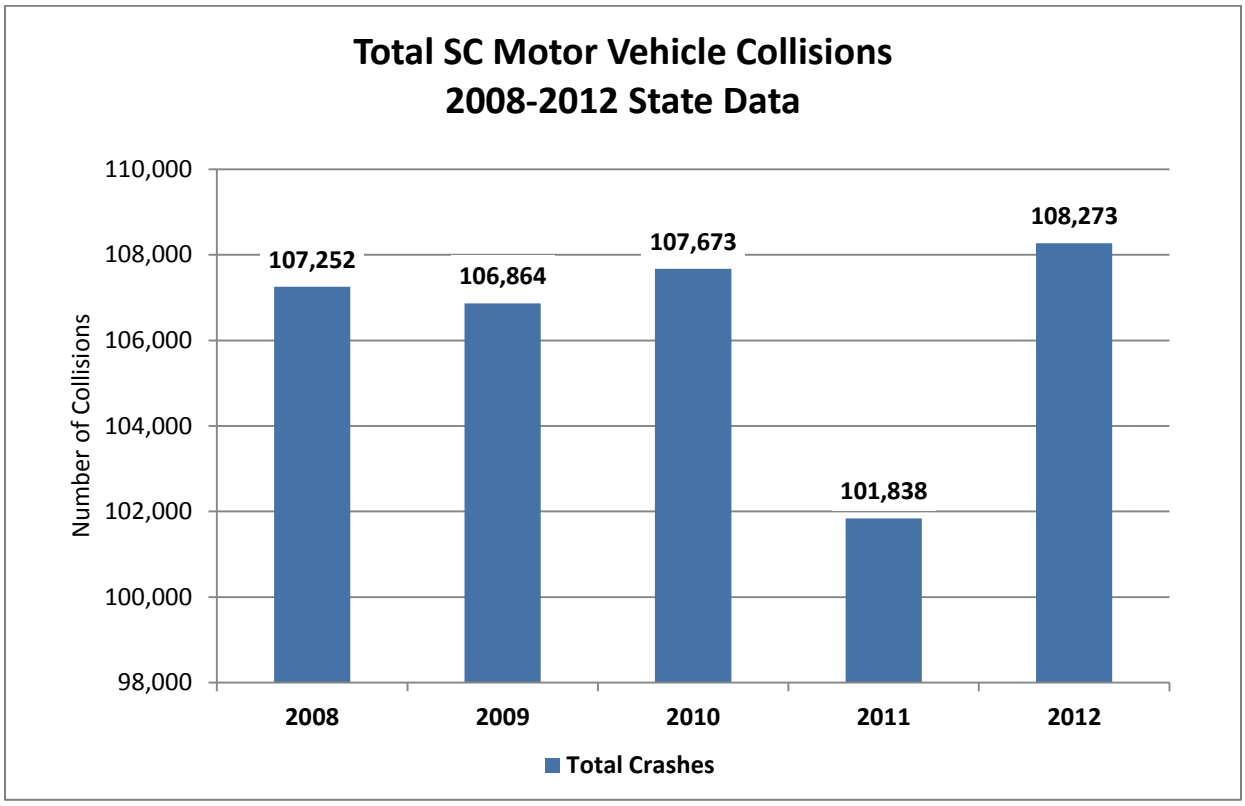

Total SC Motor Vehicle Collisions
2008-2012 State Data
110,000
108,000
106,000
104,000
102,000
100,000
98,000
Number of Collisions
107,252
106,864
107,673
101,838
108,273
2008
2009
2010
2011
2012
Total Crashes

Figure S-3

All Fatal and Severe Injury Collisions
South Carolina 2008-2012

County	2008	2009	2010	2011	2012	Total 2008 - 2012
Charleston	321	260	302	291	301	**1,475**
Horry	274	249	269	303	325	**1,420**
Greenville	243	255	275	254	306	**1,333**
Richland	220	222	199	183	198	**1,022**
Spartanburg	172	143	160	173	195	**843**
Anderson	146	168	136	149	165	**764**
Berkeley	154	163	118	133	192	**760**
Lexington	144	133	136	172	151	**736**
York	132	127	139	130	124	**652**
Florence	117	108	116	96	103	**540**
Aiken	106	118	120	98	73	**515**
Dorchester	105	99	99	97	114	**514**
Beaufort	108	85	93	84	104	**474**
Orangeburg	80	95	92	83	83	**433**
Pickens	79	81	101	73	87	**421**
Sumter	81	80	79	84	68	392
Laurens	79	74	61	78	67	359
Colleton	83	80	60	66	68	357
Greenwood	63	70	65	76	58	332
Lancaster	77	68	60	68	57	330
Jasper	45	46	59	59	50	259
Darlington	63	53	41	52	46	255
Georgetown	46	49	50	35	67	247
Oconee	45	38	48	52	57	240
Kershaw	47	57	54	39	42	239
Cherokee	58	49	29	46	40	222
Williamsburg	36	46	43	29	37	191
Chesterfield	47	37	45	27	34	190
Newberry	35	36	38	31	39	179
Chester	40	32	38	31	27	168
Clarendon	38	45	27	23	29	162
Dillon	30	19	33	18	29	129
Edgefield	33	14	21	36	21	125
Fairfield	23	21	18	29	28	119
Marion	19	35	24	17	24	119
Barnwell	25	24	16	31	21	117
Abbeville	18	25	31	23	13	110
Hampton	20	19	27	21	22	109
Saluda	25	22	18	22	22	109
Marlboro	24	23	20	24	17	108
Lee	19	34	15	15	16	99
Union	26	21	19	21	12	99
Bamberg	13	17	26	11	14	81
Calhoun	12	17	14	17	20	80
McCormick	9	9	9	11	5	43
Allendale	10	10	4	3	6	33
Total	**3,590**	**3,476**	**3,447**	**3,414**	**3,577**	**17,504**

Figure S-4

Performance Measures

NHTSA Core Measures		2003-2007	2004-2008	2005-2009	2006-2010	2007-2011	Baseline 2008-2012
C-1	Traffic Fatalities	1045.8	1036.4	1006	949	905.8	863
C-2	Serious Injuries	4154.6	4012.4	3859.8	3723.6	3557.4	3415
C-3	Fatalities/VMT	2.11	2.08	2.02	1.91	1.83	1.76
	Rural	3.40	3.56	3.73	3.19	3.05	2.93
	Urban	0.60	0.51	0.34	0.32	0.32	0.32

Goals:

1. To decrease traffic fatalities by 16.3%, from the 2008-2012 baseline average of 863 to 722 by December 31, 2015.

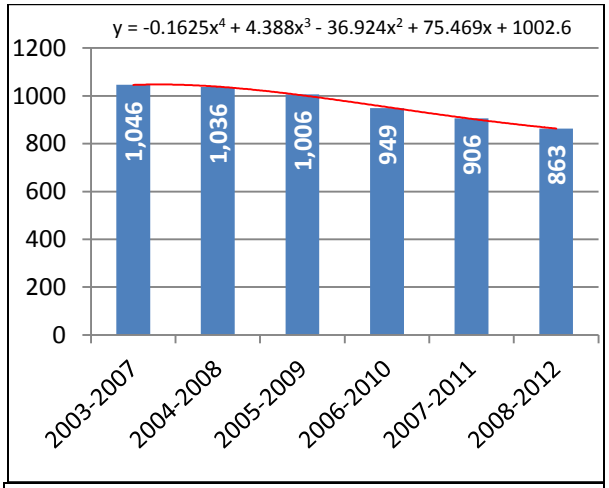
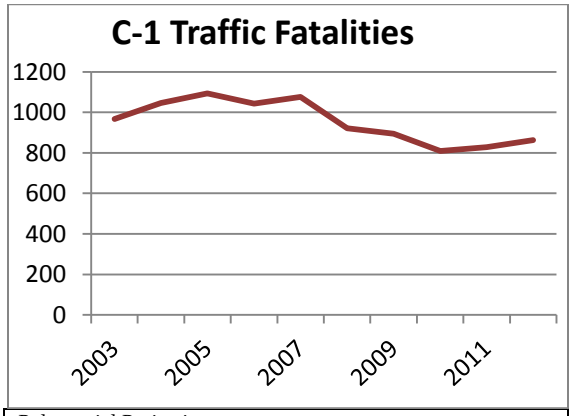


Figure C-1. South Carolina Total Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.



Polynomial Projection
= -0.1625(9) +4.388(9)-36.924(9)+75.469(9) +1002.6 = 823.7

2008-2012 Average = 863
2009-2013 Average = 832.2
2008 = 921
2009 = 894
2010 = 809
2011 = 828
2012 = 863 (4.2% increase from 2011)
2013 = 767 (11.1% decrease from 2012, 2013 not FARS finalized)

3% reduction in 2014 (from 2013; 767) to 744; a 3% reduction in 2015 (from 2014; 744) to 722.

In **Figure C-1** above, the five-year moving average with a polynomial projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience an 824 five-year average for traffic fatalities by December 31, 2015. This equates to an estimated 806 annual traffic fatalities for 2015, which is a 6.6% reduction from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 767 traffic fatalities for 2013, a decrease of 11.1% from 863 in 2012. The state preliminary projection for 2014 using the first four months of data indicates an increase in traffic fatalities in comparison with 2013.

Based on this preliminary state data which shows a significant decrease in 2013 and slight potential increase in traffic fatalities for 2014, OHSJP will set a goal of 722 traffic fatalities in 2015, a 5.9% reduction in traffic fatalities by December 31, 2015 from the 2013 calendar year.

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

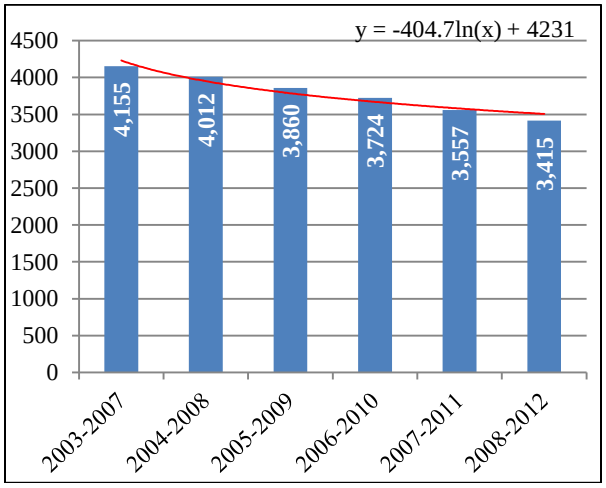
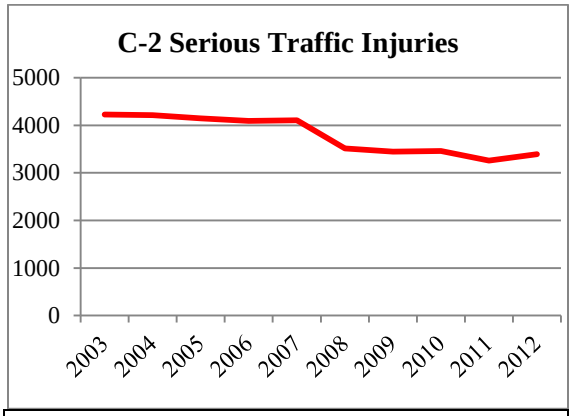


Figure C-2. South Carolina Serious Traffic Injuries, 5-Year Moving Average with Trend Analysis, 2003-2012.



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

2008-2012 Average = 3415
2009-2013 Average = 3358.8
2008 = 3513
2009 = 3448
2010 = 3462
2011 = 3260
2012 = 3392 (4% increase from 2011)
2013 = 3232 (4.7% decrease from 2012)

6% decrease to 3,210 from 2008-2012 baseline average.

In **Figure C-2** above, the five-year moving average with logarithmic projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 3,341.8 five-year average for serious traffic injuries by December 31, 2015. This equates to an estimated 3,224 annual serious traffic injuries for 2015, which is a 5% reduction from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 3,232 serious traffic injuries for 2013, a decrease of 4.7% from 3,392 in 2012. The state preliminary projection for 2014 using the first four months of data indicates an increase in serious traffic injuries in comparison with 2013. Based on this preliminary state data which shows a decrease in 2013 and slight potential increase in serious traffic injuries 2014, OHSJP will set a goal of 3,210 serious traffic injuries in 2015, a 0.7% reduction in serious traffic injuries by December 31, 2015 from the 2013 calendar year.

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

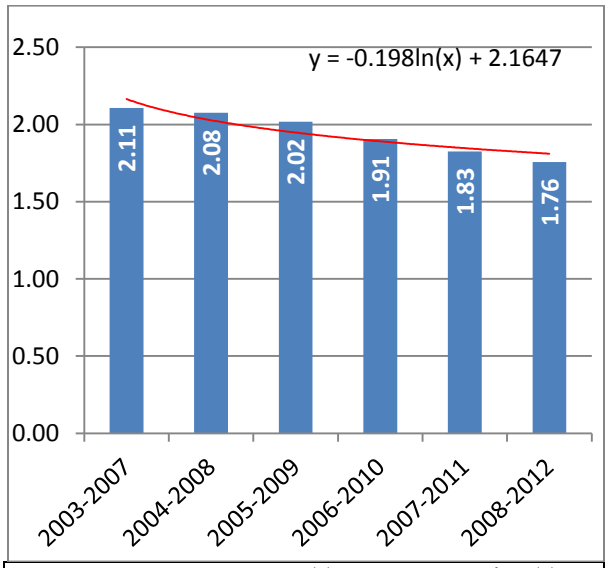
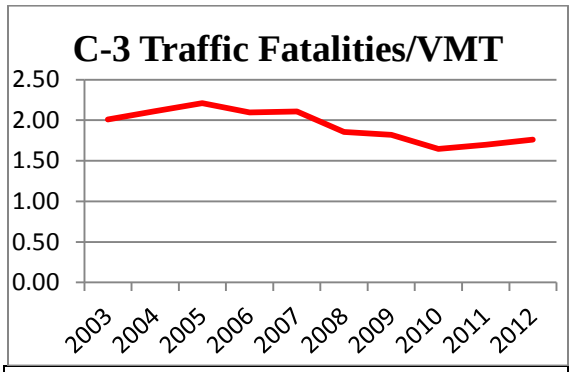


Figure C-3. South Carolina Traffic Fatalities/VMT, 5-Year Moving Average with Trend Analysis, 2003-2012.



Logarithmic Projection = -.198ln(9)+2.1647 = 1.73

2008-2012 Average = 1.76
2009-2013 Average = 1.70
2008 = 1.86
2009 = 1.82
2010 = 1.65
2011 = 1.70
2012 = 1.76 (3.5% increase from 2011)
2013 = 1.57 (10.8% decrease from 2012, 2013 not FARS finalized)

2.6% decrease from 1.57 in to 2013 to 1.53 in 2015.

In **Figure C-3** above, the five-year moving average with a logarithmic projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 1.73 five-year average for traffic fatalities/VMT by December 31, 2015. This equates to an estimated 1.53 annual traffic fatalities/VMT for 2015, which is a 13.1% reduction from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 1.57 traffic fatalities/VMT for 2013, a decrease of 10.8% from 1.76 in 2012. Based on this preliminary state data, which shows a decrease in 2013, OHSJP will set a goal of 1.53 traffic fatalities/VMT in 2015, a 2.6% reduction in traffic fatalities/VMT by December 31, 2015 from the 2013 calendar year.

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

Decrease traffic fatalities/VMT (Rural) 3.1% from the 2008-2012 calendar base year average of 2.93 to 2.84 by December 31, 2015.

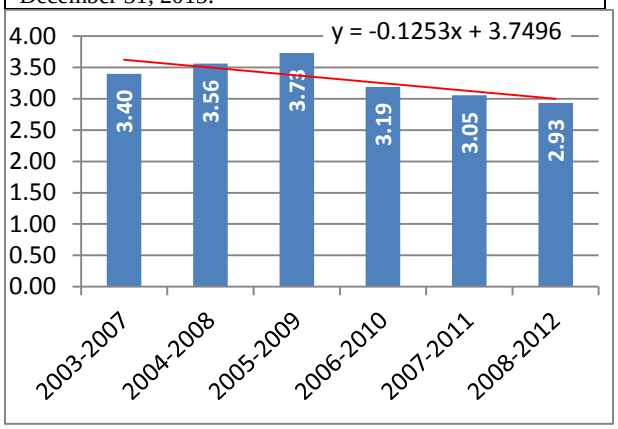
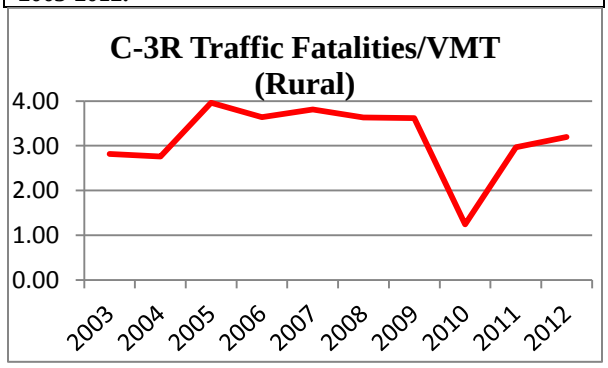
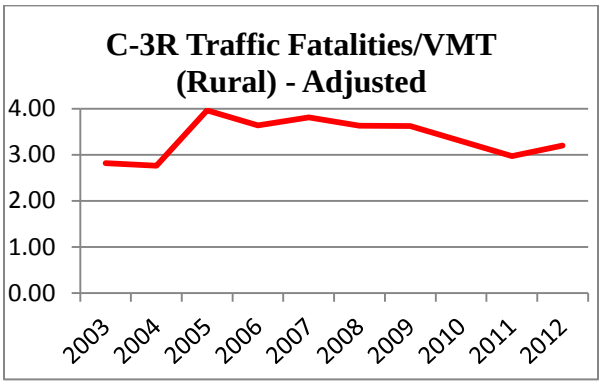


Figure C-3R. South Carolina Traffic Fatalities/VMT (Rural), 5-Year Moving Average with Trend Analysis, 2003-2012.





Linear Projection = -.1253(9)+3.7496 = 2.62

2008-2012 Average = 2.93
2009-2013 Average = Unavailable
2008 = 3.63
2009 = 3.62
2010 = 1.24
2011 = 2.97
2012 = 3.20 (7.7% increase from 2011)
2013 = Unavailable

Goal: 11.3% decrease to 2.84 from 3.20 in 2012

In **Figure C-3R** (Rural) above, the five-year moving average with a linear trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 2.62 five-year average for traffic fatalities/VMT (Rural) by December 31, 2015. South Carolina adjusted the 2010 outlier to an average between data in 2009 and 2011. Without the adjustment, the five-year models projected extremely low annual figures of less than 1.0 for 2015. Based on the information available, OHSJP will set its target to a 2.84 annual traffic fatalities/VMT (Rural) by December 31, 2015. The state has chosen a slightly less ambitious target than the projected value of 2.62.

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

Decrease traffic fatalities/VMT (Urban) 9.4% from the 2008-2012 calendar base year average of 0.32 to 0.29 by December 31, 2015.

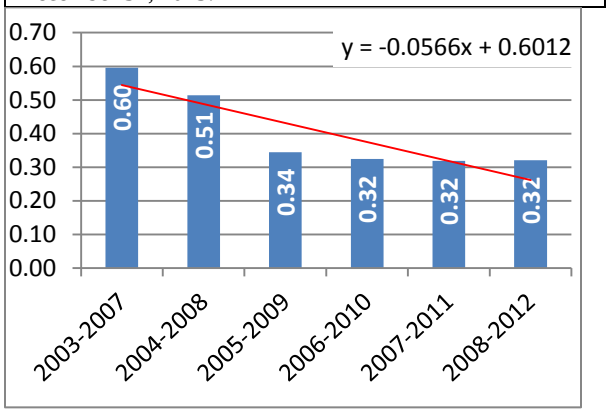
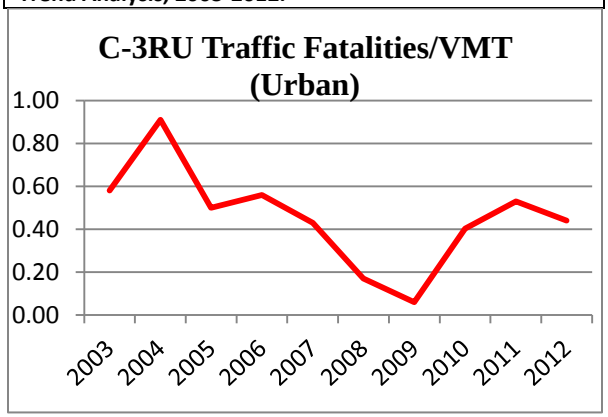
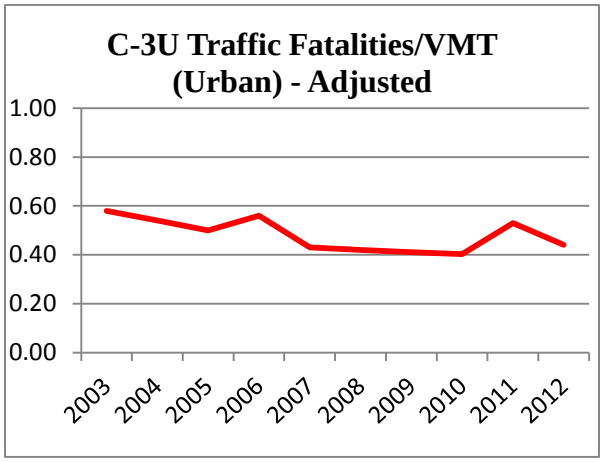


Figure C-3U. South Carolina Traffic Fatalities/VMT(Urban), 5-Year Moving Average with Trend Analysis, 2003-2012.





Linear Projection = -0.0566(9) + 0.6012 = 0.09

2008-2012 Average = 0.44
2009-2013 Average = Unavailable
2008 = 0.17
2009 = 0.06
2010 = 0.40
2011 = 0.53
2012 = 0.44 (17% decrease from 2011)
2013 = Unavailable

Goal: 34.1% decrease to 0.29 from 0.44 in 2012

In **Figure C-3U** (Urban) above, the five-year moving average with a linear trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 0.09 five-year average for traffic fatalities/VMT (Urban) by December 31, 2015. South Carolina adjusted the 2004, 2008, and 2009 outlier by averaging the data of the year before and the year after the outliers. Without the adjustment, the five-year models projected extremely low annual figures of less than 0.1 for 2015. Based on this adjustment, OHJSP will set its target to a 0.29 annual traffic fatalities/VMT (Urban) by December 31, 2015.

Objectives:

1. To decrease traffic fatalities and serious injuries by implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes by December 31, 2015.
2. To maintain an effective staff to administer the Highway Safety Program in South Carolina throughout the FY 2015 grant year.
3. To prepare and submit to NHTSA the FY 2016 Highway Safety Plan for South Carolina by July 1, 2015.
4. To evaluate the effectiveness of programs and their impact upon the performance goals by preparing and submitting to NHTSA the FY 2015 Annual Report for South Carolina by December 31, 2015.

Performance Indicators:

Goals:

1. A comparison of the 2008-2012 calendar base year average for traffic fatalities will be made to the most current available FARS data.
2. A comparison of the 2008-2012 calendar base year average for traffic-related serious injuries will be made to the most current available state data.
3. A comparison of the 2008-2012 calendar base year average for fatalities/VMT will be made to the most current available FARS data.
4. A comparison of the 2008-2012 calendar base year average for fatalities/VMT (Rural) will be made to the most current available FARS data.
5. A comparison of the 2008-2012 calendar base year average for fatalities/VMT (Urban) will be made to the most current available FARS data.

Objectives:

1. A comparison of the number of traffic fatalities and serious injuries from the previous year will be made to the most current available statewide and FARS databases.
2. Maintain the level of staff to effectively manage all OHSJP initiatives.
3. Submit the FY 2016 Highway Safety Plan to NHTSA by the assigned deadline.
4. Conduct program evaluations and produce annual reports on program effectiveness by the assigned deadlines.

Strategies:

1. Highway Safety staff will monitor traffic crash and other appropriate data on an on-going basis in order to make course corrections as necessary.

2. Project personnel will be trained in project management and financial management of grants in order to obtain maximum performance.

3. Highway Safety staff will conduct a Problem Identification meeting to identify highway safety problems in the state.

4. Highway Safety staff will conduct project development to encourage potential subgrantees in identified problem areas to submit grant applications and provide technical assistance.

5. Highway Safety staff will conduct a Funding Guidelines Workshop to provide information to potential subgrantees on the processes and requirements involved with the submission of highway safety grant applications and encourage the development of projects that will positively impact highway safety in the state.

6. Highway Safety staff will review all applications submitted by the established deadline and participate in the staffing process for FFY 2016.

7. Highway Safety staff will monitor 100% of all projects funded in order to provide adequate technical assistance and to insure compliance with grant guidelines.

8. Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS. The theme will follow a new highway safety initiative entitled, Target Zero, A Goal We Can All Live With. The campaign anticipates participation of more than 200 local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign will literally touch all citizens of the state in each of the state's forty-six (46) counties.

9. Highway Safety staff will develop/implement technical training programs as needed to support local project initiatives.

10. The OHSJP will continue to provide grant funding for the Law Enforcement Networks (LEN) to assist them in their ongoing enforcement efforts and in recruiting additional enforcement agencies to enlist in the system. The OHSJP will continue to provide training to LENs through LEN Coordinator meetings, regularly scheduled LEN meetings, and Traffic Safety Officer certification courses.

11. Highway Safety staff will continue to provide Law Enforcement Liaison services to both state and local law enforcement agencies.

12. The OHSJP will conduct periodic surveys to track driver attitudes and awareness concerning impaired driving, safety belt use and speed issues utilizing in part recommended questions developed by NHTSA and GHSA.

13. The OHSJP and the SC Department of Transportation (SCDOT) will continue their strong partnership to enhance traffic safety initiatives through a variety of activities:

    a. dissemination of information to the public regarding highway safety and engineering issues through the use of variable message signs, radio stations, social web sites and presentations. The SCDOT variable message signs are used during each enforcement

campaign to keep the various safety messages front and center for the target audience. In addition, the SCDOT will begin utilizing variable message signs to communicate the State's ongoing traffic fatality total combined with traffic safety messaging to increase the public's awareness of the significance of the traffic fatality problem in South Carolina.

b. maintain a Strategic Highway Safety Plan (SHSP) Manager position housed in the OHSJP and funded by the SCDOT to update the state's SHSP (first developed in 2007) and to coordinate the implementation of various projects designed to impact goals in the SHSP.

c. continue implementation of the SCCATTS project to create a fully electronic traffic records system.

d. continue the implementation of the Safety Improvement Team (SIT), funded by SCDOT, to focus on high crash corridors.

e. consideration of funding to provide airtime for a series of television ads promoting the "Target Zero" concept throughout the State of South Carolina.

PROJECT FUNDED:

Highway Safety Planning and Administration

Problem Identification: In South Carolina, preliminary state data from our Statistical Analysis Center indicates there were 767 traffic fatalities in 2013. This figure represents an 11.1% decrease from the 863 traffic fatalities that occurred in 2012. Based on the estimated number of fatalities and an estimated 0.3% increase in vehicle miles of travel for 2013, the mileage death rate is expected to decrease to 1.57 in 2013. Though this is a significant change (-10.8%), the state rate is expected to remain significantly higher than the national rate, which was 1.13 for 2012. Overall, from 2008-2012, fatalities decreased by 6.3% in South Carolina, compared to slightly larger decreases of 14.2% in NHTSA Region 4 and 10.3% nationwide. Also, during the same timeframe of 2008-2012, state statistical data shows there were 531,900 vehicle crashes in South Carolina. In those 531,900 vehicle crashes reported from 2008-2012, 239,973 persons were injured. Of those 239,973 persons injured, 17,075, or 7.1%, sustained severe injuries. When comparing the 107,252 vehicle crashes in 2008 to the 108,273 vehicle crashes in 2012, the state has experienced a 0.95% increase in the number of reported vehicle crashes during this five-year period.

Project Description: 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 SC Department of Public Safety (SCDPS). The mission of the OHSJP is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Program Administration area of the OHSJP will coordinate 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, and cooperation with state and local governments. Programming resources will be directed to national and state-identified priority areas outlined in this document. The Program Administration area will ensure monitoring of traffic data to coordinate appropriate statewide highway safety messages to all citizens and visitors of the state. Highway Safety Staff members will conduct a Problem Identification meeting annually to identify highway safety problems. A Funding Guidelines Workshop will be conducted to provide information to potential subgrantees and to encourage the development of data-driven, evidence-based projects that will positively impact highway safety. Pre-Work Conferences and a Project Management Course will be conducted during the FFY 2015 with all Project Directors of newly awarded highway safety projects.

Program Administration will continue a sustained DUI enforcement initiative by implementing the 2015 Law Enforcement DUI Challenge known as *Sober or Slammer!* (corresponding to the national *Drive Sober or Get Pulled Over* campaign) on a statewide level utilizing strategies that have proven results. The campaign will run from December 1, 2014 through September 1, 2015. According to the *Countermeasures That Work*, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (Chapter 1, section 2.2), publicized saturation patrol programs and sobriety checkpoints are effective in reducing alcohol-related fatal crashes and deterring drunk driving. The state will encourage and require campaign participants to utilize these enforcement strategies in their DUI enforcement efforts statewide.

Program Administration will also continue the state's occupant protection enforcement mobilization in the time period leading up to and after the Memorial Day holiday in May 2015. The statewide campaign, known as *Buckle up, South Carolina. It's the law and it's enforced.*, will mirror the national *Click-it-or-Ticket* campaign. The 2015 campaign will once again focus on nighttime safety belt enforcement at the state and local level. All major mobilizations will include diversity outreach components that focus on the diverse population of our state.

The OHSJP will provide funding to highway staff and advocates to attend significant conferences and training events related to highway safety issues. Highway Safety staff, other SCDPS staff and partner agencies/groups will continue to educate and inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. Highway Safety staff will continue to support and assist in the further development of the Law Enforcement Network (LEN) System in the state. Sixteen (16) LENs have been formed corresponding to the sixteen judicial circuits in South Carolina. The OHSJP will continue to maintain a strong partnership with the SC Department of Transportation (SCDOT) to enhance traffic safety initiatives through a variety of activities.

The OHSJP's Planning and Administration Highway Safety project staff will direct the planning, development, coordination, monitoring, evaluating, and auditing of projects under the Section 402 Program. Highway Safety staff are also responsible for coordinating and evaluating the highway safety efforts among the various agencies throughout the state. The goal of the Program Administration Program Area is to generate a 16.3% reduction in the number of traffic fatalities and and 6% reduction in serious injuries during the grant period.

Countermeasures That Work: In the introductory section (Page 2) of the *Countermeasures That Work*, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013, the guide states that it is intended as a tool for SHSO use and does not include countermeasures for which SHSOs have little or no authority or responsibility, or that cannot be supported under typical highway safety grant programs. For example, the guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, State and community task forces, or comprehensive community traffic safety programs.

Strategic Highway Safety Plan: South Carolina's Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, was developed in 2007 through a partnership approach that targets ways to reduce fatal and serious injuries on South Carolina highways. In the section titled *South Carolina's Goals* (pp. 6-8) (see Appendix A); an intermediate fatality reduction goal was established that would be reviewed annually. In developing the SHSP, 2004 was adopted as the baseline year. In 2004, 1,046 traffic fatalities were reported in South Carolina. The ultimate, long-range goal of the 2007 SHSP document was zero fatalities, since no traffic death is acceptable. Based on the strategic plan, a fatality reduction goal for South Carolina to reduce the number of traffic crash fatalities reported on the state's highways to 784 or fewer by 2010 was established. Emphasis Area I: *Serious Crash Types* (pp. 14-19) reveals several specific crash types that are most common in numerous fatalities and injuries each year and targets the most significant nine with selected strategies. A brief review of the crash problem is given for each crash type and is followed by a list of definitive objectives designed to reduce or mitigate the severity of vehicle crashes. Each emphasis area in Appendix A of the SHSP cites the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to address the problem (Appendix A, p. AA1-8).

South Carolina is currently developing an updated SHSP plan, entitled Target Zero, which reflects the state's recent adoption of the national Target Zero initiative of zero traffic fatalities. The SCDPS has decided to adopt this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state. During FFY 2015, "Target Zero, A Goal We Can All Live With" will be incorporated into various data-driven performance strategies to move toward eliminating traffic deaths in South Carolina and will be used as the overarching theme for highway safety in the State under which all other safety campaign slogans and efforts will fall.

Summary Table

Agency	County	Project Number	Budget	Number of Personnel
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	PA-2015-HS-01-15	$105,684	1.7

Budget Table

Project Number	Subgrantee	Project Title	Budget	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**	**State Funds** **NHTSA 402**
NHTSA 402 Total			**$105,684**	
Total All Funds			**$211,368**	

ALCOHOL COUNTERMEASURES PROGRAM AREA

Overview

The State of South Carolina has been committed to reducing the occurrence of alcohol-impaired driving and the resulting traffic crashes, injuries and fatalities. Though the State has experienced significant reductions in alcohol impaired driving traffic fatalities in recent years, the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 348 people died on South Carolina roadways in 2012 as a result of alcohol-impaired driving collisions (See **Table 7** on page 14). Please note that, for the purposes of this document and the State's Impaired Driving Countermeasures Plan, the State of South Carolina is using the most recent FARS number for alcohol-impaired driving fatalities for SC in 2012 (348), provided to the State by the NHTSA Region 4 Office, rather than the number (358) provided in the Analysis of Fatal Crash Data South Carolina: 2008-2012. This raw number translates into a VMT alcohol-impaired driving fatality rate (traffic fatalities per 100 million vehicle miles traveled) for the State of 0.71, one of the highest in the nation and significantly higher than the 2012 average rate (0.39) for NHTSA Region 4 states (see **Table 7** on page 14). Please also note that certain data tables and figures which follow from the Analysis of Fatal Crash Data South Carolina: 2008-2012 relative to alcohol-impaired driving in the State of South Carolina cannot be edited by the State and may contain raw numbers and/or percentages that remain reflective of the 358 number contained in that document.

The SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, identified impaired driving as a component of its Emphasis Area II: High Risk Drivers (pp. 19-24) section citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA10. Over time the state has implemented a variety of the recommendations offered by the SHSP. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate the problem of DUI as a separate Emphasis Area and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

The NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 stresses the importance of this emphasis area and outlines significant strategies to reduce impaired driving (pp.1-4 to 1-6) and appropriate countermeasures to bring about alcohol and drug-impaired driving reductions (pp. 1-7 to 1-68). The four basic strategies identified to reduce impaired driving are, Deterrence, to include laws, enforcement, prosecution and adjudication, and offender treatment, monitoring, and control; Prevention; Communications and Outreach; and Alcohol Treatment (pp. 1-4 to 1-5).

Of the four impaired driving countermeasures strategies identified, the state of South Carolina effectively implements *Deterrence* of high-quality in the area of Enforcement and Prosecution and Adjudication (pp.1-19 to 1-24). In-terms of law, South Carolina enacted a new DUI law in February 2009. Though South Carolina's DUI law was strengthened, it remains problematic for a number of reasons and likely does not function in the state at the deterrence level outlined by the

document. However, the state did make strides in harshening penalties for impaired driving and for breath test refusals associated with DUI arrests. In April 2014, South Carolina amended the ignition interlock portion of the State's DUI statutes in Act 158, effective October 1, 2014. Ignition interlock devices will be required for first-time DUI offenders who are convicted of having had blood alcohol concentrations (BACs) of 0.15% or higher. The new law is known as "Emma's Law" and is named after six-year-old Emma Longstreet, who was the State's first traffic fatality of 2012. Young Miss Longstreet was killed by a drunk driver on Sunday morning, January 1, 2012, as she and her family were traveling to church. The ignition interlock device program will be a voluntary alternative to hard suspensions for first-time DUI offenders who are convicted of having refused to submit to breath tests. First-time DUI offenders who are convicted of having had blood alcohol concentrations (BACs) of 0.14% or lower will have ignition interlock devices as an alternative to presently-existing special driving privileges. Hard suspensions for subsequent DUI offenders were removed, and those persons will immediately be subject to ignition interlock requirements.

For persons mandated to obtain ignition interlock devices, the requirement will no longer have a time limit. That is, under current law a person may choose to stay suspended for three years, after which the ignition interlock requirement goes away. Under the new law, the suspension will be indefinite and will only end when ignition interlock requirements have been fulfilled.

The legislation continues to allow a person who does not own a vehicle to operate an employer's vehicle without an ignition interlock device installed.

Some of these statutory provisions may place the State of South Carolina out of compliance with USDOT Section 164 requirements.

Another strategy that South Carolina utilizes to reduce impaired driving is *Communication and Outreach*. Each year the Office of Highway Safety and Justice Programs (OHSJP), a division of the South Carolina Department of Public Safety implements a statewide Law Enforcement DUI Challenge (*Sober or Slammer!*, modeled after and conducted with the national *Drive Sober or Get Pulled Over*. campaign). The Law Enforcement DUI Challenge combines enforcement, education, media, and diversity outreach components in an attempt to reduce impaired driving crashes, injuries, and fatalities in the state. The Challenge is conducted with the participation of state and local law enforcement agencies throughout every judicial circuit in the state. With the decline in the number of alcohol-impaired fatalities in the State over the five year period 2008-2012, communication and outreach strategies have proven to be effective for South Carolina (pp. 1-41, and 1-44 to 1-45).

The State of South Carolina has also begun pilot projects which combine adjudication strategies with *Alcohol Treatment*. During FFY 2014, the OHSJP provided grant funding for the development and implementation of Pilot DUI Courts in two judicial circuits in South Carolina. The State will continue funding in FFY 2015 for the implementation of the Pilot DUI Courts which will provide for the monitoring and treatment of offenders convicted of DUI. The overall goal of the DUI Court program is to see a reduction in recidivism and a change in behavior for those who complete the program (pp. 1-25 to 1-36, and 1-39).

The data sections below outline specific problems that the State of South Carolina is facing in terms of alcohol-impaired driving. The information also demonstrates the foundation in which the state has built a response to the problem for the FFY 2015 Highway Safety Plan.

Traffic Fatalities

According to **Table 7** on page 14, from NHTSA's "Analysis of Fatal Crash Data for South Carolina", in 2008, there were 400 alcohol-impaired driving fatalities in South Carolina, with this number declining consecutively each year during the first four years to its lowest point of the period in 2011 (309), before increasing in 2012, but not to the levels seen in 2008 and 2009. The 348 alcohol-impaired driving fatalities in 2012 represent a decrease (3.06%) from the 2008-2011 average, but a considerable change (13% decrease) from the 2008 total (400). The change in the *VMT-based* alcohol-impaired traffic fatality rate for 2012 (0.71) represented a -12% change from the prior four-year average and a 9.5% decrease when compared to the 2008 rate (0.81). South Carolina's 2012 alcohol-impaired *population-based* fatality rate (7.37 deaths per 100,000 population) represents a decrease of 5.43% from the average of the prior four years (7.79), and a 16.59% decrease from the 2008 rate (8.83).

The impaired driving fatality percent of total deaths is a key index of the problem of alcohol-impaired driving fatalities. In South Carolina, this proportion showed a 2.96% decrease when comparing the 2012 value (40.32%) to the 2008-2011 average (41.55%) and a 7.16% decrease when comparing the 2012 proportion to that in 2008 (43.43%). This suggests that similar factors were affecting alcohol-impaired driving deaths and all other traffic-related deaths, which followed a similar pattern (see Table 1). However, **Table 7** on page 14 indicates that South Carolina's proportion of the Region's impaired deaths *increased* during the five-year period, by 1.9% in 2012 (18.24%) when compared to the 2008-2011 average (17.9%), and by 5.4% when comparing the 2012 proportion to that in 2008 (17.3%).

Table 18 on page 69 provides impaired fatality and rate data for the entire NHTSA Region 4, and **Table 19** on page 69 provides such data for the nation. Over the entire five-year period, the average *VMT rate* in South Carolina (0.73 deaths per 100 million VMT) was much higher than the rates for Region 4 (0.41 deaths) and the Nation (0.36). The alcohol-impaired *population-based* fatality rate throughout the five years in South Carolina (7.71 deaths per 100,000 population) was also much higher than the rates for both Region 4 (4.48) and the Nation (3.42) during the same years.

With regard to change, **Table 18** on page 69 shows that in 2012, alcohol-impaired driving fatalities decreased by 5.0% in Region 4 when compared to the 2008-2011 average, while VMT-based and population-based fatality rates dropped by 4.4% and 7.4%, respectively.

Table 18. Region 4 Alcohol-Impaired Driving Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	2,312	2,049	1,882	1,794	1,908	-17.47%	-5.04%
VMT Rate*	0.48	0.42	0.38	0.37	0.39	-17.13%	-4.44%
Pop. Rate**	5.31	4.66	4.25	4.01	4.22	-20.60%	-7.35%
Pct of Total	31.21%	31.14%	29.43%	28.54%	30.01%	-3.85%	-0.42%

* Rate per 100 million miles of travel

** Rate per 100,000 population

Table 19 below indicates that nationwide, alcohol-impaired deaths declined by 2.8% in 2012, while VMT-based and population-based fatality rates dropped by 3.0% and 4.6%, respectively. These national declines are slightly smaller than those seen in Region 4 during the same timeframe.

In 2012, the impaired driving *percentage of total fatalities*, as compared to the previous four-year average, saw a higher reduction in South Carolina (-2.96%) than in Region 4 (-0.42%), and nationwide (-0.95%).

Table 19. Nationwide Alcohol-Impaired Driving Fatalities

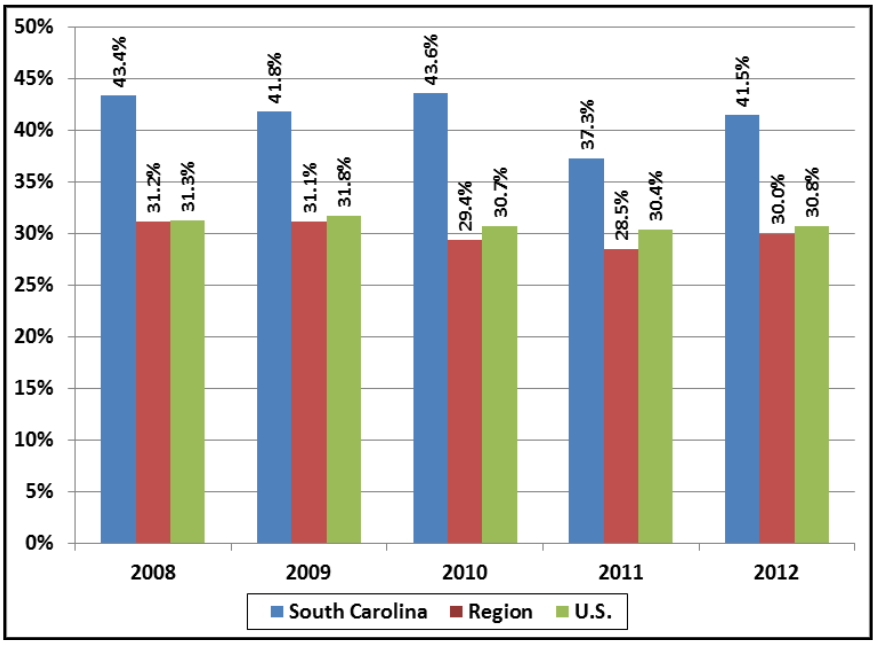
	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	11,711	10,759	10,136	9,865	10,322	-11.86%	-2.79%
VMT Rate*	0.39	0.36	0.34	0.33	0.35	-11.72%	-3.04%
Pop. Rate**	3.85	3.51	3.28	3.17	3.29	-14.62%	-4.63%
Pct of Total	31.29%	31.75%	30.72%	30.37%	30.76%	-1.72%	-0.95%

* Rate per 100 million miles of travel

** Rate per 100,000 population

As shown in **Figure 22** on page 70, the percentage of fatalities in South Carolina that involved alcohol-impaired driving (*alcohol-impairment-related fatalities include those in which any crash participant was impaired (BAC ≥ 0.08), while alcohol-impaired driving fatalities refer only to those resulting from impaired (BAC ≥ 0.08) drivers/motorcycle operators*) was considerably higher than the percentages for Region 4 and the US as a whole during each of the five years observed (2008-2012). In 2012, 40.32% of all fatalities in South Carolina were alcohol-impaired driving fatalities, much higher than the 30.0% seen for Region 4 and the 30.8% experienced Nationwide. Please note that **Figure 22** on the following page came from the 2008-2012 FARS databook provided by NHTSA. This document contained the figure "358" for alcohol-impaired driving deaths in SC for 2012. This figure has been recently adjusted and finalized by FARS to "348." Other tables throughout this document have been adjusted to reflect the most recent FARS figure. **Figure 22** does not allow the graph to be edited to reflect the correct percentage of total fatalities (40.32%) for SC for 2012.

Figure 22: Alcohol-Impaired Driving Fatalities as Percent of Total Fatalities



Alcohol-impaired driving date for South Carolina shown in **Figures 5** (page 14), **6,** and **7** (page 15) are based on NHTSA FARS data and display graphically the downward trends in the state of South Carolina in terms of three key indices of alcohol-impaired data: alcohol-impaired driving fatalities, VMT-based alcohol-impaired fatality rate, and population-based alcohol-impaired driving fatality rate. Though the state has much work to do to improve the problem of alcohol-impaired driving, the trends displayed in these figures are encouraging. Please note, however that the data contained in these three figures are not reflective of the most recent FARS data regarding the number of alcohol-impaired driving traffic fatalities in SC for 2012. The most recent finalized FARS number is 348. The three Figures referenced above are based on the previous FARS number of 358. Based on the correct FARS number, the VMT-based alcohol-impaired driving fatality rate for SC for 2012 should be 0.71 rather than 0.73, and the population based alcohol-impaired driving fatality rate should be 7.37 rather than 7.58. The charts do not allow editing to account for the new, finalized FARS number for 2012. Other tables contained in this document which were changeable have been altered to reflect the correct FARS number of 348 alcohol-impaired traffic fatalities in SC for 2012.

Alcohol-Impaired Driving Fatalities: Counties

Table 20 below shows the alcohol-impaired driving fatalities by county for South Carolina. Of the five counties with the most alcohol-impaired fatalities during this period, three experienced increases in the number of such fatalities in 2012, when compared to the average of the prior four years: Richland (+57.9%); Greenville (+31.6%); and Lexington (+8.7%). Of these five counties, decreases in the number of alcohol-impaired fatalities were experienced in the following two: Horry (-3.3%) and Charleston (-2.1%).

Table 20. Alcohol-Impaired Driving Fatalities by County

Alcohol-Impaired Driving (A-I) Fatalities*						Total A-I Fatalities	Total Fatalities	% A-I	% Change: 2012 vs. prior 4-yr Avg.
County	2008	2009	2010	2011	2012				
Abbeville	1	2	2	1	3	**9**	**17**	**52.9%**	100.0%
Aiken	14	16	15	12	9	**66**	**143**	**46.2%**	-36.8%
Allendale	5	2	2	0	1	**10**	**17**	**58.8%**	-55.6%
Anderson	9	9	15	13	16	**62**	**191**	**32.5%**	39.1%
Bamberg	0	2	1	1	1	**5**	**17**	**29.4%**	0.0%
Barnwell	4	5	1	6	1	**17**	**35**	**48.6%**	-75.0%
Beaufort	14	4	13	4	9	**44**	**92**	**47.8%**	2.9%
Berkeley	20	20	10	15	14	**79**	**179**	**44.1%**	-13.8%
Calhoun	1	5	3	2	1	**12**	**36**	**33.3%**	-63.6%
Charleston	25	24	25	20	23	**117**	**260**	**45.0%**	-2.1%
Cherokee	5	5	3	4	2	**19**	**59**	**32.2%**	-52.9%
Chester	7	6	9	3	0	**25**	**52**	**48.1%**	-100.0%
Chesterfield	9	6	7	2	5	**29**	**60**	**48.3%**	-16.7%
Clarendon	6	9	5	3	3	**26**	**73**	**35.6%**	-47.8%
Colleton	9	6	7	8	8	**38**	**94**	**40.4%**	6.7%
Darlington	9	11	5	8	8	**41**	**87**	**47.1%**	-3.0%

Alcohol-Impaired Driving (A-I) Fatalities*						Total A-I Fatalities	Total Fatalities	% A-I	% Change: 2012 vs. prior 4-yr Avg.
County	2008	2009	2010	2011	2012				
Dillon	1	5	5	4	5	**20**	**57**	**35.1%**	33.3%
Dorchester	9	10	5	6	8	**38**	**91**	**41.8%**	6.7%
Edgefield	2	0	2	6	1	**11**	**31**	**35.5%**	-60.0%
Fairfield	4	2	4	4	7	**21**	**49**	**42.9%**	100.0%
Florence	21	13	14	6	8	**62**	**155**	**40.0%**	-40.7%
Georgetown	8	7	3	2	7	**27**	**63**	**42.9%**	40.0%
Greenville	22	19	17	21	26	**105**	**296**	**35.5%**	31.6%
Greenwood	1	4	3	6	5	**19**	**45**	**42.2%**	42.9%
Hampton	3	1	1	2	3	**10**	**20**	**50.0%**	71.4%
Horry	21	28	24	18	22	**113**	**265**	**42.6%**	-3.3%
Jasper	4	6	3	7	5	**25**	**85**	**29.4%**	0.0%
Kershaw	5	9	7	5	7	**33**	**66**	**50.0%**	7.7%
Lancaster	7	4	1	8	5	**25**	**80**	**31.3%**	0.0%
Laurens	9	6	6	4	8	**33**	**87**	**37.9%**	28.0%
Lee	1	8	1	1	1	**12**	**35**	**34.3%**	-63.6%
Lexington	37	19	20	27	28	**131**	**237**	**55.3%**	8.7%
Marion	7	6	6	0	4	**23**	**53**	**43.4%**	-15.8%
Marlboro	4	2	2	6	1	**15**	**34**	**44.1%**	-71.4%
McCormick	1	1	1	0	2	**5**	**11**	**45.5%**	166.7%
Newberry	3	1	2	1	6	**13**	**40**	**32.5%**	242.9%
Oconee	5	3	6	4	8	**26**	**73**	**35.6%**	77.8%
Orangeburg	14	17	21	10	7	**69**	**161**	**42.9%**	-54.8%
Pickens	3	11	8	6	5	**33**	**86**	**38.4%**	-28.6%
Richland	15	20	24	17	30	**106**	**219**	**48.4%**	57.9%
Saluda	3	0	3	1	5	**12**	**25**	**48.0%**	185.7%
Spartanburg	21	16	16	13	23	**89**	**218**	**40.8%**	39.4%
Sumter	14	12	9	9	6	**50**	**111**	**45.0%**	-45.5%
Union	1	3	2	1	1	**8**	**20**	**40.0%**	-42.9%
Williamsburg	4	3	3	2	5	**17**	**48**	**35.4%**	66.7%
York	16	8	12	12	10	**58**	**142**	**40.8%**	-16.7%
Totals	**404**	**376**	**354**	**311**	**363**	**1,808**	**4,315**	**41.9%**	**0.5%**

Different county pictures emerge when looking at population-based alcohol-impaired fatality rates in South Carolina. The population-based fatality rates by county are shown in **Table 21** on page 73, with highlighting indicating counties with the highest rates in 2012 (Colleton, Dillon, Fairfield, Jasper, McCormick, Newberry, and Saluda). These counties are much smaller in population than the average SC county, and it should be noted that the counties' population-based fatality rates can vary drastically from year to year, reflected in the fact that counties with the highest rates in 2012 may have had a rate of 0.00 in prior years, and thus should be considered with caution. However, the state will attempt to address these counties with an enforcement strategy during FFY 2015.

Table 21. Alcohol-Impaired Driving Fatalities by County: Rate per 100,000 Population

County	2008	2009	2010	2011	2012
Abbeville	3.89	7.81	7.89	3.97	11.95
Aiken	8.92	10.09	9.34	7.47	5.53
Allendale	46.28	18.83	19.32	0.00	10.01
Anderson	4.88	4.82	8.01	6.90	8.45
Bamberg	0.00	12.48	6.27	6.26	6.34
Barnwell	17.57	22.11	4.42	26.84	4.50
Beaufort	8.95	2.50	7.98	2.43	5.36
Berkeley	11.69	11.42	5.59	8.17	7.38
Calhoun	6.59	32.75	19.83	13.21	6.71
Charleston	7.31	6.92	7.11	5.59	6.30
Cherokee	9.09	9.07	5.42	7.20	3.59
Chester	20.92	18.07	27.19	9.11	0.00
Chesterfield	19.43	12.87	15.00	4.30	10.85
Clarendon	17.20	25.76	14.31	8.64	8.73
Colleton	23.07	15.44	17.99	20.72	20.97
Darlington	13.09	16.01	7.29	11.71	11.74
Dillon	3.17	15.71	15.57	12.60	15.90
Dorchester	6.89	7.49	3.64	4.26	5.61
Edgefield	7.47	0.00	7.42	22.50	3.80
Fairfield	16.58	8.30	16.74	16.97	29.96
Florence	15.55	9.55	10.21	4.35	5.80
Georgetown	13.20	11.60	4.99	3.33	11.63
Greenville	5.01	4.25	3.75	4.55	5.56
Greenwood	1.45	5.75	4.30	8.59	7.17
Hampton	14.14	4.72	4.75	9.61	14.47
Horry	8.06	10.54	8.87	6.51	7.79
Jasper	16.93	24.76	12.03	27.78	19.36
Kershaw	8.28	14.72	11.32	8.03	11.23
Lancaster	9.62	5.31	1.30	10.27	6.32
Laurens	13.40	8.97	9.02	6.01	12.08
Lee	5.08	41.34	5.21	5.27	5.36
Lexington	14.64	7.34	7.59	10.11	10.35
Marion	20.76	18.03	18.18	0.00	12.32
Marlboro	13.76	6.85	6.93	21.05	3.55
McCormick	9.78	9.77	9.78	0.00	20.11
Newberry	8.07	2.67	5.32	2.65	15.97
Oconee	6.84	4.06	8.07	5.38	10.72
Orangeburg	15.07	18.33	22.74	10.88	7.65
Pickens	2.54	9.23	6.71	5.02	4.18
Richland	4.01	5.26	6.22	4.37	7.62
Saluda	15.38	0.00	15.06	5.03	25.13
Spartanburg	7.51	5.65	5.62	4.53	7.97
Sumter	13.15	11.21	8.37	8.38	5.55
Union	3.43	10.31	6.93	3.49	3.54
Williamsburg	11.40	8.67	8.73	5.87	14.87
York	7.36	3.58	5.29	5.21	4.26
Statewide Average	**8.92**	**8.19**	**7.64**	**6.65**	**7.68**

Traffic Injuries

Though still problematic, a look at state injury data shows a somewhat brighter picture as opposed to the alcohol-impaired fatality data in the previous section. According to State data, from 2008-2012, a total of 239,973 people were injured in motor vehicle collisions in South Carolina. Of the 239,973 injuries, 20,236, or only 8.4%, were alcohol-impaired driving-related. **Figure S-5** below displays graphically how total injuries compare to impaired driving-related injuries in the State from 2008-2012.

Figure S-5

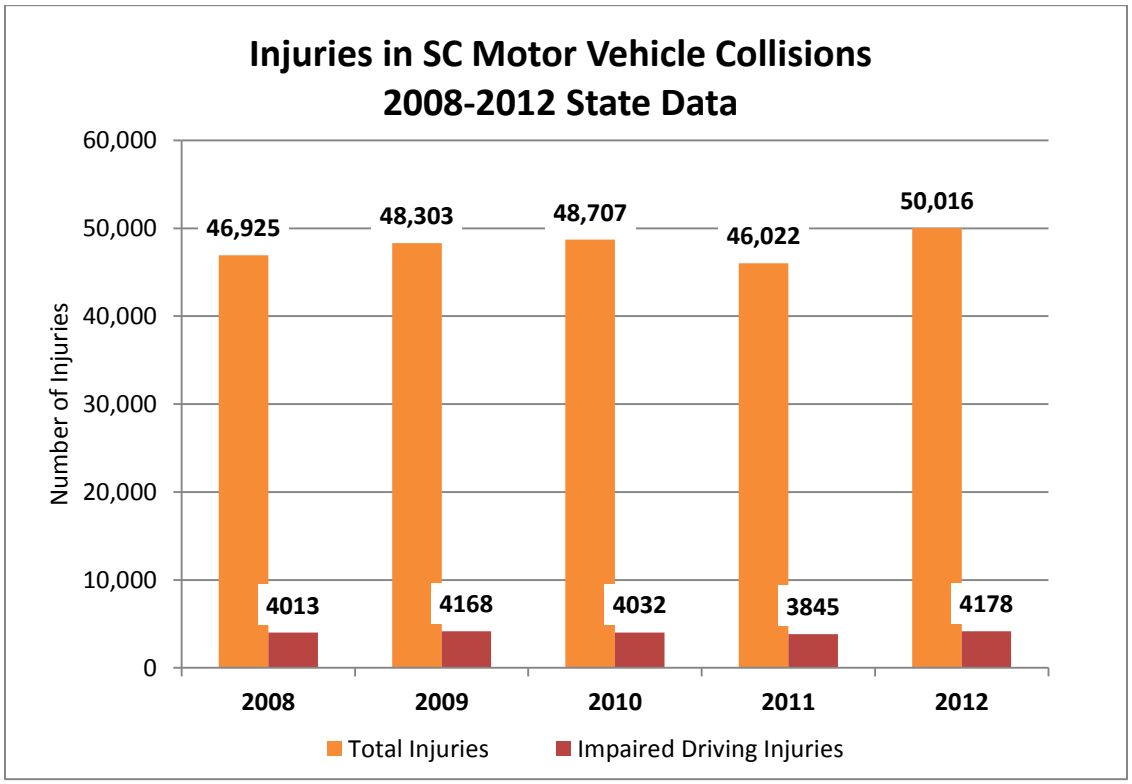
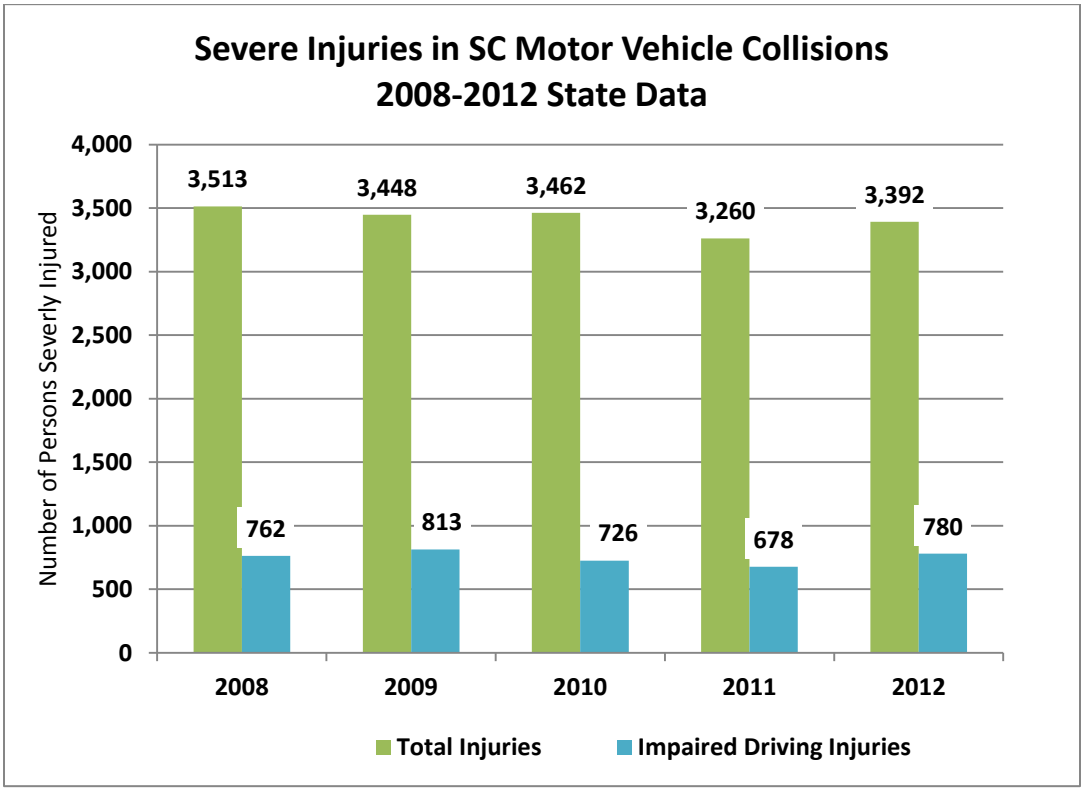


Figure S-6 below compares total severe traffic-related injuries in SC from 2008-2012 to those severe injuries that were the result of alcohol-impaired collisions. From 2008-2012, SC experienced a total of 17,075 severe traffic-related injuries. Of these 17,075 severe injuries, 3,759, or 22%, were impaired driving-related. The state experienced an increase (2.4%) in 2012 in impaired driving-related severe injuries (780), as compared to the number of impaired driving-related severe injuries in 2008 (762). The state also experienced an increase (4.7%) in 2012 as compared to the average of the four-year period 2008-2011 (745 severe injuries).

Figure S-6

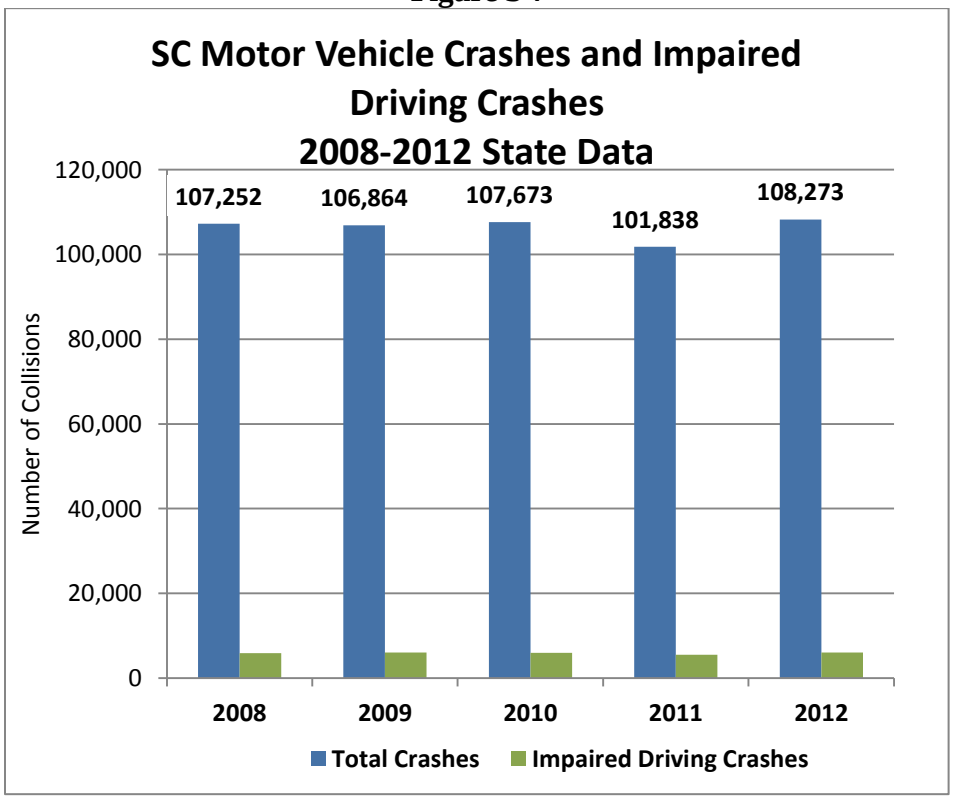


Traffic Crashes

Alcohol-Impaired Driving Collisions

According to state data, over the five year period, 2008-2012, South Carolina experienced 29,443 impaired driving collisions. During the same period, there was a 3.2 % increase in the number of impaired driving collisions, from 5,869 in 2008 to 6,058 in 2012. The state experienced a greater increase of 9.7% in the number of reported impaired driving-related crashes from 2011 to 2012 (**Figure S-7** below). The 2012 figure of 6,058 impaired driving-related crashes was 3.5% higher than the average number of impaired driving-related crashes for the years 2008-2011 (5,846).

Figure S-7



Drivers in the 20-24 year old age group comprised the largest age group represented among all at-fault drivers involved in impaired driving crashes from 2008-2012, totaling 5,323 drivers. Of the 5,323 drivers, 294, or 5.5%, were involved in a fatal impaired driving collision. The second highest age group of at-fault impaired drivers was aged 25-29 (4,706 drivers), 256 of whom, or 5.4%, were involved in a fatal crash. This age group was followed by drivers aged 30-34, totaling 3,626 at-fault drivers involved in impaired driving crashes, 169 of whom, or 4.7%, were involved in a fatal collision (see **Tables S-1** and **S-2** on page 77). During the period 2008-2012, 75.2% of the at-fault drivers involved in impaired driving crashes were male, 24% were female, and 0.8% were gender unknown (**Table S-3** on page 78). In regards to ethnicity, Caucasians were the leading group of at-fault drivers involved in impaired driving collisions, comprising 68% of the total drivers (**Table S-4** on page 78). African Americans were the next highest group, with 23%, followed by Hispanic drivers, who accounted for 7.6% of the total at-fault drivers involved in impaired driving crashes.

Table S-1. At-Fault Drivers Involved in Impaired Driving Crashes by Age Group, State Data 2008-2012

Age Group	2008	2009	2010	2011	2012	Total
Under 15	3	0	7	5	0	15
15-19	376	352	380	299	323	1730
20-24	1096	1114	1092	944	1077	5323
25-29	1006	936	941	863	960	4706
30-34	650	713	710	763	790	3626
35-39	608	623	606	496	577	2910
40-44	568	566	564	500	569	2767
45-49	566	585	539	509	551	2750
50-54	390	457	409	406	485	2147
55-59	213	255	246	260	268	1242
60-64	152	141	155	171	185	804
65-69	58	66	82	76	104	386
70+	60	60	66	55	55	296
Unknown	67	58	53	58	41	277
Total	5813	5926	5850	5405	5985	28979

Table S-2. At-Fault Drivers Involved in Impaired Driving Fatal Crashes by Age Group, State Data 2008-2012

Age Group	2008	2009	2010	2011	2012	Total
15-19	31	32	37	16	21	137
20-24	82	62	50	52	48	294
25-29	54	67	47	47	41	256
30-34	34	30	39	36	30	169
35-39	35	37	40	24	23	159
40-44	40	37	29	17	19	142
45-49	38	27	28	22	33	148
50-54	26	30	19	20	24	119
55-59	20	10	13	10	20	73
60-64	8	12	9	8	7	44
65-69	4	5	10	3	6	28
70+	11	7	2	4	7	31
Unknown	4	3	1	3	2	13
Total	387	359	324	262	281	1613

Table S-3. At-Fault Drivers Involved in Impaired Driving Fatal Crashes by Gender, State Data 2008-2012

Gender	2008	2009	2010	2011	2012	Total
Male	311	281	268	212	222	1294
Female	73	75	56	48	57	309
Unknown	3	3	0	2	2	10
Total	387	359	324	262	281	1613

Table S-4. At-Fault Drivers Involved in Impaired Driving Fatal Crashes by Ethnicity, State Data 2008-2012

Ethnicity	2008	2009	2010	2011	2012	Total
Caucasian	251	223	216	169	192	1051
African American	111	112	88	74	76	461
Hispanic	20	21	17	16	8	82
Other	2	0	3	2	5	12
Unknown	3	3	1	0	0	7
Total	387	359	325	261	281	1613

Alcohol-Impaired Fatal Crashes: Blood Alcohol Content (BAC) Levels

As shown in **Table 22** below, from 2008 through 2012, the percentage of fatalities in South Carolina in which the highest BAC in the crash was 0.08 or above (46.5%) was higher than the percentage for Region 4 and the percentage for the US as a whole, which were almost identical (35.4% and 35.3%, respectively).

Table 22. Fatalities by the Highest BAC in the Crash*

	South Carolina					Total 2008 - 2012		
	2008	2009	2010	2011	2012	SC	Region	U.S.
	(N=921)	(N=894)	(N=809)	(N=828)	(N=863)	(N=4,315)	(N=33,026)	(N=170,345)
BAC								
0.00	44%	48%	45%	50%	48%	46.8%	58.9%	59.0%
0.01 - 0.07	6%	6%	7%	9%	6%	6.8%	5.7%	5.7%
0.08+	49%	46%	49%	42%	46%	46.5%	35.4%	35.3%

*Data based on all crash participants.
Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

Table 23 below shows that during the five-year period 2008-2012, South Carolina's percentage of drivers involved in fatal crashes that had a BAC of 0.08 or above (30.7%) was higher than that for Region 4 (20.8%) and for the nation (21.6%). The year-by-year percentages are also displayed in **Figure 23** on page 80, as a supplement to **Table 23**. This figure draws attention to the fact that the proportion of drivers/operators involved in fatal crashes with a BAC of 0.08 or above in South Carolina was much higher than the proportion of such drivers/operators throughout Region 4 and the nation during each of the five years observed (2008-2012).

Table 23. BACs of Drivers/Operators Involved in Fatal Crashes

	2008	2009	2010	2011	2012	Total 2008 - 2012
SC	**(N=1,164)**	**(N=1,152)**	**(N=1,079)**	**(N=1,086)**	**(N=1,153)**	**(N=5,634)**
BAC						
0.00	61.9%	64.8%	62.6%	66.2%	65.3%	64.1%
0.01-0.07	5.8%	4.5%	5.2%	5.9%	4.8%	5.2%
0.08+	32.4%	30.8%	32.3%		29.9%	30.7%
Region	**(N=10,133)**	**(N=8,832)**	**(N=8,735)**	**(N=8,591)**	**(N=8,820)**	**(N=45,111)**
BAC						
0.00	74.7%	74.2%	75.7%	76.2%	75.7%	75.3%
0.01-0.07	4.0%	4.0%	3.7%	4.0%	3.8%	3.9%
0.08+	21.2%	21.8%	20.7%	19.8%	20.4%	20.8%
U.S.	**(N=50,416)**	**(N=45,337)**	**(N=44,599)**	**(N=43,840)**	**(N=45,337)**	**(N=229,529)**
BAC						
0.00	74.1%	73.5%	74.4%	75.1%	74.8%	74.4%
0.01-0.07	4.2%	4.4%	4.1%	3.8%	3.8%	4.1%
0.08+	21.6%	22.1%	21.5%	21.2%	21.3%	21.6%

*Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

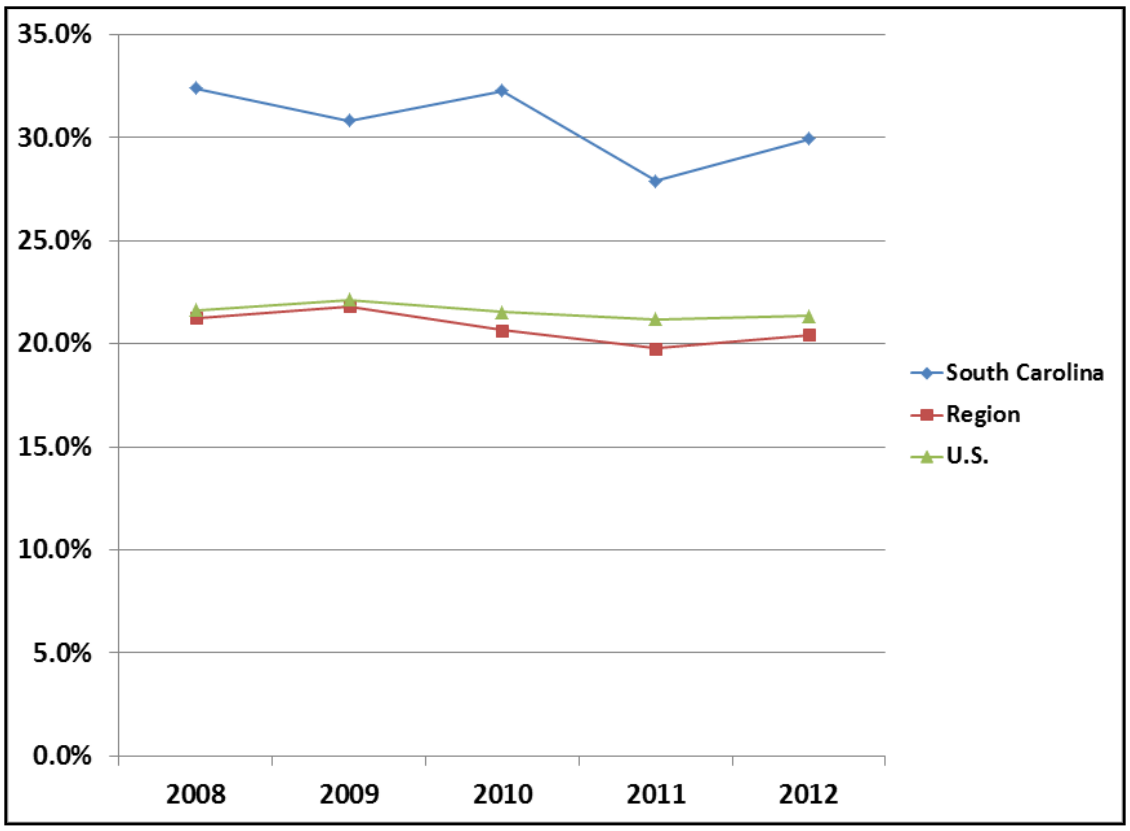


Figure 23: Percent of Drivers/Operators with BAC ≥ 0.08

Alcohol-Impaired Fatal Crashes: Month, Day, and Time

As shown in **Table 24** on page 82**,** the three months with the greatest number of alcohol-impairment-related fatal crashes in South Carolina during the 2008-2012 period were: May (185 crashes, 10.0% of total), and April and October (each with 174 crashes and 9.4% of the total). In Region 4, May had the greatest number of crashes (9.0%), followed by October (8.9%), and then December (8.7%). Nationwide, the three months with the greatest percentage of such crashes were July and August (each with 9.3%), and then October (9.0%).

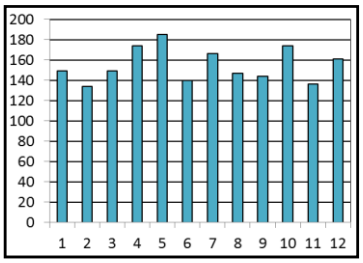
Alcohol-impairment-related fatal crashes were much more common on the weekends or Fridays than on other days of the week, for South Carolina, Region 4, and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred on Saturdays (484 crashes, 26.0% of total), followed by Sundays (378, 20.3%), and then Fridays (286, 15.4%). The same pattern was observed for Region 4 and the nation. In Region 4, the highest percentage of such crashes occurred on Saturdays (24.5%), followed by Sundays (20.4%), and then Fridays (15.7%). Nationally, 24.1% of alcohol-impairment-related fatal crashes occurred on Saturdays, 21.4% on Sundays, and 15.5% on Fridays.

During the five years 2008-2012, alcohol-impairment-related fatal crashes were much more common after 6 p.m. and before 3 a.m. for South Carolina, Region 4, and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred between 9 p.m. and midnight (408 crashes, 21.9% of total), followed by midnight to 3 a.m. (404, 21.7%), and then 6 p.m. to 9 p.m. (354, 19.0%). The same pattern is seen in Region 4, where 23.4% of such crashes occurred between 9 p.m. and midnight, 23.0% occurred between midnight and 3 a.m., and 19.0% occurred between 6 p.m. and 9 p.m. Nationwide the pattern was slightly different, as 25.5% of alcohol-impairment-related fatal crashes occurred between midnight and 3 a.m., 22.0% between 9 p.m. and midnight, and 17.9% between 6 p.m. and 9 p.m.

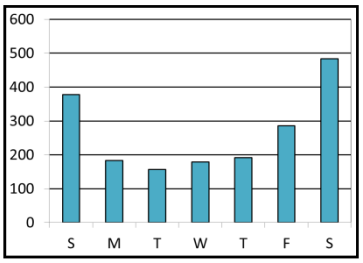
Table 24. Alcohol-Impairment-Related* Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2008-2012

	South Carolina (N=1,859)		Region (N=10,835)	U.S. (N=55,206)
	N	%	%	%
MONTH				
January	149	8.0%	8.2%	7.4%
February	134	7.2%	7.7%	6.9%
March	149	8.0%	8.4%	7.7%
April	174	9.4%	8.4%	8.2%
May	185	10.0%	9.0%	8.9%
June	140	7.5%	8.5%	8.7%
July	166	8.9%	8.4%	9.3%
August	147	7.9%	8.3%	9.3%
September	144	7.7%	7.4%	8.6%
October	174	9.4%	8.9%	9.0%
November	136	7.3%	8.0%	8.2%
December	161	8.7%	8.7%	7.9%
DAY OF WEEK				
Sunday	378	20.3%	20.4%	21.4%
Monday	183	9.8%	9.6%	9.6%
Tuesday	157	8.4%	9.4%	8.9%
Wednesday	179	9.6%	9.6%	9.5%
Thursday	192	10.3%	10.7%	10.9%
Friday	286	15.4%	15.7%	15.5%
Saturday	484	26.0%	24.5%	24.1%
TIME OF DAY				
Midnight-3am	404	21.7%	23.0%	25.5%
3am-6am	254	13.7%	13.8%	12.9%
6am-9am	95	5.1%	4.3%	4.2%
9am-Noon	50	2.7%	2.2%	2.5%
Noon-3pm	85	4.6%	4.2%	4.3%
3pm-6pm	208	11.2%	9.0%	9.5%
6pm-9pm	354	19.0%	19.0%	17.9%
9pm-Midnight	408	21.9%	23.4%	22.0%
Unknown	1	0.1%	1.1%	1.1%

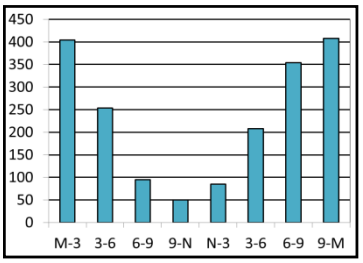
***Based on fatal crashes in which any crash participant had a BAC of 0.08 or above. Total fatal crashes may differ slightly depending on grouping (month, day, time) due to imputation method.**



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

Alcohol-Impaired Fatalities: Road Type

As shown in **Table 25** below, collector roads were associated with the largest proportion of alcohol-impaired driving fatalities in South Carolina (42.93%), followed closely by arterial roads (42.87%). The smallest proportion of such fatalities occurred on South Carolina's local roads (2.1%). Both Region 4 and the U.S. followed a different pattern, with the greatest proportion of alcohol-impaired driving fatalities occurring on arterial roads (38.8% for Region 4 and 36.9% for the nation). In both Region 4 and the nation, the smallest proportions occurred on interstates/expressways (13.1% and 14.9%, respectively).

Table 25. Alcohol-Impaired Driving Fatalities by Road Type

	South Carolina					Total 2008 - 2012		
	2008	2009	2010	2011	2012	SC	Region	U.S.
	(N=401)	(N=375)	(N=353)	(N=310)	(N=357)	(N=1,796)	(N=9,948)	(N=52,795)
Road Type								
Interstate/Expressway	32	23	18	38	30	7.85%	13.06%	14.93%
Arterial	155	152	188	111	164	42.87%	38.76%	36.92%
Collector	205	199	130	111	126	42.93%	20.57%	22.84%
Local	0	0	0	20	17	2.06%	25.83%	24.21%
Unknown	9	1	17	30	20	4.29%	1.78%	1.10%
Total	**401**	**375**	**353**	**310**	**357**	**100.00%**	**100.00%**	**100.00%**

Highlighting is to help the reader identify cells with higher numbers/percentages.

Alcohol-Impaired Fatal and Severe Injury Collisions

The Office of Highway Safety and Justice Programs' (OHSJP) Statistical Analysis Center also reviewed the counties with the highest reported frequencies of fatal and severe injury DUI-related collisions in South Carolina from 2008-2012. Combining DUI-related "fatal and severe injury" data is another way that the OHSJP analyzed the impaired driving problem in the state. During the five-year time frame 2008-2012, the counties identified as experiencing the most DUI-related fatal and severe injury collisions were Greenville (368), Horry (311), Lexington (273), Richland (263), Spartanburg (239), Anderson (219), Charleston (201), Berkeley (177), York (174), Aiken (170), Florence (146), Pickens (132), Orangeburg (129), Laurens (122), and Sumter (101). (See **Table 20** on pages 71-72) The five priority counties identified by NHTSA in **Table 20** are all among the highlighted counties in the fatal and severe injury DUI collision **Table S-5** below.

Table S-5: All Fatal and Severe Injury Alcohol and/or Drug Collisions, SC 2008-2012 (State Data)

County	2008	2009	2010	2011	2012	2008-2012	% DUI 2008-2012
Greenville	63	67	71	73	94	**368**	27.6%
Horry	57	57	56	53	88	**311**	21.9%
Lexington	61	48	46	59	59	**273**	37.1%
Richland	57	54	53	49	50	**263**	25.7%
Spartanburg	55	46	56	43	39	**239**	28.4%
Anderson	47	45	38	39	50	**219**	28.7%
Charleston	52	37	47	33	32	**201**	13.6%
Berkeley	40	43	27	32	35	**177**	23.3%
York	38	38	30	28	40	**174**	26.7%
Aiken	44	39	34	30	23	**170**	33.0%
Florence	34	35	28	20	29	**146**	27.0%
Pickens	24	34	32	27	15	**132**	31.4%
Orangeburg	25	35	31	23	15	**129**	29.8%
Laurens	28	22	26	23	23	**122**	34.0%
Sumter	19	24	24	19	15	**101**	25.8%
Lancaster	17	20	20	15	24	96	29.1%
Dorchester	21	23	12	17	22	95	18.5%
Kershaw	20	28	20	7	19	94	39.3%
Beaufort	22	17	19	15	18	91	19.2%
Darlington	21	19	16	15	20	91	35.7%
Greenwood	14	18	16	22	15	85	25.6%
Colleton	20	24	13	11	14	82	23.0%
Oconee	15	14	19	11	21	80	33.3%
Cherokee	14	16	9	13	14	66	29.7%
Chesterfield	10	12	19	9	13	63	33.2%
Chester	14	12	15	9	8	58	34.5%
Georgetown	9	17	12	7	13	58	23.5%

Newberry	12	9	15	6	13	55	30.7%
Williamsburg	5	22	12	4	12	55	28.8%
Clarendon	8	11	5	2	10	36	22.2%
Jasper	9	7	5	9	6	36	13.9%
Edgefield	7	3	4	15	6	35	28.0%
Fairfield	5	9	6	10	4	34	28.6%
Barnwell	9	10	3	9	2	33	28.2%
Abbeville	5	6	9	3	6	29	26.4%
Lee	7	11	6	1	4	29	29.3%
Marion	5	11	4	3	6	29	26.9%
Union	7	7	7	3	4	28	28.3%
Dillon	6	5	5	4	5	25	19.4%
Saluda	6	3	5	3	6	23	21.1%
Bamberg	2	4	7	4	1	18	22.2%
Hampton	3	3	3	4	5	18	16.5%
Marlboro	2	1	5	6	4	18	41.9%
Calhoun	3	6	4	2	2	17	21.3%
Allendale	5	2	2	1	1	11	33.3%
McCormick	1	1	2	3	1	8	6.7%
Total	**948**	**975**	**898**	**794**	**906**	**4,521**	

Performance Measures

Goal:

To decrease the alcohol-impaired driving fatalities by 16% from the 2008-2012 baseline average of 357 to 300 by December 31, 2015.

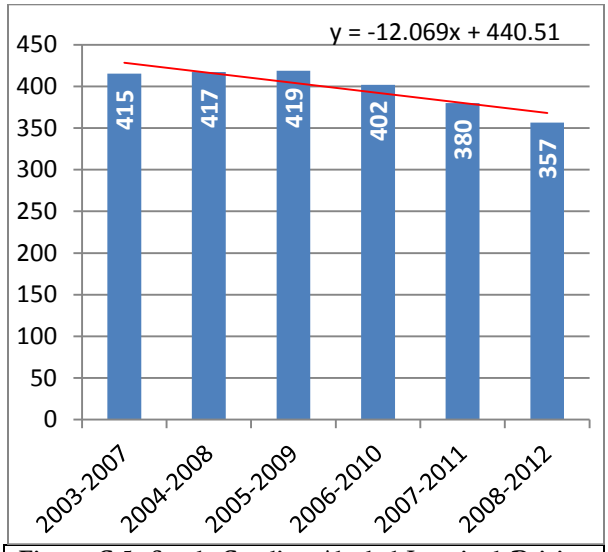
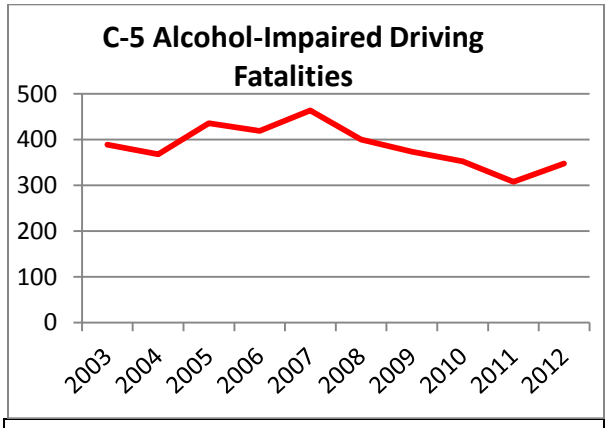


Figure C-5. South Carolina Alcohol-Impaired Driving Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.



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

2008-2012 Average = 357
2009-2013 Average = 341
2008 = 400
2009 = 374
2010 = 353
2011 = 308
2012 = 348 (13% increase from 2011)
2013 = 323 (7.2% decrease from 2012, 2013 not FARS finalized)

7.7% decrease to 300 from 323 in 2013

In **Figure C-5** above, the five-year moving average with linear trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 332 five-year average for alcohol-impaired driving fatalities by December 31, 2015. This equates to an estimated 293 annual alcohol-impaired driving fatalities for 2015, which is a 15.8% reduction from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 323 alcohol-impaired driving fatalities for 2013, a decrease of 7.2% from 348 in 2012. Based on this preliminary state data, which shows a decrease in 2013, OHSJP will set a goal of 300 alcohol-impaired driving fatalities in 2015, a 7.7% reduction in alcohol-impaired driving fatalities by December 31, 2015 from the 2013 calendar year.

South Carolina faces unique factors such as the state's current DUI law, though stronger than previous years, still has major flaws, the expansion of alcoholic beverage sales to Sunday, and annual per capita beer consumption in the state which is significantly higher than the state's population rank among the fifty states.

Activity Measure A-2

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 A-2** below is presented as demonstration of increased enforcement activity over the last three data points relative to this type of citation. This enforcement activity has likely contributed positively towards the state's steady decline in alcohol-impaired driving negative statistics over time and to a reduction in overall traffic fatalities over time.

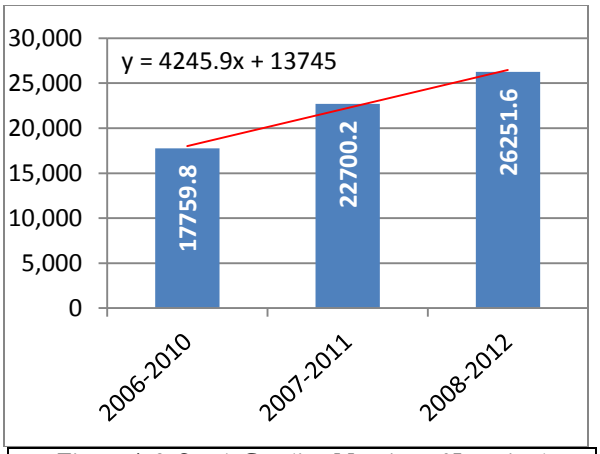


Figure A-2. South Carolina Number of Impaired Driving Arrests, 5-Year Moving Average with Trend Analysis, 2006-2012.

Objectives:

1. To provide at least six statewide trainings to law enforcement officers, prosecutors, and magistrates to increase effective prosecution of highway safety offenses, particularly DUI, by September 30, 2015.

2. To continue the Law Enforcement DUI Challenge requiring at least quarterly impaired driving enforcement initiatives combined with additional nights of enforcement activity during two major DUI mobilization crackdowns during FY 2015.

3. To conduct at least two public information and education and enforcement campaigns to emphasize impaired driving enforcement initiatives during FY 2015.

4. To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2015 and conduct a minimum of two meetings to continue the implementation of NHTSA's recommendations resulting from the South Carolina Impaired Driving Assessment of 2013. The assessment report will continue to be used as a blueprint to guide the SCIDPC toward continued improvement of impaired driving countermeasure programs in South Carolina.

5. To conduct a minimum of 168 public safety checkpoints by September 30, 2015.

6. To conduct a minimum of 84 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.

7. To have each grant-funded officer attend at least two DUI-related trainings during the grant year.

8. To issue at least 168 press releases to the local media outlets detailing the activities of the DUI Units.

9. To conduct at least one (1) Drug Recognition Expert (DRE) course during the grant cycle.

10. To conduct at least eight (8) Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings by the end of FFY 2015.

11. To coordinate at least two Standardized Field Sobriety Testing (SFST) Instructor trainings by September 30, 2015.

12. To reduce DUI recidivism and improve the administration of treatment to DUI offenders through the continued implementation of two Pilot DUI Courts in South Carolina by the end of the FFY 2015 grant cycle.

13. To continue a High School Ticket campaign to provide printed traffic safety messages on the front and back of event tickets (athletic contests, dances, proms, plays, etc.) issued to purchasers at approximately 90% of the state's more than 200 high schools. A portion of the tickets will have anti-DUI messaging. Approximately 5,000,000 tickets will be printed and distributed statewide during the FFY 2015 grant year reaching teens and their parents in attendance at these events.

14. To provide assistance to the South Carolina Highway Patrol (SCHP) in prosecuting DUI cases through a pilot project to fund a specialized DUI prosecutor in a county in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.

Performance Indicators:

Goal:

A comparison of FARS and statewide alcohol-impaired fatality and injury data will be used to measure goals and objectives.

Objectives:

1. The number of trainings conducted for law enforcement officers, prosecutors, and magistrates will be documented and kept in the grant file.

2. The 2015 Law Enforcement DUI Challenge will continue throughout the 2015 grant cycle and documentation will be maintained in the grant file.

3. Earned and paid media reports on all impaired driving campaign efforts will be maintained by the OHSJP.

4. SCIDPC meeting agendas and sign-in sheets will be maintained by the OHSJP.

5. The number of public safety checkpoints will be documented and maintained in the appropriate grant file.

6. The number of educational presentations will be documented and maintained in the appropriate grant file.

7. The number of DUI enforcement trainings attended by the grant-funded officers will be documented and maintained in the appropriate grant file.

8. The number of press releases will be tracked and maintained in the proper grant file.

9. A list of DRE course participants will be documented and placed in the grant file.

10. The number of ARIDE trainings and a list of training participants will be logged and maintained in the grant file.

11. The number of SFST instructor training courses and a list of course attendees will be documented and maintained in the grant file.

12. The OHSJP will maintain in the grant file a status of the implementation of each Pilot DUI Court and the number of participants that are enrolled in the DUI Court program.

13. The SCDPS Contractor will provide information to the OHSJP regarding the success of the High School Ticket campaign.

14. The Special DUI Prosecutor will compare the number of DUI cases prosecuted throughout the grant year to the number of cases prosecuted by State Troopers during the prior grant cycle.

Strategies

1. The SCDPS will continue to implement a statewide Law Enforcement DUI Challenge (*Sober or Slammer!* comparable to the national *Drive Sober or Get Pulled Over* campaign) combining enforcement, education, media, and diversity outreach components to attempt to reduce impaired driving crashes, injuries, and fatalities in the state. The campaign will work through the SC Law Enforcement Network (SCLEN) system and will feature enforcement crackdowns during the Christmas/New Year's holidays of 2014-2015 and the Labor Day holiday of 2015 utilizing saturation patrols and sobriety checkpoints, along with the utilization of the State's Breath Alcohol Testing (BAT) mobile units, as key enforcement strategies. Participating agencies will conduct four nights of specialized DUI enforcement activity (checkpoints and saturation patrols) over the two-week crackdown periods in addition to at least quarterly specialized DUI enforcement activity. The campaign will also designate monthly DUI enforcement weekend emphases by the SC Highway Patrol. Local law enforcement agencies will be encouraged to participate in these weekends, which will be supported by radio advertising announcing the enforcement strategy. Reporting and evaluation will be key components within this initiative. The campaign will encourage citizens, through television, radio and alternative messaging to report drunk drivers by calling *HP (*47) to contact law enforcement about observed impaired drivers. The campaign, though implemented statewide, will focus on the priority counties which have been 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 FARS data (see **Tables 20** on pp. 71-72 and **S-5** on pp. 84-85**)** and 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 2008-2012. In addition, the state added priority counties in the 4th, 6th and 14th Judicial Circuits in order to ensure that each SCLEN statewide was represented in 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 are Lexington, Charleston, Horry, Richland, Greenville, Spartanburg, Berkeley, Orangeburg, Aiken, Anderson, Florence, York, Sumter, Beaufort, Darlington, Lancaster, Dorchester, Kershaw, Laurens, and Pickens.

   Additionally, the campaign participation with state and federal initiatives, along with proven reduction of impaired driving collisions, will earn law enforcement agencies statewide a chance to win one equipped law enforcement vehicle and other impaired driving equipment incentive prizes that will assist in DUI enforcement efforts. The OHSJP will fund the enforcement activities with available highway safety federal funding, if awarded and approved.

2. DUI enforcement projects will be funded in the following counties: Charleston, York, Berkeley, Richland, Anderson, Lancaster, Greenville, Lexington, Orangeburg, and Kershaw. The projects will establish or add to existing Traffic Units in county sheriff's offices and municipal law enforcement agencies to increase DUI enforcement in areas that are high-risk for DUI-related crashes. The OHSJP will provide each grant project with location information to assist in identifying the roadways within the respective jurisdictions on which

the majority of DUI collisions are occurring. During the FFY 2015 grant cycle, each DUI enforcement grant will participate in at least 12 public safety checkpoints, have an appropriate, corresponding increase in the number of DUI arrests, conduct a minimum of 6 educational presentations on the dangers of DUI and issue at least 12 Press Releases to the local media detailing the activities of the grant projects. The DUI-enforcement grants will fund a total of 24 grant-funded DUI enforcement officers.

3. DUI training courses such as SFST, DRE, and DUI Detection and Interrogation will continue to be provided for state troopers and local law enforcement officials.

4. The State's Traffic Safety Resource Prosecutor will coordinate at least four training programs for prosecutors, law enforcement officers, and other traffic safety professionals with an emphasis on the effective prosecution of impaired driving cases.

5. The OHSJP will maintain the statewide SC Impaired Driving Prevention Council (SCIDPC) made up of professionals from various arenas of highway safety, law enforcement, prosecution, adjudication, advocacy and treatment/rehabilitation in an effort to combat the increasing impaired driving problems and issues in the state. The SCIDPC will continue its work toward strengthening DUI laws in the state of South Carolina and will also continue review of the 2013 Impaired Driving Assessment Final Report to develop action plans outlining areas which the State should continue to target for improvement. The recommendations of the 2013 Impaired Driving Assessment will be used as a blueprint to strengthen the Impaired Driving Countermeasures Program for South Carolina.

6. South Carolina Law Enforcement Division (SLED) will provide technical support to local law enforcement on BAC testing procedures and use of the equipment and to prosecutors through courtroom testimony.

7. The OHSJP will provide funding to continue the implementation of a Pilot DUI Court in the Twelfth Judicial Circuit, composed of Florence and Marion Counties, and in the Fifth Judicial Circuit, which consists of Kershaw and Richland Counties. The Pilot DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and to reduce DUI recidivism.

8. The public will be educated about the dangers of drinking and driving through the statewide distribution of educational materials, health and safety fairs and statewide impaired driving campaigns.

9. The OHSJP will hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during CY 2014.

10. BAC reports from Coroners and SLED will continue to be entered in a database to track BAC testing results.

11. OHSJP staff will continue to be involved with the SC Department of Alcohol and Other Drug Abuse Services' (SCDAODAS) Underage Drinking Action Group (UDAG). UDAG is dedicated to the reduction of underage drinking in the State and is comprised of a multi-

disciplinary team of stakeholders. Participants hail from the following agencies/groups: the SC Department of Public Safety, SCDAODAS, the SC Department of Social Services, the SC Department of Transportation, Mothers Against Drunk Driving, the University of South Carolina, Clemson University, Pacific Institute for Research and Evaluation, SC Department of Education, the College of Charleston, and the SC Petroleum Marketers.

12. The OHSJP will continue to utilize the SC Department of Transportation's variable message signs during statewide highway safety campaigns to bring public awareness to motorists commuting throughout the state of South Carolina.

13. The OHSJP will continue to support the SCDAODAS' underage drinking campaign, "*Parents Who Host, Lose the Most*." The campaign is implemented at state and local levels during celebratory times such as homecoming, holidays, prom, and graduation when underage drinking parties are prevalent. *"Parents Who Host, Lose the Most"* encourages parents and the community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.

14. The OHSJP will continue to support the National Safety Council's "Alive at 25" initiative. "Alive at 25" is designed to prevent teens from being killed in automobile crashes. The program is taught by off-duty Deputy Sheriffs and Municipal Police Officers and focuses on the behaviors and decision-making paradigms that young drivers and passengers display behind the wheel of a motor vehicle. From 2008-2012, an average of 19 schools and 13,000 students participated in the program each year.

15. The OHSJP will update the statewide Impaired Driving Countermeasures plan and present it to the SCIDPC for approval.

16. The OHSJP will work with Law Enforcement Liaison staff to disseminate information to Law Enforcement Networks which contain the counties identified as having the highest population-based alcohol-impaired fatality rates in 2012 (Fairfield, Saluda, Colleton, McCormick, Jasper, Newberry, and Dillon) in an effort to determine education and enforcement strategies which may be implemented through the Networks to assist in resolving the problem issues.

17. The OHSJP will fund a special DUI prosecutor to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in a judicial circuit in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.

18. The OHSJP will expand, based on available funding, its statewide *Sober or Slammer!* DUI enforcement campaign to include greater emphasis in the months of April, May and October, since these months show the highest number of DUI fatal collisions in the 2008-2012 time frame. The expansion will include enforcement and media efforts.

Projects to be Implemented

Administration:

Problem Identification: Impaired driving continues to be the number one contributing factor in fatal crashes in South Carolina. From 2008-2012, the National Highway Traffic Safety Administration (NHTSA) reported that in South Carolina 1,784 persons died in collisions involving an alcohol-impaired driver with a BAC of .08 or more. According to preliminary state data, from 2009-2013 driving under the influence of alcohol or drugs was a contributing factor in at least 29,221 total collisions, resulting in at least 20,155 injuries. Additionally, over the five-year period 2008-2012, the average *VMT rate* in South Carolina (0.73 deaths per 100 million VMT) was much higher than the rate for Region 4 (0.41 deaths per 100 million VMT), and both were higher than the rate across the US (0.36 deaths).

Project Description: The project will maintain the employment of an Impaired Driving Countermeasures Program Manager (IDCPM); a percentage of an Administrative Assistant position; a percentage of two Senior Accountant positions; a percentage of one Program Coordinator II position; and a percentage of one Administrative Manager position to administer impaired driving highway safety grants during the course of the grant year. The IDCPM will assist the Public Affairs Manager (PA) of the OHSJP to develop and implement a statewide public information and education campaign for the FFY 2015 grant period. The IDCPM will also be responsible for the ongoing administration of impaired driving projects funded through the Highway Safety program, including providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, and on-site monitoring, as well as responding to requests for grant revisions. The IDCPM will complete pertinent sections of state and federal documents to include: quarterly progress reports; the Annual Report; Highway Safety Plan; Summaries and Recommendations; and the Impaired Driving Countermeasures grant application.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Impaired Driving Countermeasures Program Management	K8-2015-HS-25-15 M1HVE-2015-HS-25-15 M4PEM-2015-HS-25-15 M4HVE-2015-HS-25-15	$1,447,879	1.67

Law Enforcement Liaisons

Problem Identification: According to FARS data collected from 2008-2012, South Carolina fatalities decreased from 921 in 2008 to 863 in 2012. The 2012 count represents an increase of 4.3% compared to the 828 fatalities experienced in 2011. The Law Enforcement Liaisons (LEL) will work the Law Enforcement Network (LEN) to enforce traffic safety throughout the state in priority areas. Over the entire five-year period, South Carolina's alcohol-impaired driving population-based fatality rate was 7.8 fatalities per 100,000 population. FARS data also shows that in 2012, alcohol-impaired driving fatalities accounted for 40.32% of all traffic fatalities in South Carolina.

South Carolina's Speeding-Related population-based fatality rate was 6.8 fatalities per 100,000 population during 2008-2012. FARS data continues to report that in 2012, 36.6% of the State's traffic fatalities were speed-related. State data reported, from 2008-2012, 531,900 collisions (includes fatal, injury, and property-damage-only), 4,315 fatalities, 239,973 persons injured, and 17,075 serious injuries.

Project Description: The project will continue to fund two law enforcement liaisons (funded with Section 402 General Highway Safety Funds), supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the Law Enforcement Network (LEN) system, to work to establish and maintain relationships between OHSJP and law enforcement agencies around the state, and gain law enforcement support for participation in statewide enforcement mobilization campaigns. The grant project will also provide LEN mini-grants to established networks around the state. The sixteen (16) networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other types of enforcement equipment and maintenance supplies and to conduct regular meetings of their respective networks. The networks will serve as a key component of both the 2015 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over*. Sustained DUI Enforcement initiatives) and the *Buckle up, South Carolina. It's the law and it's enforced*. campaign, which corresponds to the national *Click-it-or-Ticket* campaign. The LEN system, which includes both state and local law enforcement agencies, will allow statewide coverage and implementation of law enforcement activity including multi-jurisdictional enforcement activities. The 405d funds are being used to purchase equipment, including body cameras, pursuit vehicles and other incentive items.

Agency	Title	County	Project Number	Budget	Number of Personnel Funded
SCDPS	Law Enforcement Coordination	Statewide	M4HVE-2015-HS-06-15	$579,200	N/A

(CTW, Chapter 1: Sections 2.1, 2.2; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 22, AA 8, 9, 10, and AA12, SHSP Implementation Plan)

DUI Enforcement:

Problem Identification: Though South Carolina has experienced significant reductions in alcohol-impaired driving traffic fatalities in recent years, the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 348 people died on South Carolina roadways in 2012 as a result of alcohol-impaired driving collisions. This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the State of 0.71, one of the highest in the nation and significantly higher than the 2012 average rate (0.39) for NHTSA Region 4 states. Additionally, during 2012, there were a total of 1,153 drivers involved in fatal crashes. Of the 1,153 drivers, 344 of these drivers or operators had a BAC of .08 or greater, which accounted for 29.9% of all drivers involved in fatal crashes.

Priority counties established for the state of South Carolina for FFY 2015 in terms of alcohol-impaired driving projects are based on a combination of FARS data, state data, and efforts to maintain parity by identifying a representative county within Law Enforcement Networks (4th, 6th and 14th Judicial Circuits) not represented in the top tier of counties based on FARS and state data. Counties identified as priority include Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Laurens, and Lancaster.

Project Description: The DUI enforcement grant-funded officers will dedicate 100% of their time conducting DUI enforcement efforts with a goal of preventing impaired driving-related crashes. The grant-funded officers assigned to each DUI enforcement project will increase the number of DUI arrests by working primarily nights and weekends (nights) conducting regular and saturation patrols, and public safety checkpoints which have proven to be effective countermeasures in reducing impaired driving. The grant-funded officers will be placed in problem areas known to have a high frequency of DUI-related collisions. Special interest will be placed on large scale events, as well as prom night, sporting events, holiday break periods, and graduation week. The grant-funded officers will also participate actively in their respective Law Enforcement Network and in all aspects of the *Sober or Slammer!* campaign, which will require additional nights of stepped-up DUI enforcement to include saturation patrols and public safety checkpoints. The DUI officers will utilize the State's BAT-mobiles in DUI enforcement efforts when available. The grant-funded officers will be trained in SFST and DUI Trial Preparation by the end of the FFY 2015 grant cycle and will provide educational presentations to the community on the dangers of driving under the influence. Information regarding the activities of the DUI grant projects will be released to the media at least bi-monthly. The subgrantees will submit required reports detailing the progress of the grant project to the OHSJP by established deadlines.

References: South Carolina's Strategic Highway Safety Plan, 2007; Appendix A, page AA10
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 2.1, 2.2, and 2.3

Agency	County	Project Title	Project Number(s)	Budget	Personnel Funded	Public Safety Checkpoints	Educational Presentations
Charleston County Sheriff's Office	Charleston	Charleston County Sheriff's Office DUI Enforcement Team	M4HVE-2015-HS-29-15/PT-2015-HS-29-15	$132,851	1	12	6
York County Sheriff's Office	York	York County Sheriff's Office DUI Enforcement Team	M4HVE-2015-HS-31-15	$162,795	2	12	6
Berkeley County Sheriff's Office	Berkeley	Traffic/DUI Enforcement	K8-2015-HS-33-15	$62,569	1	12	6
Richland County Sheriff's Department	Richland	Impaired Driving Enforcement Expansion	M4HVE-2015-HS-24-15/PT-2015-HS-24-15	$226,094	2	12	6
South Carolina Department of Public Safety: Highway Patrol	Anderson	SCHP Anderson County DUI Enforcement Team	K8FR-2015-HS-32-15	$174,685	2	12	6
Lancaster County Sheriff's Office	Lancaster	DUI Enforcement Unit for Lancaster County	M4HVE-2015-HS-35-15	$150,982	2	12	6
SC Department of Public Safety: Highway Patrol	Berkeley/ Charleston	SCHP Berkeley and Charleston County DUI Enforcement Team	M4HVE-2015-HS-19-15/PT-2015-HS-19-15	$399,402	3	12	6
Lexington County Sheriff's Department	Lexington	Advanced Impaired Driver Enforcement	M4HVE-2015-HS-16-15	$166,105	2	12	6
Orangeburg Department of Public Safety	Orangeburg	DUI Special Enforcement	M4HVE-2015-HS-34-15	$60,507	1	12	6
City of Charleston Police Department	Charleston	City of Charleston Police DUI Enforcement Initiative	M4HVE-2015-HS-22-15	$136,014	2	12	6
Kershaw County Sheriff's Department	Kershaw	DUI Enforcement Team	M4HVE-2015-HS-21-15	$160,948	2	12	6
Mauldin Police Department	Greenville	Mauldin Police Department Alcohol Countermeasures Team (MPDACT)	M4HVE-2015-HS-23-15/PT-2015-HS-23-15	$112,103	1	12	6

Town of Mount Pleasant	Charleston	DUI Enforcement and Education Program	M4HVE-2015-HS-28-15/PT-2015-HS-28-15	$247,451	2	12	6
Greenville County Sheriff's Office	Greenville	Enhanced DUI Enforcement	M4HVE-2015-HS-41-15	$56,407	1	12	6

PILOT DUI COURT

Problem Identification: The percentage of total fatalities that involved alcohol-impaired driving in South Carolina was higher than the percentage for both Region 4 and the nation in 2008-2012. In 2012, alcohol-impaired driving fatalities accounted for 40.32% of all fatalities in South Carolina, compared to 30.01% for Region 4, and 30.76% for the nation. For the years 2008 through 2012, 46.5% of South Carolina's traffic fatalities were associated with a blood alcohol concentration of at least 0.08, which was higher than that of the US as a whole (35.3%). NHTSA's data show that, for the years 2008-2012, 30.7% of drivers and operators involved in fatal crashes in South Carolina had a BAC of at least 0.08. This percentage was also higher than both the percentage for Region 4 (20.8%) and the U.S. as a whole (21.6%).

The Fifth and Twelfth Judicial Circuits submitted grant applications to the OHSJP for the continuation of Pilot DUI Courts. These Judicial Circuits contain a county or counties that have been recognized or identified as focus counties for DUI countermeasures strategy efforts for FFY 2015 based on FARS and State data. The Fifth Circuit contains Richland and Kershaw Counties, both which are focus counties for FFY 2015 DUI countermeasures. The Twelfth Circuit contains Florence and Marion Counties, and Florence is a focus county for FFY 2015 DUI countermeasures. Therefore, the Fifth and Twelfth Circuits will continue the implementation of the first Pilot DUI Courts in South Carolina.

Project Description: In an effort to reduce impaired driving fatalities and DUI recidivism, the OHSJP will fund two DUI Pilot Court Programs. The Pilot DUI Courts will be structured on a "Post-adjudication track" which involves the defendant pleading guilty and the judge allowing the defendant to complete the program while the sentence is held in "abeyance" allowing the defendant an opportunity to complete a treatment program. An offender is eligible to participate in the DUI court if he/she meets the following criteria: the defendant is a resident of one of the counties located within the Judicial Circuit; is charged with a DUI 2nd or subsequent offense, and, in some cases, Felony DUI; the defendant is willing to comply with the DUI Court Program rules; the defendant is found, through use of a screening tool, to be a person who is addicted to alcohol; the defendant is able to physically participate in treatment activities (within guidelines of the Americans with Disabilities Act); and the defendant's criminal record check must disclose no prior violent felony convictions. If the defendant graduates from the DUI Court after completing twelve to eighteen months of treatment, the Judge may terminate the sentence and the defendant does not serve any jail time. The DUI Court program will seek to integrate alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake. The court will also ensure the delivery of other services such as mental health and

vocational/employment services, education services, housing and family counseling to sustain and enhance primary therapeutic interventions and reduce recidivism.

References: South Carolina's Strategic Highway Safety Plan*, 2007; Appendix A, page AA10-*11
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 3.1, 3.2, 3.3, and 3.4

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
Office of Solicitor, Twelfth Judicial Circuit	Florence and Marion Counties	Pilot DUI Court	M4HVE-2015-JC-40-15	$135,748	1
Fifth Circuit Solicitor's Office	Kershaw and Richland Counties	DUI Court (Pilot)	M4HVE-2015-JC-39-15	$122,537	1

DUI PROSECUTION/ADJUDICATION PROJECTS

Problem Identification: The state of South Carolina has historically ranked as one of the top states in the nation for the number of impaired driving related fatalities. According to the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA), 348 people died on South Carolina roadways in 2012 as a result of an alcohol-impaired driving collision. This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the State of 0.71, one of the highest in the nation.

The State is also challenged with a DUI law that favors the DUI offender and with the fact that a number of law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. This practice removes law enforcement officers from roadway responsibilities in actively conducting traffic enforcement and has caused a great number of DUI cases to be dismissed or pled to a lesser charge.

Project Descriptions: The South Carolina Highway Patrol's (SCHP) Berkeley County DUI Prosecution grant project will increase the DUI conviction rate in Berkeley County. The SCHP has limited resources and cannot afford to have Troopers spending time preparing cases for court. The grant project will also work to reduce the backlog of DUI cases made by the SCHP in Berkeley County. The efforts of the SCHP Berkeley County DUI Prosecution grant project will ultimately reduce the number of DUI-related collisions, injuries and fatalities occurring in Berkeley County.

The Mothers Against Drunk Driving (MADD) Court Monitoring Program will work to establish a program to monitor the prosecution of DUI-related cases. The program will work to ensure accountability of the judicial process, and increase the DUI conviction rate for the 16 Judicial Circuits in the State.

References: South Carolina's Strategic Highway Safety Plan*, 2007; Appendix A, page AA10-*11
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 3.1, 3.2, 3.3, and 4.1

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
South Carolina Department of Public Safety: Highway Patrol	Berkeley County	SCDPS-SCHP Berkeley County DUI Prosecutor Program	M4HVE-2015-HS-20-15	$117,713	1
Mothers Against Drunk Driving South Carolina	Statewide	MADD SC Court Monitoring Program	M4HVE-2015-HS-30-15	$74,213	1

TRAINING PROJECTS

Problem Identification: The state of South Carolina has historically ranked as one of the top states in the nation for the number of impaired driving-related fatalities. The State has also been challenged with a DUI law that favors the DUI offender and the fact that a number of law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. DUI countermeasures training programs are needed to improve the quality of the DUI cases made and to increase the DUI conviction rate for the state of South Carolina.

In the state of South Carolina, the Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility. The SCCJA provides basic training for all law enforcement, detention and telecommunications officers. The SCCJA will implement the Impaired Driving Countermeasures Training for Law Enforcement project.

The South Carolina Commission on Prosecution Coordination (SCCPC) is tasked with improving South Carolina's Criminal Justice System by enhancing professionalism and effectiveness of South Carolina's Solicitors and their staff through activities such as coordination of prosecution services, education, information, association, and interaction and achieving objectives which will benefit and improve the Office of Solicitor. The SCCPC will be responsible for the administration of the Traffic Safety Resource Prosecutor program.

Project Description: The purpose of the DUI Training Projects is to provide the necessary tools for the detection, apprehension, and successful prosecution of impaired drivers. The training programs will provide knowledge and training on the DUI law and proper roadside procedures for prosecutors, judges, and law enforcement officers that will assist in making quality DUI cases resulting in an increased number of DUI convictions statewide. The more stakeholders educated in the administration of Impaired Driving Countermeasures, the larger the number of impaired drivers that will be taken off the roadways; higher conviction rates for impaired drivers will be achieved; and the number of impaired driving crashes, injuries, and fatalities will decrease.

References: ***South Carolina's Strategic Highway Safety Plan*****, 2007; Appendix A, page AA10**
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 2.1; 2.2; 2.3; 7.1; 7.2; and 7.3

Agency	Location	Project Title	Project Number	Budget	Personnel Funded	Number of Trainings
South Carolina Criminal Justice Academy	Statewide	ID Countermeasures Training for Law Enforcement	AL-2015-HS-26-15	$175,472	1	20
South Carolina Commission on Prosecution Coordination	Statewide	Traffic Safety Resource Prosecutor	AL-2015-HS-27-15	$161,570	2	4

Impaired Driving Countermeasures
Project Budget Summary

Project Number	Subgrantee	Project Title	Budget	Budget Source
M4PEM-2015-HS-25-15 M4HVE-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	$1,170,000	Section 405d Impaired Driving High/Paid and Earned Media MAP-21
K8-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	$47,879	Section 410 SAFETEA-LU
M1HVE-2015-HS-25-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	$230,000	Section 405b Occupant Protection 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	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-41-15	Greenville County Sheriff's Office	Enhanced DUI Enforcement	$56,407	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	$130,628	Section 405d Impaired Driving High MAP-21
PT-2015-HS-29-15	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team - Radar	$2,223	NHTSA 402

M4HVE-2015-HS-21-15	Kershaw County Sheriff's Department	DUI Enforcement Team	$160,948	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	Section 405d Impaired Driving High MAP-21
K8-2015-HS-33-15	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	$62,569	Section 410 SAFETEA-LU
M4HVE-2015-HS-24-15	Richland County Sheriff's Department	Impaired Driving Enforcement Expansion	$219,409	Section 405d Impaired Driving High MAP-21
PT-2015-HS-24-15	Richland County Sheriff's Department	Impaired Driving Enforcement Expansion - Radar	$6,685	NHTSA 402
K8FR-2015-HS-32-15	SC Department of Public Safety: Highway Patrol	SCHP Anderson County DUI Enforcement Team	$174,685	Section 410 SAFETEA-LU
M4HVE-2015-HS-30-15	Mothers Against Drunk Driving South Carolina	MADD SC Court Monitoring Program	$74,213	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-35-15	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	$150,982	Section 405d Impaired Driving High MAP-21
M4HVE-2015-JC-39-15	Fifth Circuit Solicitor's Office	DUI Court (Pilot)	$122,537	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-19-15	SC Department of Public Safety: Highway Patrol	SCHP Berkeley and Charleston County DUI Enforcement Team	$396,117	Section 405d Impaired Driving High MAP-21
PT-2015-HS-19-15	SC Department of Public Safety: Highway Patrol	SCHP Berkeley and Charleston County DUI Enforcement Team - Radar	$3,285	NHTSA 402
M4HVE-2015-HS-20-15	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor Program	$117,713	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-16-15	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	$166,105	Section 405d Impaired Driving High MAP-21
AL-2015-HS-26-15	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	$175,472	NHTSA 402

M4HVE-2015-HS-34-15	Orangeburg Department of Public Safety	DUI Special Enforcement	$60,507	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-22-15	City of Charleston Police Department	City of Charleston Police DUI Enforcement Initiative	$136,014	Section 405d Impaired Driving High MAP-21
M4HVE-2015-HS-23-15	Mauldin Police Department	Mauldin Police Department Alcohol Countermeasures Team (MPDACT)	$109,603	Section 405d Impaired Driving High MAP-21
PT-2015-HS-23-15	Mauldin Police Department	Mauldin Police Department Alcohol Countermeasures Team (MPDACT) - Radar	$2,500	NHTSA 402
M4HVE-2015-HS-28-15	Town of Mount Pleasant	DUI Enforcement and Education Program	$241,261	Section 405d Impaired Driving High MAP-21
PT-2015-HS-28-15	Town of Mount Pleasant	DUI Enforcement and Education Program - Radar	$6,190	NHTSA 402
M4HVE-2015-JC-40-15	Office of Solicitor, Twelfth Judicial Circuit	Pilot DUI Court	$135,748	Section 405d Impaired Driving High MAP-21
AL-2015-HS-27-15	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	$161,570	NHTSA 402
Total All Funds			**$5,063,245**	
Section 405d Impaired Driving High/Paid and Earned Media MAP-21			**$4,190,187**	
Section 410 SAFETEA-LU			**$285,133**	
NHTSA 402			**$357,925**	
Section 405b Occupant Protection High MAP-21			**$230,000**	

COMMUNITY TRAFFIC SAFETY PROGRAM AREA

OVERVIEW

The Public Information, Outreach and Training (PIOT) section is a vital component of the South Carolina Highway Safety Grant program which addresses various highway safety emphasis areas identified in the state. South Carolina needs a comprehensive grant project that focuses on the dissemination of traffic safety information to the general public and the law enforcement community. Marketing campaigns, training for highway safety professionals and sharing information at public events are key strategies to help meet performance measures and goals related to issues with occupant protection, police traffic services, DUI and vulnerable roadway users.

The OHSJP, through the PIOT, will continue to use a full-service marketing firm to assist with such efforts as media buying, creative production and evaluation of campaigns. However, the OHSJP, with the help of the agency's Communications Office and SC Highway Patrol Community Relations Officers, will oversee earned media efforts, such as issuing news releases, conducting press events and coordinating media interviews.

The marketing firm will continue to assist with campaigns such as *Sober or Slammer!* and *Buckle Up, SC. It's the law and it's enforced.* Other public information initiatives include Child Passenger Safety, Motorcycle Safety, Vulnerable Roadway Users (*Look)* and the *Be a SANTA (Sober All Night Totally Awesome) Designated Driver* winter holiday campaign.

The OHSJP will utilize the Target Zero concept as an umbrella campaign under which all of its traffic safety campaigns will coalesce. Several states have initiated Target Zero campaigns that incorporate a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. The concept was unveiled in South Carolina in October 2012 at a news event conducted by the Governor's Office, which recognized accomplishments of SCDPS in the arena of traffic safety.

The logo for South Carolina's highway safety campaigns draws upon the popularity of the state flag.

A South Carolina Target Zero logo was developed in 2013 to help promote the concept to the public. The OHSJP wanted a logo unique to South Carolina and looked toward the state flag. With its iconic crescent moon and palmetto tree, the South Carolina flag is a popular marketing tool used by many businesses in their logos and featured on many consumer goods, such as clothing, jewelry, cookware, sporting supplies and home décor. The Target Zero logo uses an update of a previously used logo that features a stylized image of the state's outline and the flag's emblems. All paid media efforts – broadcast and print – feature Target Zero with the accompanying tagline: A Target Zero message from SCDPS.

In the coming year, the OHSJP must increase efforts to reach out to underserved audiences and hard-to-reach populations. The OHSJP already incorporates Hispanic-owned media (mainly TV and radio) into its media buys. However, efforts must be made to ensure Spanish-speaking residents are getting in-depth information on printed collateral regarding traffic laws and safe driving. Additionally, the OHSJP must increase efforts to reach young men, ages 18-34 in areas where they live, work and play. The OHSJP also will look into more ways to get its message in front of sports fans, such as taking advantage of the major NASCAR race in South Carolina at the Darlington Raceway and the abundant collegiate sport fan base in the state. The OHSJP also is doing more to incorporate social media by using SCDPS's Facebook and Twitter pages and YouTube channel.

NHTSA promotes the importance of combining high visibility enforcement with high visibility public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, the OHSJP will continue to offer a media mix for enforcement-based and non-enforcement based campaigns to meet stated goals. The OHSJP will employ key strategies to promote its mission and core message of public safety.

STRATEGIES

Several strategies identified in NHTSA's Countermeasures That Work are utilized in PIOT campaigns and activities with much success.

1. The OHSJP will provide funding to highway safety staff and advocates to attend significant conferences and training events related to highway safety issues. As appropriate, when information on national or state-initiated training programs becomes available, the OHSJP will forward the information to highway safety project directors, Law Enforcement Network Coordinators and Assistant Coordinators, and/or other highway safety stakeholders with direct interest in the training. If it is determined that funds are available to support requests to attend these programs, information will be included in the package outlining procedures for requesting assistance.

2. Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS.

SCDPS will feature the *Look* and *Target Zero* billboard campaign at the State Fair in October 2014.

The theme will be Target Zero, with the tagline, "A goal we can all live with." In addition, the OHSJP will expand upon an existing created billboard campaign, "Look," geared toward vulnerable roadway users. The previous umbrella theme, "Highways or Dieways? The Choice Is Yours." will continue to be utilized as a supporting message when deemed necessary.

3. OHSJP will work with local project personnel and law enforcement officials to implement the *Buckle Up, SC. It's the law and it's enforced.* program throughout South Carolina during the Memorial Day 2015 holiday period in an effort to improve safety belt usage rates within the State. As referenced in the Occupant Protection Program Area section of the HSP, the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) document stresses the importance of the Occupant Protection emphasis area and outlines significant strategies and appropriate countermeasures.

4. Highway Safety staff, other SCDPS staff, and partner agencies/groups will continue to educate and inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. Educational strategies will be incorporated to reach out to all citizens and visitors of the state, in particular those minority populations (African-American and Hispanic) and others (rural white males) which have traditionally shown a lower rate of safety belt and child passenger safety restraint usage than white, urban and female counterparts.

5. Staff also will continue a sustained DUI enforcement initiative by implementing the 2015 Law Enforcement DUI Challenge on a statewide level utilizing strategies similar to those utilized in FFY 2013. The campaign is known as *Sober or Slammer!* and represents the state's version of the national *Drive Sober or Get Pulled Over*. initiative. As referenced in the Impaired Driving Program Area section of the HSP, the NHTSA-produced CTW document stresses the importance of the Impaired Driving emphasis area and outlines significant strategies and appropriate countermeasures utilizing high visibility enforcement. The campaign will run from December 2014 through September 2015, and will continue to feature high visibility enforcement and earned media statewide, but will focus on twenty (20) targeted counties (Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Laurens, and Lancaster) that represent 82% of the state's population and have seen approximately 75% of the state's alcohol-impaired driving fatalities over the five-year period 2008-2012. The campaign anticipates participation of more than 200 local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign will cover each of the state's forty-six (46) counties. The campaign will once again feature two major DUI enforcement crackdowns during the

Artwork for the DUI awareness campaign

Christmas/New Year's 2014-2015 and Labor Day 2015 holiday periods. Participating law enforcement agencies will engage in quarterly specialized impaired driving enforcement activity (saturation patrols and sobriety checkpoints), as well as an additional four nights of specialized impaired driving enforcement activity during the two enforcement mobilization crackdowns. Participating law enforcement agencies seeing a reduction in Network-wide impaired driving statistics will become eligible to win significant law enforcement equipment after the completion of the campaign. The enforcement efforts also will be supported by paid and earned media, as well as messaging on the SCDPS website and social media platforms. Billboards used during the summer 2014 *Sober or Slammer!* campaign contained a strong enforcement image coupled with a message urging the motoring public to report suspected drunk drivers by contacting the SC Highway Patrol at *HP (*47). Those images will be posted on SCDPS web pages during both FFY 2015 crackdowns and it is anticipated they will again be part of the media mix for the Labor Day holiday period.

6. All major mobilization emphases of the OHSJP will include messages to reach the diverse population of the state. The OHSJP will incorporate into its diversity outreach strategies information gleaned from quantitative research conducted by Apter International during the FFY 2007 grant year. The Apter research sought to find answers as to why people, particularly teens, African Americans, Hispanics, and rural residents are more likely not to use appropriate occupant restraints. The research also attempted to gain clues as to why drivers take specific risks on the highways relative to drinking and driving. The somewhat startling results obtained by the research have been and will continue to be used to develop strategies to encourage behavioral change. The information will be utilized in all efforts of the OHSJP relative to enforcement mobilization strategies, particularly in terms of media outreach.

7. The OHSJP will conduct a Memorial Service for Highway Fatality Victims of 2014 during the spring of 2015. The service will be held at a church or other appropriate venue in or near Columbia. Invitations will be sent to families of highway fatality victims killed in 2014. Law enforcement officers and other first responders will also be invited to attend.

8. The OHSJP will continue its statewide billboard campaign to increase public awareness of safety issues related to vulnerable roadway users. While motor vehicle occupant deaths are dropping in South Carolina, the deaths of vulnerable roadway users continue to be problematic. In 2013, the PIOT initiated a billboard and radio campaign focused on pedestrian, bicycle, moped and motorcycle safety. The campaign was continued in FFY14 and is anticipated to continue in FFY15. The theme for the campaign is *"Look"* and is geared toward urging motorists to look for these vulnerable populations. In a state with a high obesity rate, it is important that a traffic safety campaign avoids discouraging walking or bicycling. Beyond being great forms of exercise, walking and bicycling are ways that many people commute to work and school. Efforts to keep these roadway users safe, as well as moped riders and motorcyclists, are essential to OHSJP's overall outreach strategies.

9. The OHSJP will conduct a School Zone Safety Week emphasis during the late summer of 2015. The emphasis will involve highway safety stakeholders statewide in an effort to call the attention of the motoring public to the importance of safety in school zones. Law enforcement agencies and schools are provided information to conduct activities for School Zone Safety Week, which is to be observed during the first full week of the school calendar. The goal is to educate young children about safe walking techniques, to inform parents and caregivers about their role in ensuring that children get to school safely and to encourage local law enforcement agencies to patrol in and around schools. For all pedestrians, the *Look* campaign incorporates a message that urges motorists to watch out for pedestrians. This approach complements longstanding efforts to educate pedestrians on what they need to do stay safe, such as wearing retro-reflective clothes, facing traffic and refraining from walking while intoxicated.

10. Highway Safety staff will continue a statewide Motorcycle Safety Campaign in 2015 that will focus on increasing the awareness of motorists in passenger vehicles regarding the presence of motorcyclists on the highways. The *Look* campaign, with its focus on vulnerable roadway users, will be used to alert motorists of the presence of motorcyclists and urge everyone to "share the road." The campaign may include as secondary messaging the need for motorcyclists to wear protective gear while riding, including helmets (often referred to as *Ride Smart)*. The campaign, though statewide, will focus on counties having the majority of motorcyclist fatalities and motorcyclist traffic injuries during the preceding year. This campaign will target the months of the year and locations that are most likely to see a significant number of motorcyclists on the roads.

11. The OHSJP also will provide funding and coordination for a Highway Safety booth/display to be used at various statewide events, including the SC State Fair. As mentioned, the 2014 State Fair exhibit will feature the *Look* and *Target Zero* campaign. However, fair patrons will also have access to information on other major traffic safety issues in South Carolina, especially drunk driving, safety belt usage, speeding and distracted driving.

12. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state, to include advertising on printed tickets for sporting and other special events, as well as public address announcements and program advertising. About 5 million tickets are expected to be printed and used by most high schools across South Carolina. The tickets to be distributed during the 2014-2015 school year complement the brightly-colored images used in the *Look* campaign and focus on issues related to teenage drivers, as illustrated below.

13. Speed-related collisions continue to be a problem in South Carolina. Therefore, the OHSJP will use data to identify the top high-speed corridors in the state to formulate a safety campaign in FFY 2015. The OHSJP will propose a partnership with the SC Highway Patrol and local agencies through the SC Law Enforcement Network for a media and enforcement effort. It is anticipated the 2015 statewide billboard campaign will be used to supplement the effort, as the topic of speeding can be drafted into the *Look* concept. Further, public perception on the issue of speeding is information already captured in OHSJP's attitudinal surveys.

14. The OHSJP will continue to seek opportunities to form partnerships with other highway safety stakeholder groups, including Operation Lifesaver, National Safety Council, MADD, AAA, and others.

15. A texting/driving PI&E media campaign will be developed and implemented during FFY 2015 utilizing paid media to highlight the new ban on texting and driving in South Carolina.

16. The OHSJP will add questions to its Attitudinal Survey to gauge public awareness of speed-related enforcement and media efforts.

ATTITUDINAL SURVEYS

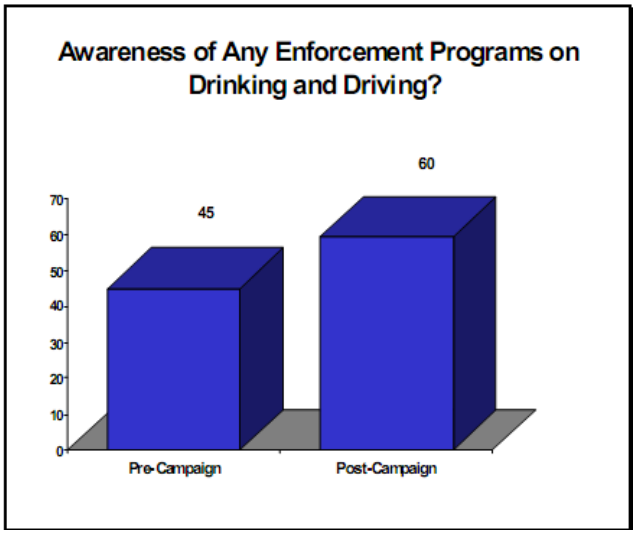
SCDPS uses several mechanisms to determine the effectiveness of its major PIOT campaigns, including telephone surveys of South Carolina drivers conducted before and after the campaigns. While recognizing a reduction in collisions or an increase in safety belt usage can be attributed to a variety of factors, including enforcement and societal trends, attitudinal surveys show campaigns are necessary components to overall traffic safety efforts. Surveys help identify shifts in awareness, positions and behaviors that can be attributed to the campaigns. As an example, the post-survey for the 2013-2014 Christmas/New Year's *Sober or Slammer!* campaign showed nearly nine out 10 respondents were aware of one or more elements of SCDPS' DUI enforcement campaign. Among those who saw or heard elements of the campaign, most were aware of the main points of the message: stopping DUI and conveying the penalties and consequences. Additionally, the survey showed television (82%) continues to be the dominant

source of campaign exposure among respondents, followed by billboards (46%) and radio (36%). This information influences decisions on how best to spend funds. The OHSJP will consider incorporating awareness of SCDPS' social media efforts in future surveys.

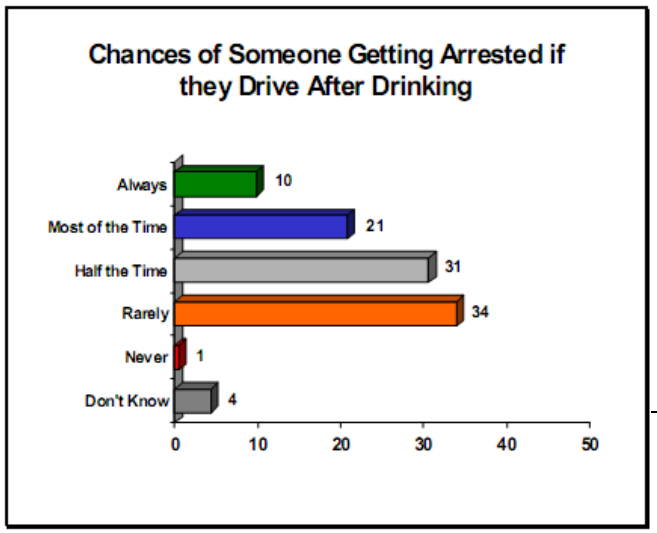
The 2013-2014 Christmas/New Year's holiday *Sober or Slammer!* DUI enforcement period was supported by a paid media campaign featuring an existing TV spot – the "Fighting Together" video showing law enforcement officers around the state pledging together to crack down on impaired driving. This spot was supplemented by the "Be a S.A.N.T.A. (Sober All Night Totally Awesome) Designated Driver" video, which was placed statewide but focused on upstate audiences.

Following are results from the attitudinal survey conducted in January 2014 for the winter DUI campaign that incorporates NHTSA's recommended set of core survey questions. A total of 400 residents constituted the group of survey respondents. (Please note: SC opted to use 30 days as the time frame for its questions based on NHTSA's allowing of states to choose either a 30-day or 60-day range.)

Question 1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? When asked about specific behaviors relative to driving after drinking, 42% say they did not consume an alcoholic beverage within the past 6 months and an additional 50% say they did not drive within two hours of drinking.



Question 2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? Awareness of and support for the DUI enforcement campaign continues to be strong. Study respondents were asked if they have seen or heard anything about alcohol impaired driving enforcement by police in general, not linked to specific campaigns by name. Overall, 60% of respondents say they have. This is up significantly compared to the "pre" campaign period when 45% identified awareness.



Question 3: What do you think the chances are of someone getting arrested if they drive after drinking? Findings identify some division regarding the perceived likelihood of someone being caught/arrested if they drive after drinking. According to the respondents 33% believed a person who drives after drinking is highly likely to be arrested; 33% thought that it is somewhat likely. Still, nearly four out of five respondents

(78%) agree that law enforcement is making a big effort to crack down on drinking and driving in South Carolina.

The 2014 *Buckle Up, SC.* campaign featured an existing TV commercial to support stepped-up enforcement efforts by the SC Highway Patrol and local law agencies. The spot features a father, driving with his son, being issued a seat beat citation. It then demonstrates the father making the choice to buckle up, as well as a split screen view of him not buckling up. The consequences of his "split decisions" are displayed as they are involved in a collision shortly thereafter. An additional night-time BUSC TV commercial was aired, which featured two actual SC Highway Patrol troopers demonstrating a nighttime traffic stop for a safety belt violation. In the public service announcement, two unbelted motorists drive through a well-lighted area. This allows one trooper to have a clear view and call in the violation to another trooper who makes the traffic stop.

SURVEY RESULTS

The following are survey results from the two attitudinal surveys conducted between April 28 and May 3, 2014 and June 2 and June 8, 2014, each among 400 South Carolina residents prior to and after the safety belt enforcement mobilization. (Please note: SC opted to use 30 days as the time frame for its questions based on NHTSA's allowing of states to choose either a 30-day or 60-dayrange.)

Question 1: How often do you use safety belts when you drive or ride in a car, van, sport utility do vehicle or pick up?

According to the 2014 pre- and post-campaign surveys, a large majority of drivers in South Carolina wear their safety belts all the time: 91.6% and 92% respectively. This compares to 86.5% in the 2013 pre-campaign survey and 88.8 in the 2013 post-campaign survey. There were reported differences in shoulder belt usage by type of primary vehicle. According to the 2014 pre-survey, among those whose primary vehicle was a sport utility vehicle, 93 percent reported wearing their shoulder belt all the time, compared to 89.3% of those whose primary vehicle was a pickup truck and 89.7% whose primary vehicle was a van or mini-van. Those numbers increased in the 2014 post-survey, with 93.4 percent whose primary vehicle was a sport utility vehicle reporting wearing their shoulder belt all the time, compared to 91.3% of those whose primary vehicle was a pickup truck and 92.9% whose primary vehicle was a van or mini-van. The wide-spread use of seat belts among South Carolinians is also evident in the responses to the question on the last time respondents did not wear their seat belt when driving. In the pre-campaign survey, the percentage who said the last time they did not wear a safety belt was a year or more ago was 83.6%. That number increased to 85.6% in the 2014 post-campaign survey. Furthermore, 94.1% of respondents were aware of the state law that requires motorists to wear safety belts in the 2014 pre-campaign survey, compared with 97.1% in the post-campaign survey.

Question 2: What do you think the chances are of getting a ticket if you don't wear your safety belt?

Public perceptions of the likelihood of being stopped by a law enforcement officer for anyone in the vehicle not wearing a safety belt prior to the safety belt campaign increased from the June

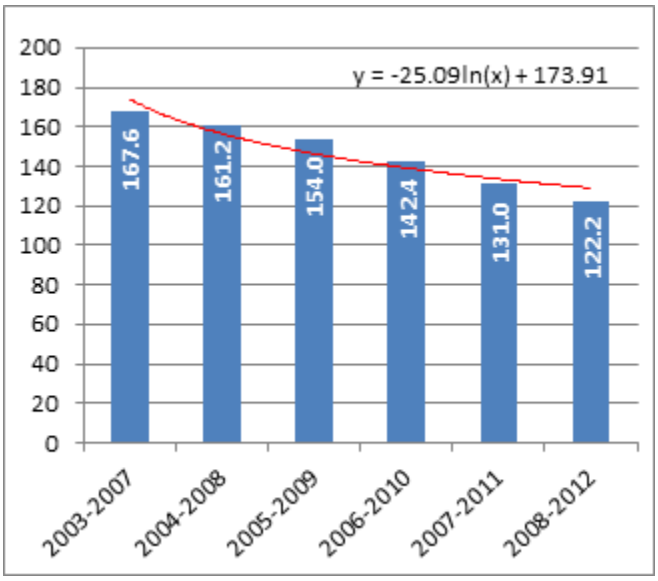
2014 pre-survey results to the post-survey results. In the pre-2014 survey and the post-2014 survey, respectively, the percentages of those answering the question about the chances of getting a ticket if you don't wear your safety belt were as follows: always, 16.8% and 20%; most of the time, 23.7% and 29.4%; half of the time, 23.8% and 22.7%; rarely 32.9% and 24.4%; and never, 2.8% and 3.4%.

Question 3: In the past 30 days, have you read, seen or heard something about seat belt law enforcement by police?
In the pre-campaign survey of 2014, 19.1% of respondents said that they had read, seen or heard about safety belt law enforcement. The response rate increased significantly in the post-campaign 2014 survey to 41.6 percent.

Performance Measure

Goal:

To decrease drivers age 20 and under involved in fatal collisions by 19.7% from the 2008-2012 baseline average of 122 to 98 by December 31, 2015.



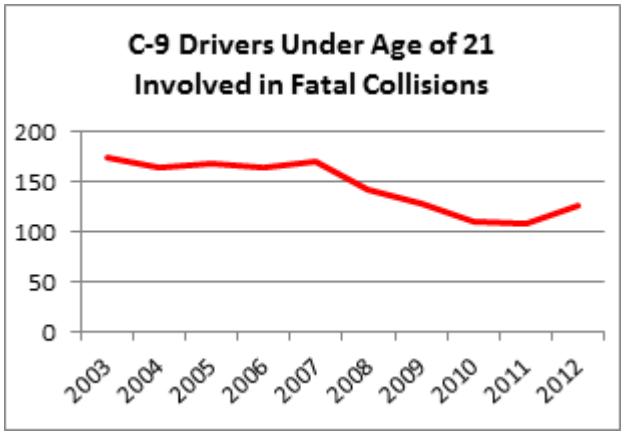


Figure C-9. South Carolina Drivers Age 20 and under Involved in Fatal Collisions, 5 Year Moving Average with Trend Analysis, 2003-2012.

Logarithmic Projection = -9.4057(9) + 179.32 = 118.8

2008-2012 Average = 122.2
2009-2013 Average = 113.8
2008 = 141
2009 = 128
2010 = 109
2011 = 107
2012 = 126 (17.8% increase from 2011)
2013 = 99 (21.4% decrease from 2012, 2013 not FARS finalized)

Goal: 1% decrease to 98 from 99 in 2013.

In **Figure C-9** on page 111, the Five-Year Moving Average with a Trend Analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 118.8 five year average for drivers under age of 21 involved in fatal collisions by December 31, 2015. This equates to an estimated 94 drivers under age of 21 involved in fatal collisions for 2015, which is a 25.4% decrease from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 99 drivers under age of 21 involved in fatal collisions for 2013, a decrease of 21.4% from 126 in 2012. Based on this preliminary state data which shows a decrease in 2013, OHSJP has set a goal of 98 drivers under age of 21 involved in fatal collisions in 2015, a 1% decrease in drivers under age of 21 involved in fatal collisions by December 31, 2015 from the 2013 calendar year.

PROJECT TO BE IMPLEMENTED:

Administration:

Problem Identification: South Carolina remains one of the top five states in the nation in the severity of its motor vehicle crashes, as evidenced by statistical data. The state must provide funding for projects that will attempt to change the negative traffic statistics that are adversely affecting South Carolina's citizens and visitors to the state. South Carolina's average mileage death rate (MDR) of 1.76 for the past five years is one of the highest in the nation; about 53% higher than the national MDR of 1.15. The top contributing factors for total traffic crashes in 2012 include: (1) too fast for conditions, (2) failure to yield right of way, (3) driver inattention, (4) following too closely, and (5) improper lane change/usage. A reduction in the state's mileage death rate must be effected, and the economic loss associated with vehicle crashes must also reflect a downward trend. In order to make a difference in these negative traffic statistics in the state, the Office of Highway Safety must fund creative projects that can have a wide effect on all of the various problem areas contributing to highway injuries and fatalities.

Final traffic statistics for South Carolina indicate that during 2012, 108,273 traffic collisions were reported. This represents a 6.32% increase from 2011, when 101,838 collisions were reported. Collisions in 2012 resulted in 863 fatalities and approximately 50,000 non-fatal injuries. The number of traffic deaths was 4.23% higher in CY 2012 than in 2011, when 828 people were fatally injured in South Carolina traffic collisions. The estimated economic loss to the state from traffic crashes was nearly $3 billion. This total cannot possibly reflect the human toll exacted in pain and suffering.

Project Description: The project will retain the services of a Public Affairs Manager funded by the project, to work in conjunction with Program Managers and assist a paid Contractor in the development of statewide enforcement and educational campaigns. The project will use grant funds for specialized training and conferences for a variety of highway safety professionals (law enforcement, sub-grantees, OHSJP staff, etc.) throughout the state. The project also will partially fund a Special Programs Manager, a Planning and Evaluation Coordinator, an Administrative Manager, a Business Manager, and an Administrative Assistant to provide some administrative functions of the public information, outreach, and training highway safety grant.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Public Information, Outreach and Training	SA-2015-HS-04-15 M9MA-2015-HS-04-15 PS-2015-HS-04-15	$945,122	1.82

Community Traffic Safety: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	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**	**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**	**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**	**Section 405f Motorcyclist Awareness MAP-21**
Total All Funds			**$945,122**	
NHTSA 402			**$865,122**	
Section 405f Motorcyclist Awareness MAP-21			**$80,000**	

MOTORCYCLE SAFETY PROGRAM AREA

Overview:

Motorcycle safety is an issue that remains of great concern in the state of South Carolina. The most recent FARS data (see **Table 11** on page 21) provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 146 people died on South Carolina roadways in 2012 as a result of motorcycle collisions. In South Carolina, the motorcyclist *percentage of total* traffic-related deaths decreased from 13.4% in 2008 to 12.1% in 2009, but then increased each year thereafter to its highest level of 16.9% in 2012. The percentage of deaths in 2012 that were motorcyclists (16.9%) represents a 26.7% increase from both the prior four-year average and the rate in 2008 (13.4% each). Over all five years, South Carolina motorcyclists comprised 12.7% of all motorcyclist deaths in Region 4, with this proportion increasing throughout the 2008-2012 period, by 18.4% in 2012 (14.5%) when compared to the 2008-2011 average (12.2%) and by 30.0% in 2012 when compared to the 2008 value (11.2%).

Motorcycle safety was an area identified as a component in the SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, within its Emphasis Area III: Special Vehicles (pp. 24-27) section citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA16. Over time the state has implemented a variety of the recommendations offered by the SHSP. A few of these recommendations have been implemented in recent years including the discontinuing of motorcyclists using motorcycle beginner permits without attempting to take the motorcycle skills test, expansion of testing sites to provide rider education, enhancing educational efforts during the State's annual motorcycle rallies and adding motorcycle awareness as part of the regular driver's manual. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate motorcycle safety as a separate Emphasis Area and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

Motorcycle safety was also an area identified in the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013. The document stresses the importance of this emphasis area and outlines significant strategies and appropriate countermeasures for motorcycle safety (pp. 5-1 to 5-25). Efforts relative to motorcycle safety in SC have utilized countermeasures deemed by this document as having limited evidence in terms of improving motorcycle safety, such as strengthening motorcycle licensing requirements (Chapter 5, Section 3.1, pp. 5-17 to 5-19); motorcycle rider training (Chapter 5, Section 3.2, pp. 5-20 to 5-21); helmet use promotion (Chapter 5, Section 1.2, p. 5-10); Communications and Outreach: Conspicuity and Protective Clothing (Chapter 5, Section 4.1, pp. 5-22 to 5-23); and Communications and Outreach: Other Driver Awareness of Motorcyclists (Chapter 5, Section 4.2, p. 5-24). Though the document indicates limited evidence in terms of effectiveness, with SC having no universal helmet law and

a strong legislative lobby against such a law, these types of efforts are essential to the state if it is to address the problem of motorcycle safety.

The state has launched a very successful statewide motorcycle safety effort in 2014 which will continue in 2015. The FFY 2014 campaign, though statewide, focuses on the fifteen counties in South Carolina with the highest number of motorcyclist fatalities from CY 2013 (See **Table S-6** below). The campaign utilizes paid and earned media and a variety of educational elements to alert motorists to the presence of motorcyclists, to encourage bikers and drivers to share the road appropriately and to encourage motorcycle riders to use proper protective equipment. The 2015 campaign will focus on those counties with the highest number of motorcyclist fatalities occurring in CY 2014. A more detailed explanation of the FFY 2015 campaign is included in the "**Strategies"** portion of this section of the Plan below.

Table S-6 – Motorcyclist Fatalities and Collisions by Top Counties – State Data CY 2013

County	Motorcyclists Killed	Motorcycle Collisions
Horry	17	288
Greenville	10	194
Charleston	10	188
Richland	8	162
Lexington	5	136
Spartanburg	4	117
Anderson	7	100
Berkeley	3	83
York	4	72
Aiken	6	62
Beaufort	0	60
Dorchester	6	58
Pickens	2	47
Sumter	7	44
Florence	3	43

SCDPS/OHSJP May 19, 2014

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of motorcycle safety and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2015 Highway Safety Plan.

Traffic Fatalities:

According to FARS data (please note that FARS data includes moped riders in its motorcyclist fatality statistical information, while SC state data for motorcyclist crashes, injuries and fatalities does not), in the period 2008-2012:

- In South Carolina, the percentages of fatalities that were motorcyclists remained below those for both the Region and the Nation during the first three years of the period (2008, 2009, and 2010), but rose above both in 2011 and 2012. In 2012, 16.9% of South Carolina's traffic fatalities were motorcyclists, compared to 15.8% in Region 4, and 14.8% nationwide (**Figure 24** on page 117).
- The majority of motorcycle fatal crashes in South Carolina (58.1%), as well as in Region 4 (56.5%) and the nation (56.8%), occurred on Fridays, Saturdays, and Sundays, with the highest proportions of these crashes occurring on Saturdays in each of these three jurisdictions. Across the State, Region, and Nation, the greatest concentration of motorcyclist fatalities occurred between 3 p.m. and 9 p.m. (43.3%, 40.2%, and 41.4%, respectively) (**Table 26** on page 118).
- During the five-year period, 64.5% of South Carolina's motorcyclist fatalities were between the ages of 25 and 54, and 92.3% were males (**Table 27** on page 119).
- South Carolina law requires helmet use of riders under the age of 21. From 2008 through 2012, 74.1% of South Carolina's motorcyclist fatalities were *not* using a helmet. This percentage is substantially higher than the percentage of nonuse seen for Region 4 (37.8%) and for the US as a whole (41.2%) during the same years (**Table 28** on page 120).
- During the 2008-2012 period in South Carolina, 53.5% of all fatally-injured motorcycle operators who were tested for BAC had a BAC of at least 0.01. This percentage is higher than that seen for Region 4 (44.2%) and higher than that seen for the U.S. as a whole (39.3%) (**Table 29** on page 121).
- In fatal crashes involving motorcycles in South Carolina, 58.5% of motorcycle operators had at least one driver factor reported, versus 50.3% of the operators of other vehicles. Throughout the five years, *driving too fast* was the most commonly reported driver factor for motorcyclists in South Carolina (34.3%). For the operators of other vehicles, *failure to yield* (30.1%) was the most reported driver factor by far (**Table 30** on page 122).

As seen in **Figure 24** below, the percentages of fatalities that were motorcyclists in South Carolina were below those of Region 4 and the nation during the first three years of the period (2008-2010), but rose above both in 2011 and 2012. In 2012, 16.9% of fatalities in South Carolina were motorcyclists, compared to 15.8% in Region 4, and 14.8% nationwide.

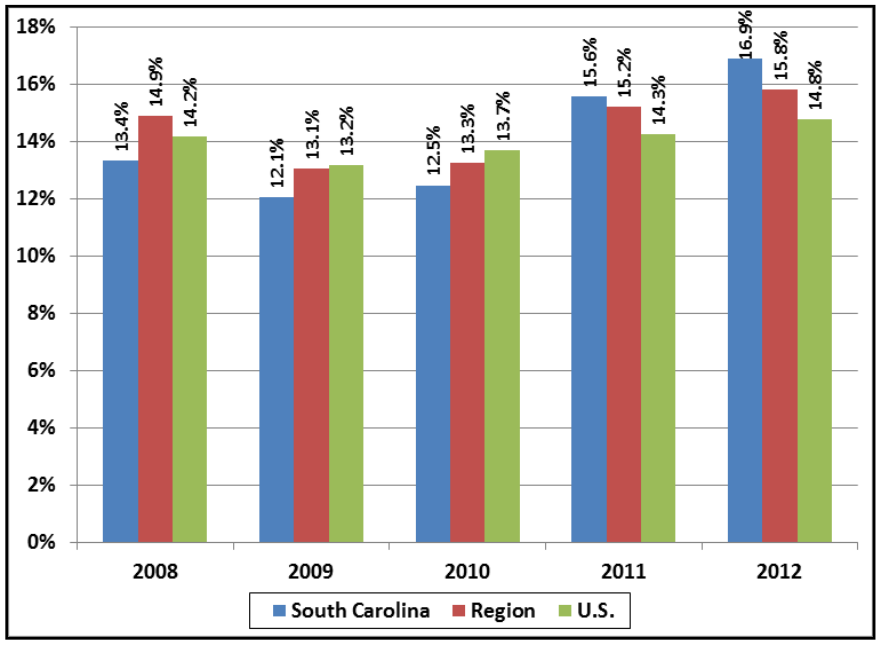


Figure 24. Motorcyclist Fatalities as Percent of Total Fatalities

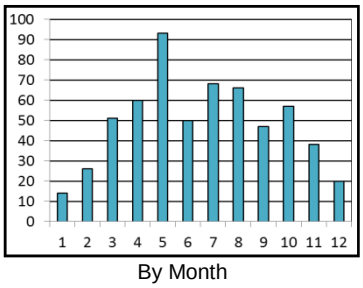
As **Table 26** on page 118 shows, the months with the most motorcycle fatal crashes in South Carolina were May (93 crashes, 15.8% of total), July (68 crashes, 11.5%), and August (66 crashes, 11.2%). Across Region 4, the top three months for such crashes during the 2008-2012 period were May (10.7%), April (10.0%), and then July (9.6%). Nationally, the most such crashes occurred in August (13.2%), July (13.0%), and June (12.6%).

On a day-by-day basis, in South Carolina the most motorcycle fatal crashes occurred on Saturdays (139 crashes, 23.6% of total), followed by Sundays (123 crashes, 20.8%), and Fridays (81 crashes, 13.7%). The same pattern was observed in Region 4, where 21.5% of motorcycle fatal crashes occurred on a Saturday, 19.9% on a Sunday, and 15.1% on a Friday. Likewise, the highest percentage of motorcycle fatal crashes nationally occurred on Saturdays (22.5%), followed by Sundays (19.1%), and then Fridays (15.2%).

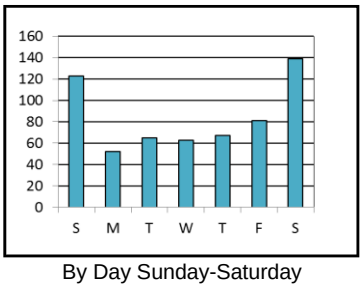
In South Carolina, the three-hour windows in which the most motorcycle fatal crashes occurred were 6 p.m. to 9 p.m. (129 crashes, 21.9% of total), 3 p.m. to 6 p.m. (126 crashes, 21.4%), and 9 p.m. to midnight (110 crashes, 18.6%). Slightly different patterns emerged for Region 4 and for the nation. In Region 4, the top three-hour windows were: 3 p.m. to 6 p.m. (20.2%), 6 p.m. to 9 p.m. (20.0%), and then 9 p.m. to midnight (16.5%). Nationally, 21.6% of such crashes occurred from 3 p.m. to 6 p.m., 19.8% from 6 p.m. to 9 p.m., and 15.9% from noon to 3 p.m.

Table 26. Motorcycle Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2008-2012

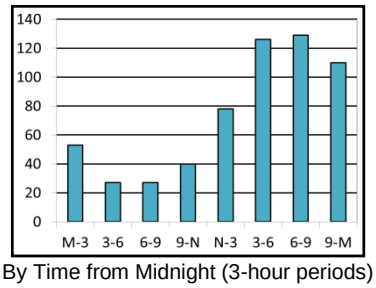
	South Carolina (N=590)		Region (N=4,651)	U.S. (N=23,221)
	N	%	%	%
MONTH				
January	14	2.4%	5.3%	3.0%
February	26	4.4%	5.5%	3.5%
March	51	8.6%	9.3%	6.3%
April	60	10.2%	10.0%	9.3%
May	93	15.8%	10.7%	11.6%
June	50	8.5%	9.5%	12.6%
July	68	11.5%	9.6%	13.0%
August	66	11.2%	9.4%	13.2%
September	47	8.0%	9.3%	10.9%
October	57	9.7%	9.3%	8.4%
November	38	6.4%	7.0%	5.3%
December	20	3.4%	5.1%	2.8%
DAY OF WEEK				
Sunday	123	20.8%	19.9%	19.1%
Monday	52	8.8%	9.7%	10.1%
Tuesday	65	11.0%	9.7%	9.9%
Wednesday	63	10.7%	11.4%	11.0%
Thursday	67	11.4%	12.6%	12.1%
Friday	81	13.7%	15.1%	15.2%
Saturday	139	23.6%	21.5%	22.5%
Unknown	0	0.0%	0.0%	0.0%
TIME OF DAY				
Midnight-3am	53	9.0%	10.1%	9.7%
3am-6am	27	4.6%	4.3%	3.8%
6am-9am	27	4.6%	5.6%	5.4%
9am-Noon	40	6.8%	8.5%	8.7%
Noon-3pm	78	13.2%	14.2%	15.9%
3pm-6pm	126	21.4%	20.2%	21.6%
6pm-9pm	129	21.9%	20.0%	19.8%
9pm-Midnight	110	18.6%	16.5%	14.4%
Unknown	0	0.0%	0.7%	0.6%



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

As shown in **Table 27** below, during the five-year period in South Carolina, the 35-44 age group made up a plurality of motorcyclist fatalities (23.1%), followed by the 45-54 age group (22.1%) and the 25-34 age group (19.3%). In Region 4, the 45-54 age group accounted for the most motorcyclist fatalities (21.1%), followed by those ages 25-34 (20.0%) and those ages 35-44 (19.7%). For the US as a whole, the 45-54 age group made up the plurality as well (22.6%), followed by the 25-34 (20.2%) and then the 35-44 (19.7%) age groups.

Males constituted a much larger percentage of South Carolina's 2008-2012 motorcyclist fatalities than did females (92.3% versus 7.7%), a proportion comparable to those for Region 4 (91.4% male) and the nation (90.7% male) during the same years.

Table 27. Motorcyclist Fatalities by Age Group and Gender: Totals 2008-2012

Fatalities by Age					Fatalities by Age and Gender					
	South Carolina		Region	U.S.	South Carolina				Region % Males	U.S. % Males
	(N=607)	%	(N=4,773)	(N=23,886)	Females		Males			
Age Group					N	%	N	%		
< 16	6	1.0%	0.6%	0.5%	1	16.7%	5	83.3%	96.4%	86.4%
16-20	37	6.1%	6.2%	5.3%	6	16.2%	31	83.8%	89.2%	89.4%
21-24	53	8.7%	10.7%	10.1%	4	7.5%	49	92.5%	93.9%	94.0%
25-34	117	19.3%	20.0%	20.2%	8	6.8%	109	93.2%	94.1%	93.0%
35-44	140	23.1%	19.7%	19.7%	16	11.4%	124	88.6%	88.1%	88.8%
45-54	134	22.1%	21.1%	22.6%	9	6.7%	125	93.3%	89.9%	88.0%
55-64	85	14.0%	15.0%	15.5%	0	0.0%	85	100.0%	92.6%	91.0%
65-74	25	4.1%	5.6%	4.8%	3	12.0%	22	88.0%	92.8%	93.7%
75+	10	1.6%	1.2%	1.2%	0	0.0%	10	100.0%	96.4%	95.3%
Unknown	0	0.0%	0.0%	0.0%	0	N/A	0	N/A	50.0%	66.7%
Total	**607**	**100.0%**	**100.0%**	**100.0%**	**47**	**7.7%**	**560**	**92.3%**	**91.4%**	**90.7%**

*****Highlighting is to help the reader identify cells with higher numbers/percentages.

As shown in **Table 28** below, throughout the five years 2008-2012, 24.2% of South Carolina's motorcyclist fatalities used a helmet, a number substantially lower than the percentage of helmet use seen for Region 4 (59.6%) and the US as a whole (56.5%). In South Carolina, each age group demonstrated helmet use under 40%. State law requires helmet use by riders under the age of 21 only.

Table 28. Motorcyclist Fatalities by Age Group and Helmet Use*: Totals 2008-2012

Age Group	Motorcyclist Fatalities	Helmet Used		Helmet Not Used	
		N	%	N	%
<16	6	2	33.3%	4	66.7%
16-20	37	14	37.8%	23	62.2%
21-24	53	17	32.1%	34	64.2%
25-34	117	27	23.1%	88	75.2%
35-44	140	23	16.4%	116	82.9%
45-54	134	25	18.7%	107	79.9%
55-64	85	26	30.6%	58	68.2%
65+	35	13	37.1%	20	57.1%
Unknown	0	0	N/A	0	N/A
SC**	607	147	24.2%	450	74.1%
Region	4,773	2,843	59.6%	1,805	37.8%
U.S.	23,886	13,493	56.5%	9,831	41.2%

*Helmet use percentage based on total fatalities.
**State law requires use by all riders under the age of 21.

Table 29 below shows that 64.6% of South Carolina motorcycle operator fatalities ages 45 to 54 who were tested for BAC had a positive BAC, the highest percentage of any age group during the 2008-2012 period. Overall, 52.6% of motorcycle operator fatalities in South Carolina who were tested for BAC had a positive BAC, a percentage higher than that seen for both Region 4 (42.4%) and for the nation (38.9%). In South Carolina, speed was cited as a factor in 51.9% of motorcycle operator fatalities aged 16-20, the highest percentage of any group. Overall, 41.1% of South Carolina's motorcycle operator fatalities were involved a crash in which speed was a factor, a percentage higher than that of Region 4 (30.4%) and that of the nation (39.1%) during the same years.

Table 29. Motorcycle Operator Fatalities, Alcohol Involvement and Speed: Totals 2008-2012

Age Group	MC Operator Fatalities	BAC ≥ 0.01*			Speeding Involved**	
		# Tested	# ≥ 0.01	%	#	%
<16	4	3	1	33.3%	2	50.0%
16-20	27	19	5	26.3%	14	51.9%
21-24	56	51	19	37.3%	28	50.0%
25-34	108	89	50	56.2%	51	47.2%
35-44	133	110	66	60.0%	50	37.6%
45-54	128	96	62	64.6%	51	39.8%
55-64	74	56	24	42.9%	23	31.1%
65+	27	19	6	31.6%	10	37.0%
Unknown	0	0	0	N/A	0	N/A
SC	557	443	233	52.6%	229	41.1%
Region	4,553	2,998	1,272	42.4%	1,384	30.4%
U.S.	22,524	17,683	6,882	38.9%	8,806	39.1%

* Based on actual state BAC data

**Refers to entire crash event.

Table 30 below shows the operator factors for fatal crashes involving motorcycles in South Carolina. During the 2008-2012 period, 58.5% of motorcycle operators and 50.3% of other operators had at least one factor reported. The most common reported factor for South Carolina's motorcycle operators was *driving too fast* (34.3%), followed by *failure to keep in proper lane* (15.5%). For other operators, *failure to yield* (30.1%) was by far the most common factor reported for fatal crashes involving motorcycles.

Table 30. Fatal Crashes Involving Motorcycles: Operator Factors

	2008		2009		2010		2011		2012		Total 2008 - 2012	
	MC (N=121)	Other Op (N=64)	MC (N=118)	Other Op (N=62)	MC (N=107)	Other Op (N=53)	MC (N=129)	Other Op (N=63)	MC (N=149)	Other Op (N=84)	MC (N=624)	Other Op (N=326)
Factors	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
None reported	38.0%	43.8%	33.1%	61.3%	52.3%	52.8%	40.3%	47.6%	44.3%	45.2%	41.5%	49.7%
One or more factors reported	62.0%	56.3%	66.9%	38.7%	47.7%	47.2%	59.7%	52.4%	55.7%	54.8%	**58.5%**	**50.3%**
Top Factors**												
Driving too fast… in excess of speed limit	37.2%	9.4%	36.4%	8.1%	30.8%	11.3%	34.9%	4.8%	32.2%	7.1%	**34.3%**	8.0%
Failure to…lane	40.5%	9.4%	7.6%	1.6%	6.5%	0.0%	13.2%	1.6%	10.1%	0.0%	**15.5%**	2.5%
Inattentive (2006-2009)** Distracted (2010 and later)** Careless (2012)	5.8%	6.3%	0.0%	0.0%	0.0%	0.0%	1.6%	4.8%	0.7%	1.2%	1.6%	2.5%
Operating vehicle in erratic …manner	9.9%	1.6%	7.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.3%
Operator inexperience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Failure to yield	5.0%	29.7%	6.8%	22.6%	0.0%	30.2%	3.9%	27.0%	2.7%	38.1%	3.7%	**30.1%**

*Driver may have multiple factors reported. Highlighting is to help reader distinguish MC operator percentages from Other operator percentages; bolding is to help reader identify commonly reported factors.

Percentages based on **total operators/drivers at the vehicle level. 'None reported' includes instances in which a violation, driver factor, distraction, or speeding was marked as 'Unknown', 'Not Reported', or where data were missing.
***For the years 2006 through 2009, Inattentive was a single element—Inattentive/Careless (Talking, Eating, Car Phones, etc.). In 2010, many individual factors that had been subsumed the Inattentive element were broken out into their own separate categories, as Distraction became an entirely new table in FARS. In 2012, Careless was added as a new variable.

Table 11 on page 21 shows that in South Carolina, the *number of motorcyclist deaths* decreased during the first three years of the period (2008-2010), but then increased thereafter to its highest level in 2012. The count in 2012 (146 fatalities) represents a 26.7% increase from the average of the prior four years (115 fatalities) and an 18.7% increase from the 2008 total (123).

South Carolina's *population-based motorcyclist death rate* followed a similar pattern, decreasing from 2008-2010, but then increasing during the last two years of the period to its highest level in 2012. The 2012 rate (3.15 deaths per 100,000 population) represents a 25.9% increase when compared to the 2008-2011 average (2.50), and an 11.6% increase when compared to the rate in 2008 (2.82). The average rate in South Carolina throughout the five years (2.62 per 100,000 residents) was higher than both the Region 4 rate (2.15) and the national rate (1.55) during the same timeframe.

In South Carolina, the motorcyclist *percentage of total* traffic-related deaths decreased from 13.4% in 2008 to 12.1% in 2009, but then increased each year thereafter to its highest level of 16.9% in 2012. The percentage of deaths in 2012 that were motorcyclists (16.9%) represents a 26.7% increase from both the prior four-year average and the rate in 2008, which were equal (13.4% each). Over all five years, South Carolina motorcyclists made up 12.7% of all motorcyclist deaths in Region 4, with this proportion increasing throughout the 2008-2012 period, by 18.4% in 2012 (14.5%) when compared to the 2008-2011 average (12.2%) and by 30.0% in 2012 when compared to the 2008 value (11.2%).

Unhelmeted motorcyclists accounted for 91 of South Carolina's motorcyclist fatalities in 2008, with this number dropping to 75 in 2010, before increasing thereafter to its highest level in 2012. The count in 2012 (102 fatalities) represents a 17.2% increase from the 2008-2011 average (87 fatalities) and a 12.1% increase from the number in 2008. As a percentage of all motorcyclist deaths in the State, unhelmeted motorcyclists accounted for approximately 74.1% throughout the five years (2008-2012), with the 2012 percentage (69.9%) representing a 7.5% decrease when compared to the prior four-year average (75.5%) and a 5.6% decrease when compared to the 2008 proportion (74.0%).

Table 12 on page 21 provides data for such fatalities in Region 4. The region as a whole also saw an overall *increase* in motorcyclist fatalities during the five-year period, with the number of fatalities increasing by 7.0%, and the population-based fatality rate increasing by 4.4%, both in 2012 when compared to the respective prior four-year average. However, these increases in 2012 did not reach the levels seen in 2008. The *motorcyclist percent of total deaths* also increased, by 12.2% in 2012 compared to the 2008-2011 average, but the region's proportion of unhelmeted fatalities remained relatively stable (a 0.1% increase).

As seen in **Table 31** on the following page, nationally, the *number of motorcyclist fatalities* and the *population-based fatality rate* increased in 2012, by 4.8% and 2.8%, respectively. However, like in Region 4, these increases in 2012 did not reach the levels seen in 2008.

Throughout the U.S., the *motorcyclist percent of total deaths* also increased in 2012, by 6.7% when compared with the 2008-2011 average. Also, while the *number of unhelmeted deaths*

increased nationally in 2012 (by 4.5% compared to the prior four years), the *unhelmeted percent of total motorcyclist deaths* remained relatively stable (-0.26%).

Table 31. Nationwide Motorcycle Rider Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	5,312	4,469	4,518	4,630	4,957	-6.68%	4.75%
Pop. Rate*	1.75	1.46	1.46	1.49	1.58	-9.60%	2.76%
Pct of Total	14.19%	13.19%	13.69%	14.26%	14.77%	4.06%	6.73%
Unhelmeted Fatalities	2,160	1,915	1,868	1,852	2,036	-5.74%	4.48%
Pct Unhelmeted Fatalities	40.66%	42.85%	41.35%	40.00%	41.07%	1.01%	-0.26%

* Rate per 100,000 population

Traffic Injuries:

Unlike FARS data for motorcyclist fatalities, South Carolina does not include moped riders in its calculation of motorcyclist injuries. As seen in Figure 31 preliminary figures for 2012 show that there were 2,075 persons injured in motorcycle crashes in South Carolina, as compared to 2,042 in 2008, a 1.6% increase. Additionally, the total for 2012 is higher (18%) than the average number of motorcyclist crash injuries in the four years prior (2008-2011; 1,759). From 2008-2012, motorcycle crashes have represented 3.8%, or 9,111, of all traffic crash injuries (239,973) in South Carolina (see **Figure S-1** on page 51 and **Figure S-8** on page 125). According to NHTSA, per vehicle mile traveled, motorcyclists were more than 26 times more likely than passenger car occupants to die in a traffic crash in 2012.

In terms of severe motorcycle collision injuries, in 2012, SC had a total of 468 such traffic injuries, a 4% increase from the 450 in 2008 (See **Figure S-8** on page 125). The 2012 figure represented an increase (16.4%) over the figure in 2011 (402), as well as an increase (17.6%) when comparing the 2012 figure with the average number of severe motorcycle collision injuries for the time period 2008-2011 (398). Severe motorcycle collision injuries in 2012 have increased as compared to 2008. These injuries comprised 12.1% of all serious traffic injuries in the state for 2008-2012 (17,075), while in 2012 they comprised 13.8% of all severe traffic injuries (3,392).

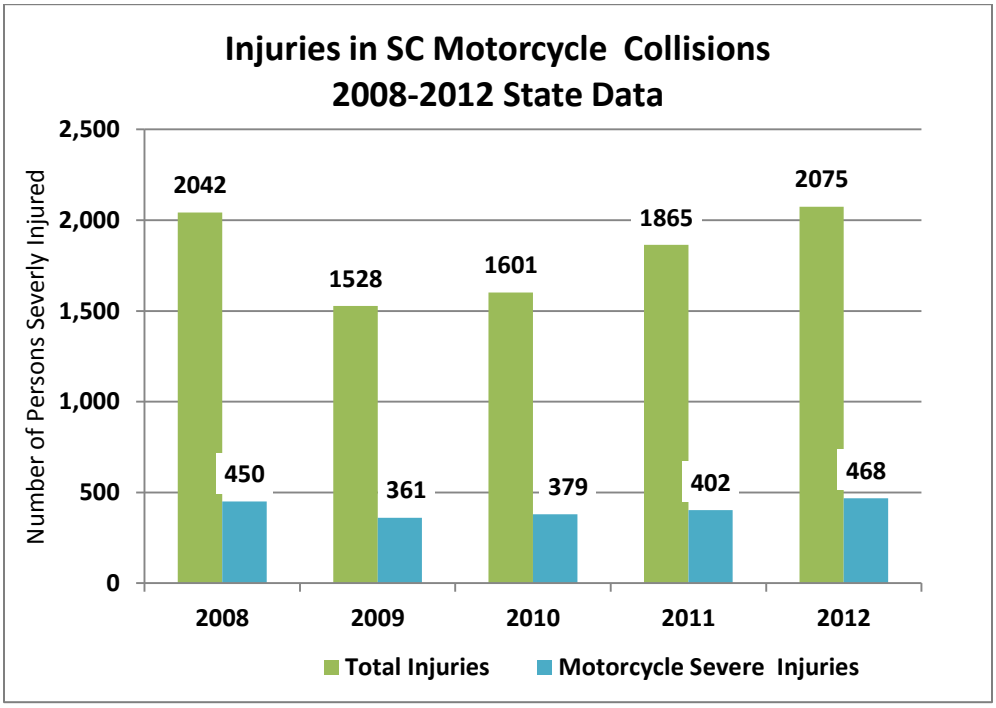


Figure S-8. Injuries in SC Motorcycle Collisions 2008-2012 State Data

Traffic Collisions:

Unlike FARS data, South Carolina does not include mopeds in its calculation of motorcycle fatal collisions, or in its state calculations of all collisions. As seen in **Figure S-9** on page 126, motorcycle collisions have increased in South Carolina from 2,257 in 2008 to 2,306 in 2012, an increase of only 2.2%. The 2012 figure represents an increase over the 2011 figure (2,114) of 9.1% and an increase of 16.6% over the average number of motorcycle collisions for the four-year period 2008-2011 (1,977). From 2008-2012, motorcycle crashes (10,215), have represented a small percentage (1.9%) of all traffic crashes (531,900) in South Carolina. There were 1,029 collisions involving impaired motorcyclists in 2008-2012, which represents 10.1% of total motorcycle crashes. Also, during the same time period, serious injury motorcycle collisions represented 1,957, or 19.2%, of total motorcycle crashes (10,215). Serious injury motorcycle collisions increased in 2012 (451) as compared to the 2008 figure (423) by 6.6%. The 2012 figure represents an increase over the 2011 figure (383) of 17.8%. The 2012 figure of 451 serious injury motorcycle collisions also represents an increase (19.6%) over the 2008-2011 average number of serious injury motorcycle crashes (377).

Figure S-9

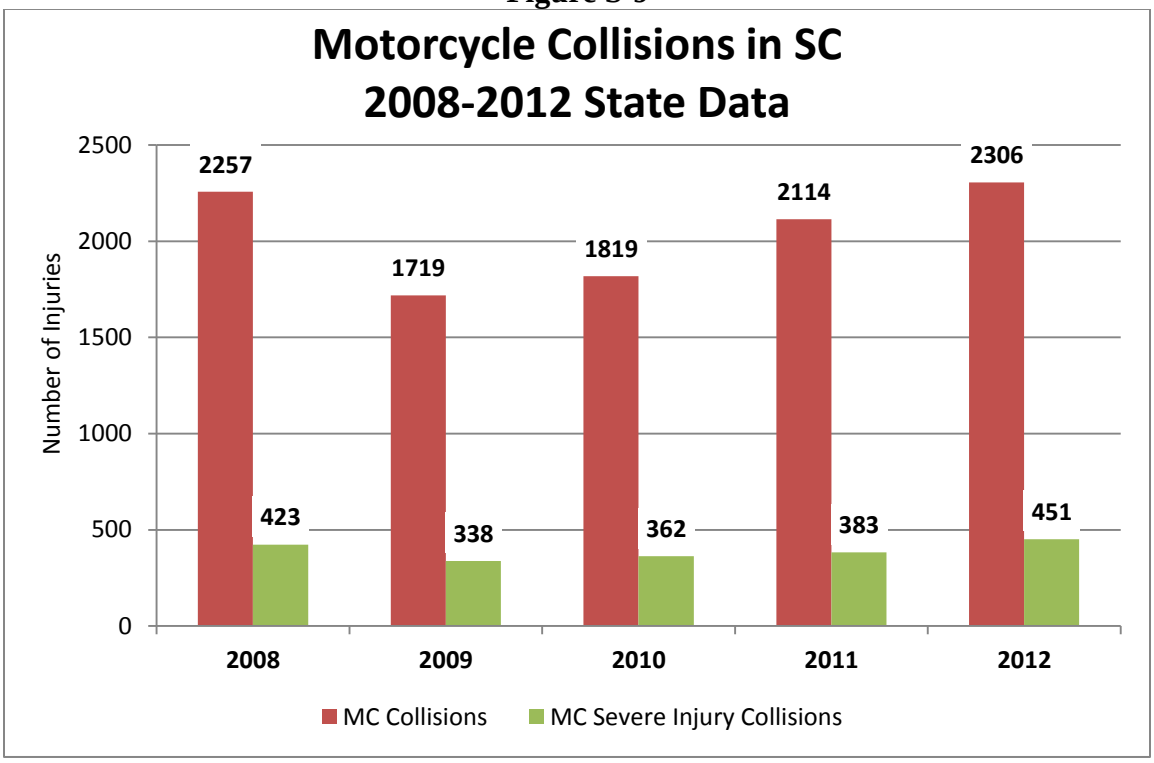


Table S-7 on page 127 contains information on the top ten contributing factors for motorcycle collisions in South Carolina from 2008 to 2012. These factors are driving too fast for conditions, failed to yield right-of-way, driver under the influence, distracted/inattention, animal in the road, improper lane usage/change, following too closely, other improper action (driver), aggressive operation of vehicle, disregard signs/signals, and ran off the road.

Table S-7

South Carolina Collisions Involving A Motorcycle
2008-2012 Data

Primary Contributing Factors	Collision Type			Total Collisions	Persons Killed	Persons Injured
	Fatal	Injury	Property Damage Only			
Driving Too Fast for Conditions	108	2597	638	3343	109	2979
Failed To Yield Right of Way	106	2032	529	2667	107	2509
Driver Under Influence	166	794	69	1029	176	989
Distracted/Inattention	15	483	192	690	16	559
Animal In Road	22	472	72	566	23	518
Improper Lane Usage/Change	2	374	156	532	2	439
Followed Too Closely	0	294	180	474	0	359
Other Improper Action (Driver)	11	264	154	429	11	314
Aggressive Operation of Vehicle	34	301	62	397	36	341
Unknown	16	167	55	238	18	197
Disregarded Signs/Signals/Etc.	14	164	55	233	15	213
Ran Off Road	24	170	34	228	24	190

Performance Measures

Goals:

1. To decrease the motorcyclist fatalities* by 0.8% from the 2008-2012 baseline average of 121 to 120 by December 31, 2015.

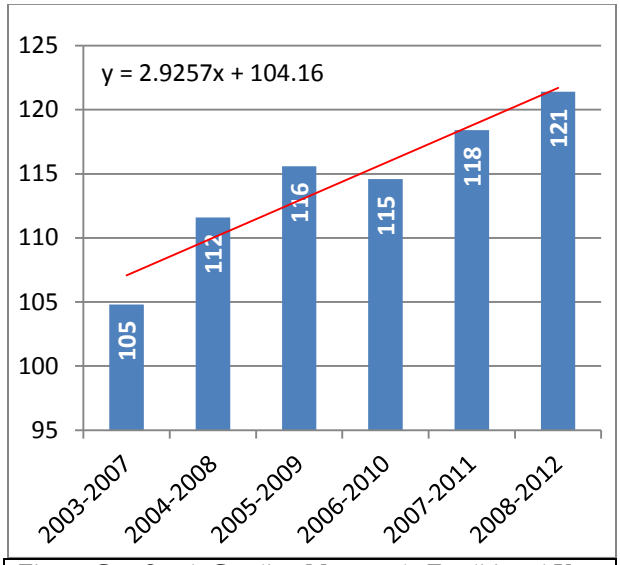
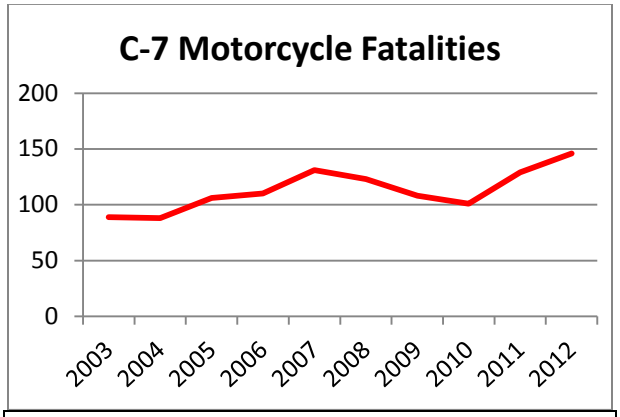


Figure C-7. South Carolina Motorcycle Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.

*Moped operators and motorcyclists are included in the FARS count of motorcyclist fatalities.



Linear Projection = 2.9257(9)+104.16 =

2008-2012 Average = 121.4
2009-2013 Average = 121.8
2008 = 123
2009 = 108
2010 = 101
2011 = 129
2012 = 146 (13.2% increase from 2011)
2013 = 150 (includes moped operators) (2.7% increase from 2012, 2013 not FARS finalized)

20% decrease to 120 from 150 in 2013.

In **Figure C-7** above, the five-year moving average with linear trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 130.5 five year average for motorcyclist fatalities by December 31, 2015. This equates to an estimated 116 annual motorcyclist fatalities for 2015, which is a 20.5% reduction from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 150 motorcyclist fatalities (includes moped operators) for 2013, an increase of 2.7% from 146 in 2012. Based on this preliminary state data which shows an increase in 2013, OHSJP will set a goal of 120 motorcyclist fatalities in 2015, a 20% reduction in motorcyclist fatalities by December 31, 2015 from the 2013 calendar year, but only a slight reduction (0.8%) from the 2008-2012 baseline average. Even though the five-year average model shows an increase in the five-year average, OHSJP is working hard to turn the annual motorcycle fatalities trend downward.

It should be noted that there are factors in South Carolina that may have impact, both negatively and positively on the selected target. From a negative perspective the state has a helmet law that only pertains to individuals under the age of 21. In addition, the state endures tremendous legislative lobby efforts from advocacy groups, such as ABATE, which have been successful in derailing attempts to

prevent a universal helmet law from being enacted. From the positive side, a recent move by the SC Department of Motor Vehicles (SCDMV) could improve motorcycle safety in the state. Supported by the South Carolina Motorcycle Safety Task Force, the SCDMV began on June 3, 2013, the implementation of an existing policy which had previously not been enforced. The SCDMV is no longer issuing automatic renewals of motorcycle beginner's permits, but is requiring that individuals seeking permit renewals must make an effort to pass the motorcycle operator skills test in order to receive a motorcycle endorsement on their driver's license. SC decided to emphasize their existing policy to prevent motorcyclists from continuously renewing their beginner permits rather than applying for a motorcycle license. The SC Motorcycle Safety Task Force believes that this policy implementation will exert some pressure among the riding community to seek motorcycle safety training in order to acquire skills necessary for passing the SCDMV motorcycle rider skills test.

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

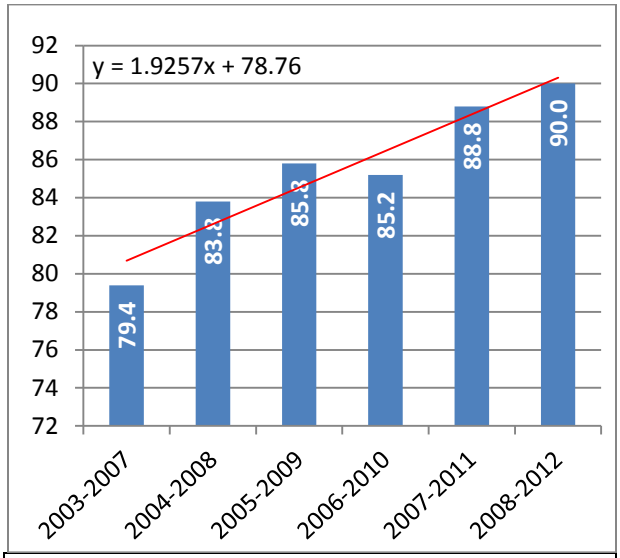
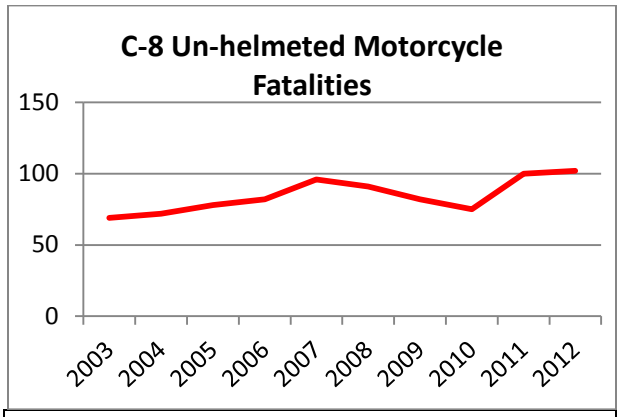


Figure C-8. South Carolina Un-helmeted Motorcycle Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.

*Moped operators and motorcyclists are included in the FARS count of motorcyclist fatalities.



Linear Projection = 1.9257(9)+78.76 = 96.1

2008-2012 Average = 90
2009-2013 Average = 90.6
2008 = 91
2009 = 82
2010 = 75
2011 = 100
2012 = 102 (2% increase from 2011)
2013 = 118 (15.7% increase from 2012, 2013 not FARS finalized)

24.6% decrease to 89 from 118 in 2013.

In **Figure C-8** above, the five-year moving average with linear projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 96.1 five-year average for un-helmeted motorcyclist fatalities by December 31, 2015. This equates to an estimated 85 annual un-helmeted motorcyclist fatalities for 2015, which is a 16.7% reduction from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 118 un-helmeted motorcyclist fatalities (includes moped operators) for 2013, an increase of 15.7% from 102 in 2012. Based on this preliminary state data which shows an increase in 2013, OHSJP will set a goal of 89 un-helmeted motorcyclist fatalities in 2015, a 24.6% reduction in un-helmeted motorcyclist fatalities by December 31, 2015 from the 2013 calendar year, but only a slight reduction (1.1%) from the 2008-2012 baseline average.

The state of South Carolina does not have a universal helmet law and has a strong legislative grass-roots lobbying effort against helmet law changes led by advocacy groups such as ABATE. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. Other states that have a universal helmet law are experiencing a decrease in un-helmeted motorcyclist fatalities. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that this problem will continue to be a challenge in SC to keeping un-helmeted motorcycle fatalities down will continue to be a challenge in SC.

Objectives:

1. 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 fifteen counties in SC that had the highest number of motorcyclist fatalities during CY 2014.
2. 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.

Performance Indicators:

Goals:

1. A comparison of the 2008-2012 calendar base year average for motorcyclist fatalities will be made to the most current available FARS data.
2. A comparison of the 2008-2012 calendar base year average for unhelmeted motorcyclist fatalities will be made to the most current available FARS data.

Objectives:

1. Documentation of the implementation of a paid media campaign delivering the "Ride Smart" message will be maintained in the form of a final report in the grant file.
2. Documentation of the meetings, minutes and activities of the Motorcycle safety Task Force will be maintained by the OHSJP.

Strategies:

The following strategies will be implemented to achieve established goals and objectives:

1. A successful motorcycle safety public information and education campaign from CY 2007-CY 2014 will be continued in Horry County during the month of May 2015 as part of two major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bikefest), if the rallies are held. Some of the safety materials distributed at these rallies will include the encouragement of wearing protective gear while riding a motorcycle.

2. The State of South Carolina in FFY 2015 will again launch a statewide motorcycle safety awareness program utilizing Federal funding modeled after campaign efforts in 2013 and 2014. The primary feature of the "Ride Smart" campaign will involve "Share the Road" messaging to increase motorist awareness of the presence of motorcyclists on the roadways and sharing the road appropriately with these vehicles (utilizing MAP-21 Section 405f Motorcycle Safety funds). As a secondary messaging component, the campaign also encourages motorcycle operators to utilize appropriate safety gear when riding (utilizing Section 402 funds).

The goals of the campaign are to (1) reduce the numbers of crashes, injuries, and fatalities involving motorcyclists; and (2) educate and increase the safety awareness of motorists and motorcyclists. The campaign will utilize radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation variable message signs, and promotional items and displays placed and distributed at motorcycle rallies and events.

The campaign will use a five-month long comprehensive paid media campaign that will complement 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, though statewide, will focus on counties that sustained the highest number of motorcyclist fatalities during CY 2014.

The campaign theme will build upon the "Ride Smart" messaging used successfully by South Carolina in past bike rally campaigns. In addition, all outreach efforts will incorporate a "Share the Road" message targeting both motorists and motorcyclists and aimed at increasing motorist awareness of motorcyclists traveling on the state's roadways. The campaign will also continue a new billboard campaign launched in 2013 based simply on the word "LOOK." The campaign as a whole focuses on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). The billboards, samples of which may be seen in the Community Traffic Safety Project section of the State's Highway Safety Plan, encourage observers to "LOOK: Share the Road. Save a Life." The billboards use vivid colors against a black background and are very compelling visually. Individual billboards focusing exclusively on motorcyclists will also be used, predominantly in priority counties during the statewide campaign event, which encourage motorists to "LOOK for Motorcyclists. Share the Road. Save a Life."

The contractor will also produce a radio spot with a "Share the Road" message to air during the five-month safety campaign. All billboard and radio advertising will incorporate the SCDPS "Target Zero Traffic Fatalities" umbrella theme.

The campaign budget will be $130,000, which will fund the "Share the Road" component to increase awareness of the presence of motorcyclists on the roadways (utilizing $80,000 of Section 405f funding) and safety messaging for motorcyclists, encouraging the use of safety gear (utilizing Section 402 funds).

3. The Motorcycle Safety Task Force will continue to meet and 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.

4. In partnership with the SCDOT, the OHSJP will again secure the use of variable message signs around the state in designated time periods during the motorcycle safety campaign effort. These message signs will be utilized in May, July and September 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. This has proven extremely valuable to the

campaign effort, as literally hundreds of thousands of motorists will be exposed to campaign messaging while they are in the act of driving and/or riding.

5. The state will continue a project funded in 2014 to provide motorcycle safety training statewide based on the "Intersections" curriculum developed by the American Association of Retired Persons (AARP).

6. The OHSJP will explore, through the Motorcycle Safety Task Force and its law enforcement contacts, methods for implementing specialized traffic enforcement activity relative to motorcyclists to coincide with current educational efforts, with a view toward implementation in South Carolina. If implemented, the effort will focus on high-risk locations for motorcycle fatalities.

(CTW, Chapter 5: Sections 3.1, 3.2, 4.1 and 4.2) (SHSP, page 26)

NOTE: No specific grant applications for motorcycle safety projects were received for FFY 2015 funding. However, funds have been placed in the Public Information, Outreach, and Training internal grant administered by the Office of Highway Safety and Justice Programs to conduct a statewide motorcycle safety campaign using MAP-21 Section 405f Motorcycle Safety and Section 402 funds.

Motorcycle Safety: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	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**	**Section 405f Motorcyclist Awareness MAP-21**
Total All Funds			**$80,000**	
Section 405f Motorcyclist Awareness MAP-21			**$80,000**	

OCCUPANT PROTECTION PROGRAM AREA

Overview:

The state of South Carolina has made significant strides in improving safety belt usage rates since the passage and enactment of a primary enforcement safety belt law in 2005 (see **Figure S-10** below).

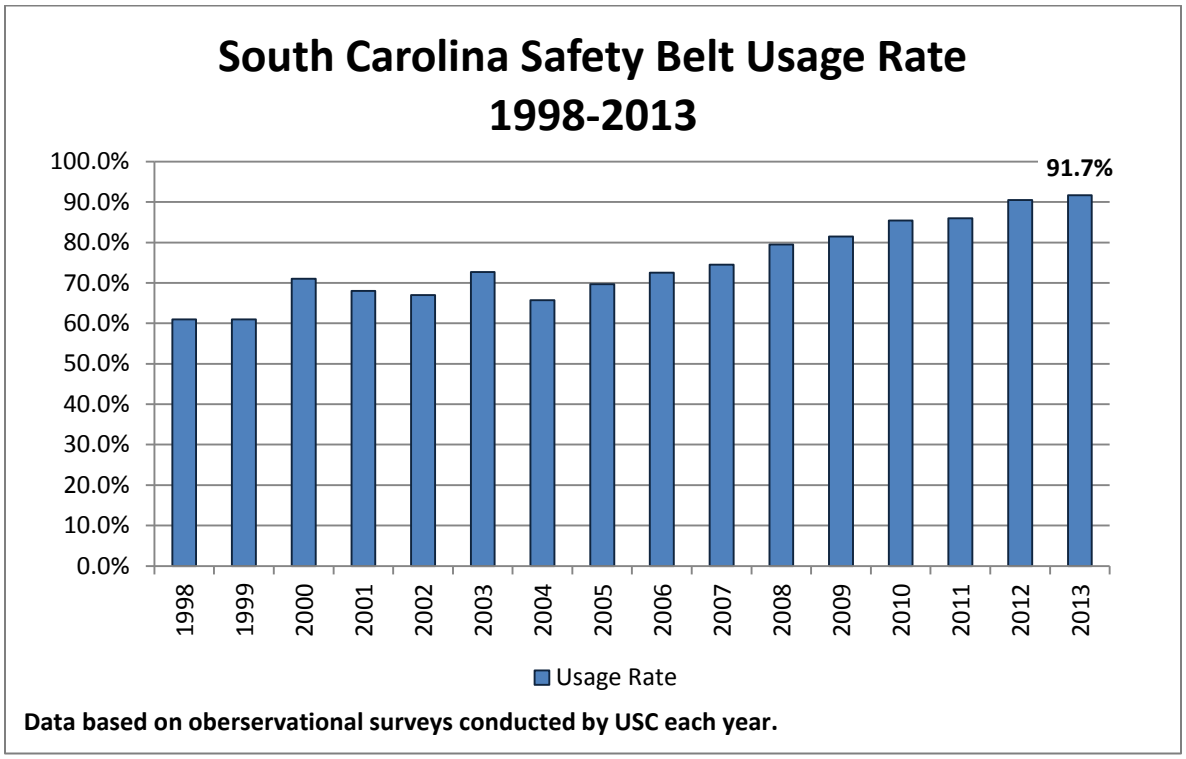


Figure S-10

At the time of the enactment of the law, the state's observed safety belt usage rate stood at 69.7% statewide. According to a June 2013 statewide safety belt survey conducted by the University of South Carolina, the state's usage rate currently stands at 91.7%. Though the improvement is significant, the state remains committed to increasing restraint usage in an effort to reduce motor vehicle crash injuries and fatalities, particularly in the light of the state's relatively high unbelted fatality rate (see **Table 6** on page 12).

South Carolina's focus for occupant protection is to increase the safety belt usage rate from 91.7% in 2013 to 92% in 2015. The state will seek to bring about this increase through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt law and through the continuing of a Memorial Day safety belt and child passenger safety seat enforcement mobilization which conforms to the national *Click-it-or-Ticket* model. The state also desires to see correct child passenger safety seat usage increase. Based on informal surveys conducted at seat check events around the state, only about 15% of child safety seats in use are installed correctly. Programs will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety restraint checkups, create fitting stations, conduct educational presentations and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization.

Occupant Protection was an area of concern identified as a component in the SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, within its Emphasis Area II: High Risk Drivers section (pp. 19-24) citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA12. Over time the state has implemented a variety of the recommendations offered by the SHSP, including the conducting of special education efforts for population groups with lower than average restraint use rates, educating motorists regarding the primary enforcement safety belt law, conducting child restraint inspection events throughout the state, training law enforcement personnel and firefighters as Child Passenger Safety Technicians, aggressively enforcing the primary safety belt law, and conducting a statewide occupant protection enforcement mobilization in and around the Memorial Day holiday each year to coincide with national enforcement mobilizations. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate occupant protection as a separate Emphasis Area and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

Occupant Protection was also an area identified in the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 stressing the importance of this emphasis area and outlining significant strategies and appropriate countermeasures for occupant protection (pp. 2-1 to 2-35) issues. The state currently complies with countermeasures deemed highly effective by the document, such as statewide primary safety belt enforcement (pp. 2-12 to 2-13), short-term high-visibility belt law enforcement following the national *Click-it-or-Ticket* model (pp. 2-17 to 2-19) and communications strategies to lower belt use groups (pp. 2-24 to 2-26). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (pp. 2-20 to 2-21), and those that have been deemed likely to be effective, such as sustained enforcement (p. 2-22). In addition, the state has implemented countermeasures that have not clearly been demonstrated as effective overall, but may have impact in specific areas, such as child restraint distribution programs (p. 2-34) and the development of inspection stations for child safety seats (p. 2-35).

As indicated above, the state of South Carolina has seen a steady increase in statewide safety belt use rates since the passage and enactment of a primary safety belt law, from 69.7% in 2005 to 91.7% in 2013. **Figure 25** below demonstrates this increase as compared to the national rate for the time period 2008-2012, but does not include the data from 2013, which was captured by an observational survey conducted by the University of South Carolina in a statewide survey conducted after the annual Memorial Day occupant protection enforcement mobilization in June 2013. As seen below, South Carolina's observed seat belt usage rate was lower than the national rate for the first two years of the 2008-2012 time period, edged slightly higher in 2010, and by 2012 was 4.5 percentage points higher than the national average rate. Observed seat belt use rates in South Carolina ranged from a low of 79% (2008) to a high of 90.5% in 2012. The national rate during the 2008-2012 time period ranged from a low of 83% in 2008 to a high of 86% in 2012.

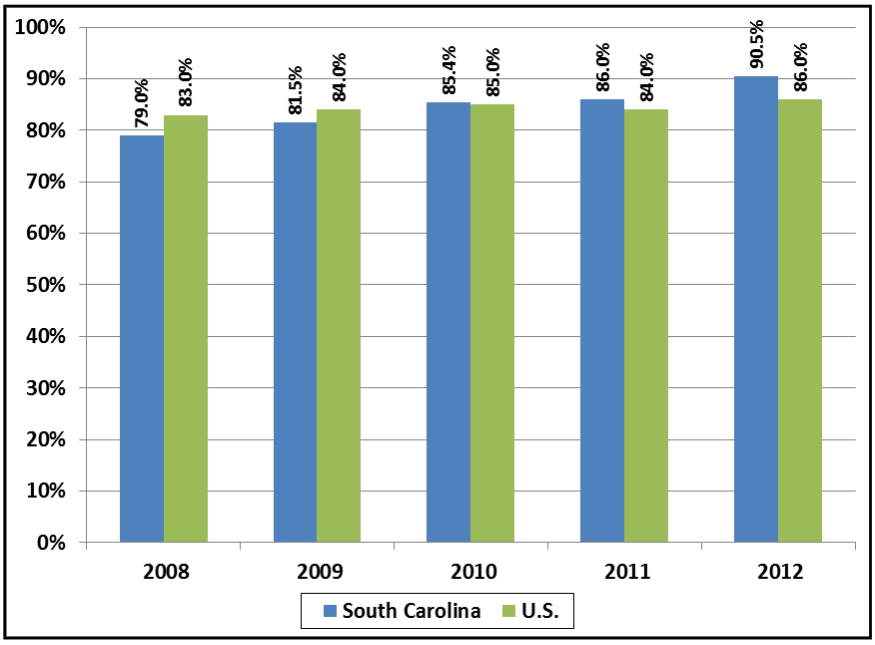


Figure 25. Observed Seat Belt Usage Rates, 2008-2012

As seen in **Table S-8** on page 137, surveys conducted by the University of South Carolina continue to show that, even though great strides have been made in all demographic categories, males and minority groups lag behind females and non-minority groups in safety belt use in the State of South Carolina. The lack of safety belt usage among males, African-Americans, and Hispanics is a major factor that has a negative impact on the statewide average usage rate. Obviously, there remains a need to continuously educate the public as to the benefits of safety belt usage.

Table S-8
Percentage Safety Belt Use by Demographic Category

	12/03	6/04	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12	6/13
Male	60.6	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8
Female	74.0	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9
Driver	65.7	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0
Passenger	70.5	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6
Urban	67.7	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0
Rural	53.2	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2
White	71.7	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1
Non-white	56.3	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5
Cars	69.8	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3
Trucks	53.9	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0
Overall	66.8	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of occupant protection and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2015 Highway Safety Plan.

Traffic Fatalities:

Traffic fatalities are the most severe consequence of motor vehicle collisions. According to NHTSA FARS data, motor vehicle crashes are the leading cause of death for Americans for age 4 and every age 11 through 27. In 2012, traffic crashes claimed 33,561 lives nationally (See **Table 3** on page 8) and caused more than 2.36 million people to be injured. However, fatality numbers have shown a steady decline, with 2012 figures being 1.9% lower than the average of traffic fatalities for the years 2008-2011. FARS data also indicate that VMT-based and population-based fatality rates declined during the time period of 2008-2012.

Table 2 on page 7 shows that total annual motor vehicle fatalities in Region 4 decreased by 4.6% in 2012, compared to the 2008-2011 average; while VMT-based and population-based fatality rates dropped by 4.0% and 7.0%, respectively.

The data in **Table 1** on page 7 show that in 2012, South Carolina accounted for 10.4% of the *population* in Region 4; 10.1% of the region's *VMT*; and 13.6% of the region's *fatalities*. South Carolina's percentage of the region's *fatalities* rose slightly during this five-year period, by 4.9% in 2012 when compared to the prior four years, while South Carolina's percentage of the region's *VMT* and percentage of the region's *population* remained stable.

A comparison of South Carolina data with the regional data (Table 2) and national data (Table 3) indicates that South Carolina's *average* VMT-based fatality rate over these five years (1.76 deaths per 100 million VMT) was higher than the five-year averages for Region 4 (1.36) and the nation (1.15). South Carolina's average population-based fatality rate (18.63 deaths per 100,000 residents) was also greater than both the regional (14.89) and the national (11.02) rates.

Though the demonstrated increase in safety belt use in South Carolina has likely contributed significantly to the state's downward trend in traffic fatalities since 2007, the state continues to have a problem with unbelted traffic fatalities.

Table 6 on page 12 shows the numbers and rates of *unbelted passenger vehicle occupants* (i.e. occupants of passenger cars, light trucks, and vans) killed in South Carolina from 2008 through 2012. This number decreased considerably during the first four years of the period, from a high of 412 in 2008 to a low of 258 in 2011, before increasing to 313 in 2012. In 2012, there were 8.2% fewer *unbelted fatalities* compared to the prior four-year average (341) and 24.0% fewer *unbelted fatalities* when compared to the 2008 number (412).

In 2012, South Carolina's *VMT-based* and *population-based unbelted fatality rates* decreased as well, by 8.0% and 8.8%, respectively, when compared with the averages of the previous four years. The State's average VMT-based fatality rate during all five years (0.68) was much higher than the average regional rate during the 2008-2012 period (0.48), and both were higher than the average national rate (0.38). Average population-based unbelted fatality rates followed a similar pattern during the five years, with that seen for South Carolina (7.24 deaths per 100,000 population) being considerably greater than the averages for Region 4 (5.27) and for the US as a whole (3.60) during the same years.

In South Carolina, *observed safety belt use* increased during the five-year period, by 9.1% in 2012 (90.5%) when compared to the prior four-year average (83.0%), and by 12.7% when comparing the 2012 proportion to that in 2008 (79.0%).

In South Carolina, unbelted fatalities represented 44.7% *of all traffic-related deaths* in 2008, with this proportion decreasing to its lowest point in 2011 (31.2%), before increasing in 2012 (36.3%). The value in 2012 represents an 8.2% decrease from the previous four-year average (39.5%) and a larger, 18.9% decrease from the 2008 proportion. During the 2008-2012 period, South Carolina represented 14.4% of all unbelted fatalities throughout Region 4, with this proportion increasing during the five-year period, by 10.6% in 2012 (15.6%) when compared to the 2008-2011 average (14.1%).

According to FARS data, in the period 2008-2012 (see **Table 32** on page 139), for total crashes and nighttime crashes (between 8 PM and 4 AM), restraint use among fatally-injured passenger vehicle occupants was below that of both Region 4 and the nation during each year except 2011, where the percentage for the State was greater than that for both the region and the nation (for *all* crashes as well as *night* crashes). In South Carolina, 38.4% of fatally-injured passenger vehicle

occupants properly used their restraints in 2012, compared to 43.9% in Region 4 and 44.7% nationwide. In every year, in every jurisdiction (State, Region, Nation), restraint use among fatally-injured passenger vehicle occupants in crashes occurring at night is lower than restraint use as a whole (**Table 32** below). The 2012 restraint use percentage for fatally-injured passenger vehicle occupants in South Carolina represents little change (a 0.2% increase) compared to the average of the previous four years (38.3%). Region 4 and the US as a whole also saw increases in this index (an 8.7% increase and a 2.5% increase, respectively). In 2012, the percentage of restraint use at night for fatally-injured occupants in South Carolina (28.8%) represents an 11.4% increase when compared to the 2008-2011 average (25.9%). In comparison, Region 4 experienced a 10.2% increase in the percentage of restraint use at night for fatally-injured occupants in 2012, and the nation experienced a 5.0% increase.

These increases in South Carolina are likely attributable to increased safety belt enforcement and the beginning of nighttime safety belt enforcement strategies implemented by local jurisdictions participating in the SC Law Enforcement Network System. It should be noted that the SC Highway Patrol (SCHP) also began a nighttime safety belt enforcement initiative as part of the 2013 Memorial Day occupant protection mobilization after receiving positive results from previous nighttime enforcement pilot efforts in designated SCHP Troops around the state. This commitment on the part of the state's largest law enforcement body will continue through 2014 and beyond and should yield positive results relative to unbelted fatalities.

Table 32. Restraint Use of Fatally-Injured Passenger Vehicle Occupants

	2008	2009	2010	2011	2012
Restraint Used					
South Carolina	32.7%	37.0%	39.6%	45.3%	38.4%
Region	36.9%	39.4%	42.6%	43.3%	43.9%
U.S.	42.0%	43.5%	44.8%	44.4%	44.7%
Restraint Used Night*					
South Carolina	19.3%	25.4%	26.2%	35.2%	28.8%
Region	24.2%	28.3%	31.5%	32.0%	31.5%
U.S.	30.0%	32.2%	32.3%	33.3%	33.5%

Restraint use percentage based on all fatalities

*In crashes that occurred between 8 pm and 4 am.

In South Carolina, according to **Table 33** below, the age groups with the highest percentages of *non-use* among fatally injured passenger vehicle occupants during the 2008-2012 period were: ages 21-24 (67.1% unrestrained), ages 25-34 (65.9% unrestrained), and ages 16-20 (63.3% unrestrained). In fact, throughout the 2008-2012 period, only those under the age of 5 and those ages 65 and older demonstrated restraint *use* over 50%. As shown in Table 32, restraint use was much more common among the younger and older age groups in South Carolina, with 67.7% of fatally injured occupants ages 75 and older, 65.1% of those ages 65-74, and 54.3% of those under age 5 using restraints. South Carolina's *primary* seat belt law applies to occupants ages 6 and older in all seats.

Table 33. Fatally-Injured Passenger Vehicle* Occupants, Restraint Use by Age Group: Totals 2008-2012

Age Group	Occupant Restraint Usage			
	N	Used	Not Used	Unknown
<5	35	54.3%	34.3%	11.4%
5-9	28	39.3%	57.1%	3.6%
10-15	54	25.9%	63.0%	11.1%
16-20	403	30.3%	63.3%	6.5%
21-24	328	25.0%	67.1%	7.9%
25-34	577	27.2%	65.9%	6.9%
35-44	417	36.7%	58.3%	5.0%
45-54	414	36.5%	57.5%	6.0%
55-64	324	48.1%	46.3%	5.6%
65-74	218	65.1%	29.4%	5.5%
75+	232	67.7%	26.3%	6.0%
Unknown	7	0.0%	57.1%	42.9%
SC**	3,037	38.3%	55.2%	6.5%
Region	21,970	41.0%	53.2%	5.8%
U.S.	114,165	43.8%	48.7%	7.5%

* Automobiles, SUVs, and Pickup Trucks

** The State has a primary seat belt law for occupants ages 6 and older in all seats.

Highlighting is to help reader identify cells discussed in the text.

Table 34 below breaks down the restraint use (where restraint use is known) of fatally-injured passenger vehicle occupants by vehicle type. In South Carolina, from 2008 through 2012, 46.7% of fatally-injured occupants of *Cars* used their restraints, a percentage lower than the percentages seen for both Region 4 (51.2%) and the US as a whole (54.0%) during the same years. In South Carolina, 32.2% of fatally-injured occupants of *Pickups* used their restraints, higher than that seen for Region 4 (28.9%), but both lower than the 34.0% seen nationwide. For the *Other (including SUV)* vehicle category, 35.6% of fatally-injured occupants used their restraints in South Carolina, a percentage lower than both the regional (38.5%) and the national (42.9%) percentages.

In terms of change, for the *Car* vehicle category, the percentage of restraint use by fatally-injured occupants in South Carolina decreased slightly, by 1.7% in 2012 when compared to the average of the previous four years. However, for the *Pickup* category, the percentage of restraint use for fatally-injured occupants increased in the State (by 7.8%) in 2012 when compared to the average of the previous four years, but South Carolina's proportion of restraint use among fatally-injured occupants in the *Other* category decreased slightly (a 1.2% decrease). Across Region 4, an 8.4% increase was seen for restraint use among fatally-injured occupants of *Cars*, and the *Pickups* category and the *Other* vehicles category increased as well (a 9.1% increase and a 12.1% increase, respectively). The national proportion of fatally injured occupants using restraints increased slightly for each category in 2012 (compared to the respective 2008-2011 average), by 1.8% for *Cars*, 4.4% for *Pickups*, and 3.7% for *Other* vehicles.

Table 34. Restraint Use* of Fatally-Injured Occupants by Passenger Vehicle Type

	2008	2009	2010	2011	2012	Total 2008 - 2012
Cars						
South Carolina	42.5%	44.3%	48.4%	53.5%	46.0%	46.7%
Region	45.2%	49.8%	54.1%	53.5%	54.6%	51.2%
U.S.	51.6%	53.9%	55.7%	54.5%	54.8%	54.0%
Pickup						
South Carolina	25.7%	28.0%	39.6%	36.6%	35.0%	32.2%
Region	26.6%	26.9%	31.5%	29.4%	31.0%	28.9%
U.S.	32.4%	32.5%	35.0%	35.2%	35.2%	34.0%
Other (incl. SUV)						
South Carolina	22.4%	39.4%	34.4%	N/A	35.3%	35.6%
Region	34.7%	36.8%	36.0%	43.5%	42.1%	38.3%
U.S.	40.8%	42.7%	43.2%	43.9%	44.2%	42.9%

* Known restraint use

In 2012 in South Carolina, as indicated in **Table S-9** below, 540 automobile and truck occupants were totally ejected from the vehicles in which they were riding during traffic crashes, and of those, 122, or 22.6%, were killed. In addition, 192 were partially ejected, and 43 of those, or 22.4%, were killed. Of the 260,556 occupants not ejected, 414, or 0.16%, were killed. Estimates indicate that, of the 576 occupant fatalities with known restraint usage in 2012, 328 (56.9%) were not restrained and 212 (36.8%) were restrained. According to NHTSA, from 2008-2012 there were 2,841 fatalities in which the restraint use was known. Of this number, 1,677, or 59%, were unrestrained.

Table S-9. **Ejection Status of Motor Vehicle Occupants by Injury Type, 2012 - SC**

	Injury Type						
Ejection Status	Fatal	Incap	Non-Incap	Possible Injury	Not Injured	Total	Percent
Not Ejected	414	2,216	9,515	32,980	215,431	260,556	99.26%
Partially Ejected	43	37	26	26	60	192	0.07%
Totally Ejected	122	189	105	60	64	540	0.21%
N/A or Unknown	3	4	26	123	1,054	1,210	0.46%
Total	582	2,446	9,672	33,189	216,609	262,498	100.00%

As indicated in **Table S-10** below, in South Carolina during the period 2008-2012, there were 3,257 individuals totally ejected from the vehicles in which they were riding during traffic crashes, and of those, 708, or 22%, were killed. In addition, 958 were partially ejected, and 223 of those, or 22.6%, were killed. Of the 1,251,827 occupants not ejected, 2,165, or 0.17%, were killed.

Table S-10. Ejection Status of Motor Vehicle Occupants by Injury Type, 2008-2012 - SC

	Injury Type						
Ejection Status	Fatal	Severe	Non-Severe	Possible Injury	Not Injured	Total	Percent
Not Ejected	2,165	11,506	49,277	154,331	1,034,548	1,251,827	98.67%
Partially Ejected	223	215	174	122	224	958	0.08%
Totally Ejected	708	1,141	712	403	293	3,257	0.26%
N/A or Unknown	15	133	299	1,188	10,979	12,614	0.99%
Total	3,111	12,995	50,462	156,044	1,046,044	1,268,656	100.00%

County data shows interesting trends in terms of unbelted traffic fatalities, particularly at night. As shown in **Table 35** on pp. 143-144, for the years 2008 through 2012, 65.9% of South Carolina's passenger vehicle occupant fatalities that occurred at night were unrestrained. The following eight counties accounted for the highest percentages of unrestrained night-time passenger vehicle occupant fatalities: Hampton (5 fatalities, 100% unrestrained); Allendale (3 fatalities, 100%); Chesterfield (16 fatalities, 93.8%); Marion (20 fatalities, 90.0%); Florence (33 fatalities, 81.8%); Calhoun (10 fatalities, 80.0%); Williamsburg (10 fatalities, 80.0%); and Lee (5 fatalities, 80.0%). Of the 46 counties in the State, only Cherokee had less than 50.0% of all night-time fatalities unrestrained (14 fatalities, 21.4% unrestrained).

Table 35. Unrestrained Passenger Vehicle Occupant Fatalities at Night* By County

County	2008	2009	2010	2011	2012	Total	Total Passenger Vehicle Occupant Fatalities at Night*	% Unrestrained**
Abbeville	0	2	1	0	1	**4**	**8**	**50.00%**
Aiken	10	4	6	7	1	**28**	**42**	**66.67%**
Allendale	0	1	1	0	1	**3**	**3**	**100.00%**
Anderson	6	5	5	6	10	**32**	**44**	**72.73%**
Bamberg	0	2	0	0	1	**3**	**4**	**75.00%**
Barnwell	1	3	1	0	0	**5**	**9**	**55.56%**
Beaufort	6	1	4	4	2	**17**	**25**	**68.00%**
Berkeley	5	14	4	3	4	**30**	**54**	**55.56%**
Calhoun	1	4	3	0	0	**8**	**10**	**80.00%**
Charleston	9	11	7	6	6	**39**	**69**	**56.52%**
Cherokee	0	1	0	2	0	**3**	**14**	**21.43%**
Chester	4	2	4	1	0	**11**	**17**	**64.71%**
Chesterfield	2	2	7	1	3	**15**	**16**	**93.75%**
Clarendon	4	7	2	1	0	**14**	**20**	**70.00%**
Colleton	4	1	2	2	4	**13**	**20**	**65.00%**
Darlington	3	6	0	3	4	**16**	**21**	**76.19%**
Dillon	1	0	6	2	2	**11**	**15**	**73.33%**
Dorchester	4	4	2	3	2	**15**	**25**	**60.00%**
Edgefield	2	0	2	3	0	**7**	**12**	**58.33%**
Fairfield	4	3	1	0	0	**8**	**13**	**61.54%**
Florence	12	10	4	0	1	**27**	**33**	**81.82%**
Georgetown	3	2	1	1	1	**8**	**14**	**57.14%**
Greenville	13	13	3	8	10	**47**	**78**	**60.26%**
Greenwood	2	1	2	1	2	**8**	**12**	**66.67%**
Hampton	2	0	0	2	1	**5**	**5**	**100.00%**
Horry	12	12	8	5	6	**43**	**59**	**72.88%**
Jasper	4	1	0	7	2	**14**	**26**	**53.85%**
Kershaw	3	5	3	3	2	**16**	**27**	**59.26%**

County	2008	2009	2010	2011	2012	Total	Total Passenger Vehicle Occupant Fatalities at Night*	% Unrestrained**
Lancaster	3	5	2	1	2	**13**	**21**	**61.90%**
Laurens	4	4	2	1	3	**14**	**22**	**63.64%**
Lee	0	3	0	0	1	**4**	**5**	**80.00%**
Lexington	14	10	6	4	11	**45**	**65**	**69.23%**
Marion	5	5	7	0	1	**18**	**20**	**90.00%**
Marlboro	1	0	0	1	0	**2**	**3**	**66.67%**
McCormick	1	1	0	0	0	**2**	**4**	**50.00%**
Newberry	4	0	0	1	4	**9**	**17**	**52.94%**
Oconee	1	3	4	3	4	**15**	**20**	**75.00%**
Orangeburg	3	7	8	4	8	**30**	**43**	**69.77%**
Pickens	3	3	2	3	3	**14**	**23**	**60.87%**
Richland	7	8	15	6	7	**43**	**65**	**66.15%**
Saluda	2	0	1	0	3	**6**	**9**	**66.67%**
Spartanburg	10	5	10	5	5	**35**	**52**	**67.31%**
Sumter	10	4	1	3	1	**19**	**24**	**79.17%**
Union	2	3	0	0	0	**5**	**7**	**71.43%**
Williamsburg	1	2	1	1	3	**8**	**10**	**80.00%**
York	11	1	4	3	6	**25**	**44**	**56.82%**
Totals	**199**	**181**	**142**	**107**	**128**	**757**	**1,149**	**65.88%**

*Between 8 p.m. and 4 a.m.

**Unrestrained percentage based on total fatalities.

Table 36 on pp. 145-146 shows the population-based fatality rate by county and year, for unrestrained fatally-injured passenger vehicle occupants at night, with highlighting indicating the six counties with the highest population-based rates in 2012.

Table 36. Unrestrained Fatally-Injured Passenger Vehicle Occupant Fatalities at Night* by County: Rate per 100,000 Population

County	2008	2009	2010	2011	2012
Abbeville	0.00	7.81	3.95	0.00	3.98
Aiken	6.37	2.52	3.74	4.36	0.61
Allendale	0.00	9.42	9.66	0.00	10.01
Anderson	3.25	2.68	2.67	3.18	5.28
Bamberg	0.00	12.48	0.00	0.00	6.34
Barnwell	4.39	13.27	4.42	0.00	0.00
Beaufort	3.84	0.63	2.45	2.43	1.19
Berkeley	2.92	8.00	2.24	1.63	2.11
Calhoun	6.59	26.20	19.83	0.00	0.00
Charleston	2.63	3.17	1.99	1.68	1.64
Cherokee	0.00	1.81	0.00	3.60	0.00
Chester	11.96	6.02	12.09	3.04	0.00
Chesterfield	4.32	4.29	15.00	2.15	6.51
Clarendon	11.47	20.03	5.72	2.88	0.00
Colleton	10.25	2.57	5.14	5.18	10.48
Darlington	4.36	8.73	0.00	4.39	5.87
Dillon	3.17	0.00	18.68	6.30	6.36
Dorchester	3.06	2.99	1.45	2.13	1.40
Edgefield	7.47	0.00	7.42	11.25	0.00
Fairfield	16.58	12.46	4.19	0.00	0.00
Florence	8.89	7.35	2.92	0.00	0.72
Georgetown	4.95	3.31	1.66	1.67	1.66
Greenville	2.96	2.91	0.66	1.73	2.14
Greenwood	2.90	1.44	2.87	1.43	2.87
Hampton	9.43	0.00	0.00	9.61	4.82
Horry	4.60	4.52	2.96	1.81	2.13
Jasper	16.93	4.13	0.00	27.78	7.74
Kershaw	4.97	8.18	4.85	4.82	3.21
Lancaster	4.12	6.63	2.60	1.28	2.53
Laurens	5.95	5.98	3.01	1.50	4.53
Lee	0.00	15.50	0.00	0.00	5.36
Lexington	5.54	3.86	2.28	1.50	4.07
Marion	14.83	15.03	21.21	0.00	3.08
Marlboro	3.44	0.00	0.00	3.51	0.00

County	2008	2009	2010	2011	2012
McCormick	9.78	9.77	0.00	0.00	0.00
Newberry	10.76	0.00	0.00	2.65	10.65
Oconee	1.37	4.06	5.38	4.03	5.36
Orangeburg	3.23	7.55	8.66	4.35	8.75
Pickens	2.54	2.52	1.68	2.51	2.51
Richland	1.87	2.10	3.89	1.54	1.78
Saluda	10.25	0.00	5.02	0.00	15.08
Spartanburg	3.58	1.76	3.51	1.74	1.73
Sumter	9.39	3.74	0.93	2.79	0.93
Union	6.86	10.31	0.00	0.00	0.00
Williamsburg	2.85	5.78	2.91	2.93	8.92
York	5.06	0.45	1.76	1.30	2.56
Totals	**4.39**	**3.94**	**3.06**	**2.29**	**2.71**

*Between 8 p.m. and 4 a.m.

For children 0-19, motor vehicle crashes are the leading cause of injury-related deaths in South Carolina. Analyzing teen driver data shows challenging statistics for this age group relative to safety belt use, particularly in terms of traffic fatalities in the state from 2008-2012. As shown in **Table S-11** below and **Figure 26** on page 147, state data from 2008 to 2012 indicate that drivers between the ages of 15 and 19 were involved in 107,905 traffic collisions, or 20.3% of the total number of collisions during that time period. The number of collisions involving a teen driver has decreased 14.9% from 2008 to 2012. When comparing the most recent year, 2012, to the average number of collisions from 2008 to 2011 (21,958), the state experienced an 8.6% decrease in the number of collisions involving a teen driver. Also shown in **Table S-11** below and **Figure 26** on page 147 are the number of fatalities that occurred when a teen driver was involved in the crash. There were a total of 511 such fatalities from 2008 to 2012.

Table S-11. South Carolina Collisions (Involving Teen Drivers Age 15-19) - SC

Year	Total Collisions	Involving a Teen Driver (age 15-19)	Percent	Number of Fatalities involving a Teen Driver
2008	107,252	23,577	21.98%	115
2009	106,864	23,285	21.79%	112
2010	107,673	21,584	20.05%	101
2011	101,838	19,384	19.03%	72
2012	108,273	20,075	18.54%	111
Total	**531,900**	**107,905**	**20.29%**	**511**

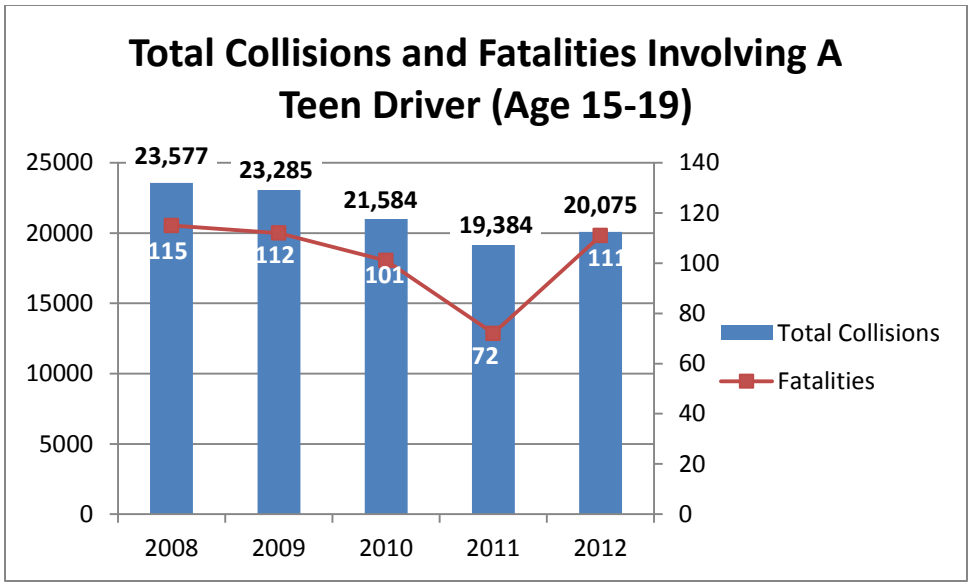


Figure 26. Total Collisions and Fatalities Involving a Teen Driver (Age 15-19), 2008-2012 State Data and FARS

Restraint usage among fatally injured persons in traffic crashes in which a teen was driving is shown in **Table S-12** below and **Figure S-11** on the following page. There were 100,872 crashes that involved a teen driver in which restraint devices were used from 2008-2012. These collisions resulted in the deaths of 263 persons. The number of fatalities in which the person was restrained increased 26% in 2012, compared to the average number of fatalities from 2008-2011 (50).

Conversely, there were 2,708 collisions that involved a teen driver in which restraint devices were not used, resulting in the deaths of 210 persons. The number of fatalities in which a restraint device was not used has decreased 8.9% in 2012 compared to the average number of fatalities from 2008-2011 (42.8).

Table S-12. Collisions Involving a Teen Driver (Age 15-19) and Restraint Usage - SC

	Restrained Occupants		Unrestrained Occupants	
Year	Collisions	Fatalities	Collisions	Fatalities
2008	21853	52	674	55
2009	21742	61	565	44
2010	20240	48	523	45
2011	18159	39	471	27
2012	18878	63	475	39
Total	100,872	263	2,708	210

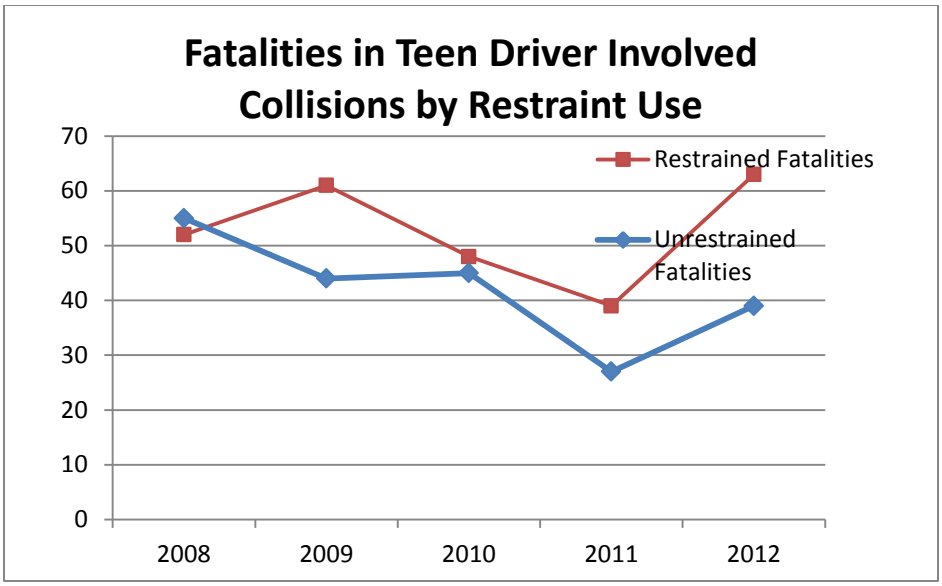


Figure S-11. Fatalities in Teen Driver Involved Collisions by Restraint Use, 2008-2012

Analyzing traffic data relative to use of appropriate restraints by children paints a slightly more promising picture for the state than the teen driver information above. During the calendar years 2008-2012, 59,046 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 56,849 of those children were restrained by a safety restraint device (see **Figure S-12** on page 149). These figures indicate that approximately 96.3% of children involved in 2008-2012 traffic crashes in South Carolina were utilizing some sort of safety restraint device. During the five-year period, 45 occupants under the age of six were killed in traffic crashes. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is less than 15% in South Carolina. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

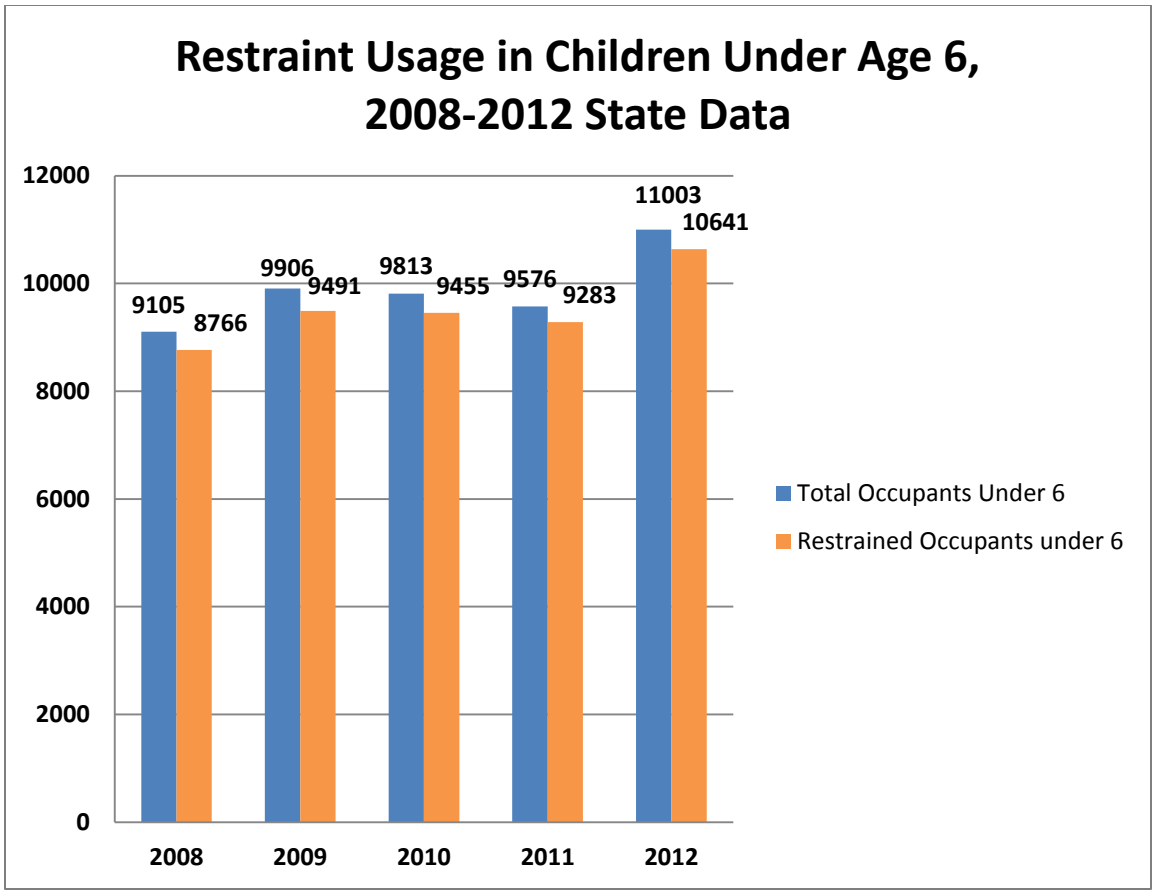

Restraint Usage in Children Under Age 6, 2008-2012 State Data
12000
10000
8000
6000
4000
2000
0
9105
8766
9906
9491
9813
9455
9576
9283
11003
10641
2008
2009
2010
2011
2012
Total Occupants Under 6
Restrained Occupants under 6

Figure S-12

Traffic Injuries:

The statistical data listed in **Figure S-3** on page 53 shows that in 2012 there were 108,273 motor vehicle crashes in South Carolina, which equates to a crash being reported every 4.85 minutes during the year. State data in Figure 22 for 2012 also indicates that there were 50,016 reported traffic injuries during the year, compared to 46,925 reported in 2008. State data in **Figure S-1** on page 51 shows an increase of 6.6% in total traffic-related injuries in 2012, from 46,925 total injuries in 2008 to 50,016 in 2012. The 2012 figure was also more (5.3%) than the average of the four prior years 2008-2011 (47,489). The number of total injuries in 2012 increased by 8.7% compared to the number of total injuries in 2011.

Taking a closer look at State data for traffic injuries occurring during the years 2008-2012 in South Carolina displays a more encouraging picture of occupant restraint use than the traffic fatality information in the previous section. Statistical data listed in **Table S-13** below shows that during the five-year period from 2008 to 2012 in South Carolina, there were 1,275,701 motor vehicle occupants (i.e. occupants of passenger cars, trucks, vans and SUVs) involved in collisions. Of these, 219,680 were injured, and 15,238 of those injured, or only 6.9%, were unrestrained**.**

Table S-13. **Passenger Vehicle Occupant Injuries and Restraint Usage - SC**

Year	Total MV Occupants	Total Occupants Injured	Injured Occupants Unrestrained	Percent Unrestrained
2008	250,636	42,689	3,586	8.40%
2009	254,002	44,703	3,190	7.14%
2010	256,667	44,663	2,907	6.51%
2011	247,485	42,159	2,771	6.57%
2012	266,911	45,466	2,784	6.12%
Total	1,275,701	219,680	15,238	6.94%

Figure S-13 on page 151 gives a graphic representation of the information contained in **Table S-13** above for the total number of passenger vehicle occupants injured and the percentage unrestrained during collisions from 2008-2012.

Figure S-13. Injured Passenger Vehicle Occupants in SC Traffic Collisions and Restraint Status, 2008-2012

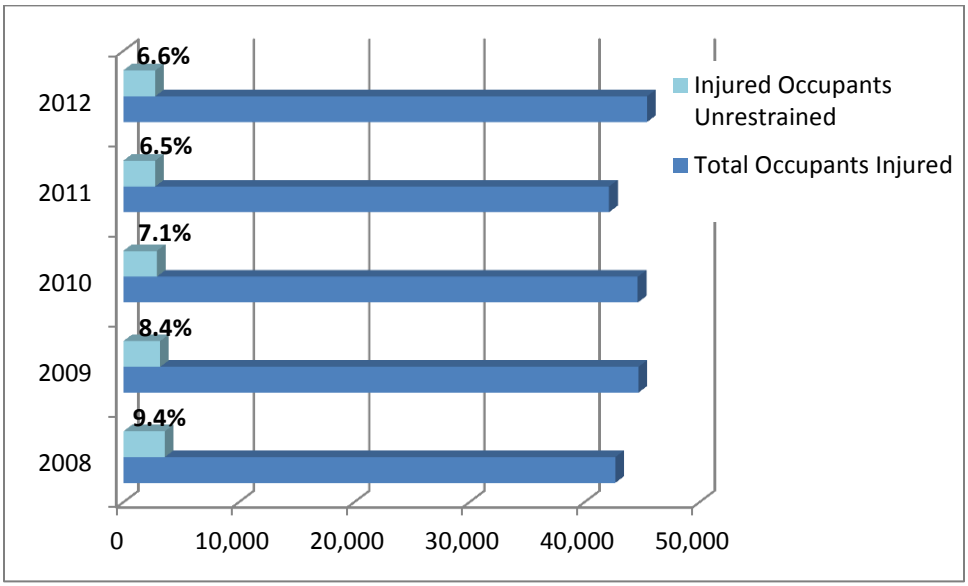


Table S-14 below displays information related to passenger vehicle occupants under the age of six involved in passenger vehicle collisions who sustained injuries. During the calendar years 2008-2012, 49,403 children under six years of age were passenger vehicle occupants involved in traffic collisions in South Carolina. Of those, 7,858, or 15.9%, of those children received some type of injury. Of the 7,858 injured, only 476, or 6.06%, were unrestrained.

Table S-14. Passenger Vehicle Occupants under Age Six, Injuries and Restraint Usage - SC

Year	Under 6 MV Occupants	Under 6 injured	Under 6 Injured Unrestrained	% Unrestrained
2008	9,105	1,357	95	7.00%
2009	9,906	1,576	116	7.36%
2010	9,813	1,735	89	5.13%
2011	9,576	1,441	72	5.00%
2012	11003	1,749	104	5.95%
Total	49,403	7,858	476	6.06%

Traffic Collisions:

There were 531,900 total traffic collisions in South Carolina from 2008 to 2012. This total includes fatal collisions, injury collisions, and property-damage-only collisions. State data in **Figure S-3** on page 53 show an increase of 6.3% in total collisions from 2011 (101,838) compared to 2012 (108,273). The 2012 figure represents an increase of 1% as compared to 2008 and an increase of 2.2% as compared to the average of the previous four years of 2008-2011 (105,907). Upon reviewing the restraint status of the individuals involved in these collisions (see **Table S-15** below), again a more positive picture emerges as compared to restraint status of traffic fatalities during the same time period. From 2008 to 2012, the 531,900 total collisions occurring in SC involved 1,275,701 passenger vehicle occupants (see **Table S-15** below). Of those total occupants, 28,238, or only 2%, were unrestrained. These figures indicate that approximately 98% of the total occupants involved in traffic crashes during this time period were utilizing some sort of safety restraint device.

Table S-15. Total Passenger Vehicle Occupants in SC Crashes and Restraint Status 2008-2012 - SC

Year	Total MV Occupants	Total Unrestrained
2008	250,636	6,628
2009	254,002	5,722
2010	256,667	5,350
2011	247,485	5,347
2012	266,911	5,191
Total	1,275,701	28,238

During the calendar years 2008-2012 (see **Table S-16** below), 49,403 children under six years of age were passenger vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 47,636 of those children were restrained by a safety restraint device. These figures indicate that approximately 96.4% of children involved in 2008-2012 traffic crashes were utilizing some sort of safety restraint device.

Table S-16. Passenger Vehicle Occupants under Age Six in SC Crashes and Restraint Use 2008-2012 - SC

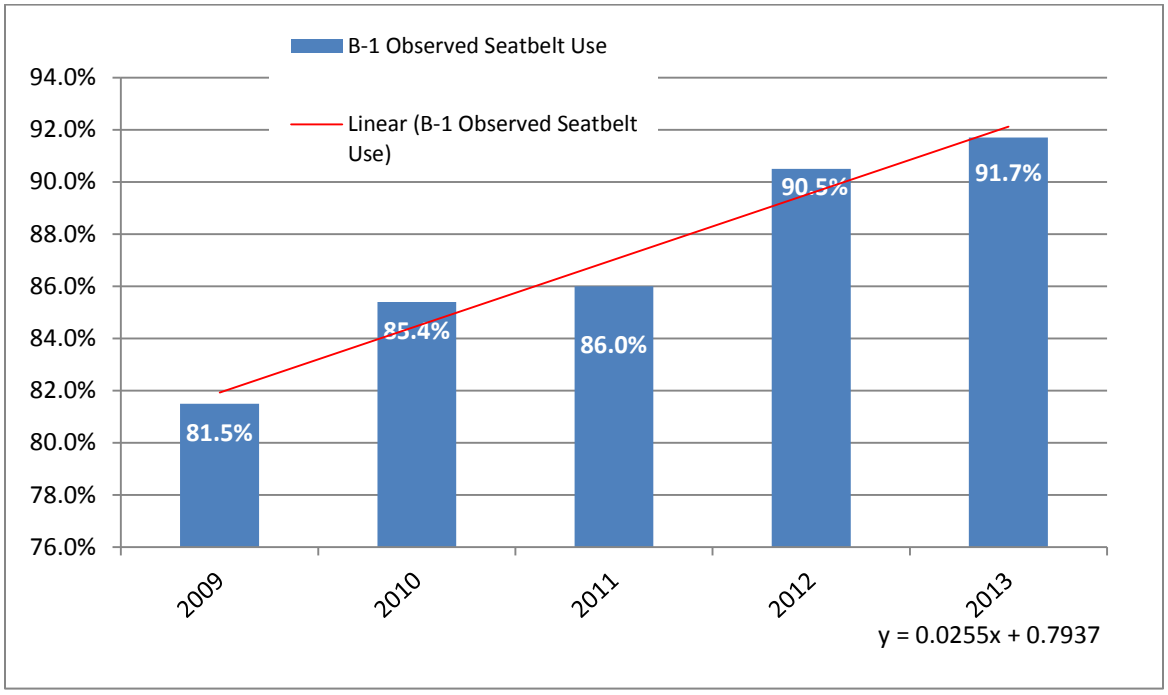
Year	Under 6 MV Occupants	Under 6 Number Restrained	Under 6 Injured Unrestrained
2008	9,105	8,766	95
2009	9,906	9,491	116
2010	9,813	9,455	89
2011	9,576	9,283	72
2012	11003	10641	104
Total	49,403	47,636	476

PERFORMANCE MEASURES

Goals:

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

Figure B-1 – South Carolina Observed Seat Belt Use



Linear Projection = .028(9)+.6747 = 92.7%

2008-2012 Average = 84.6%
2009-2013 Average = 87.0%
2008 = 79.5%
2009 = 81.5%
2010 = 85.4%
2011 = 86.0%
2012 = 90.5%
2013 = 91.7%

Goal: 1.5 percentage points increase to 92% from 2012

In **Figure B-1** on page 153, annual trend analysis with linear projection, utilizing statistical data from 2009-2013, projects South Carolina will experience a 92.7% observed seatbelt usage rate by December 31, 2015. The annual seatbelt observational study indicated a 91.7% observed seatbelt usage rate for 2013, an increase of 1.2 percentage points from 90.5 in 2012. Based on this preliminary state data which shows an increase in 2013, OHSJP will set a goal of 92% observed seatbelt usage rate in 2015, a 1.5 percentage point increase in observed seatbelt usage rate by December 31, 2015 from the 2012 calendar year. The state has chosen a less ambitious goal than projected given the difficulties in any survey to obtain the last 10% increase which is seen in 2013 with a low percentage point increase compared to the previous year.

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

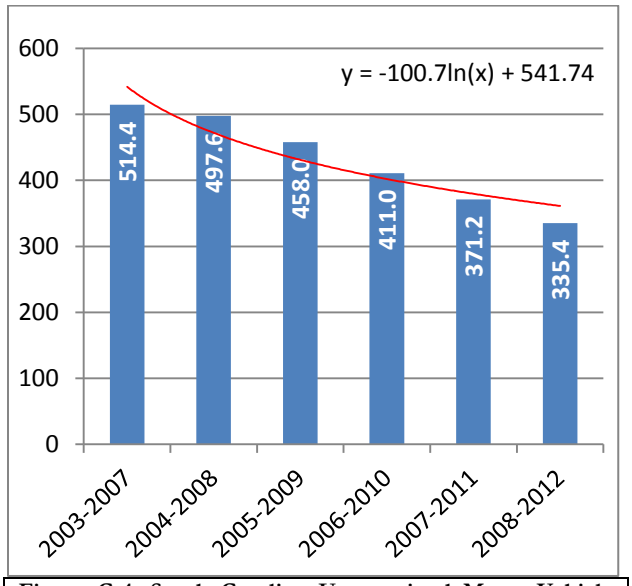
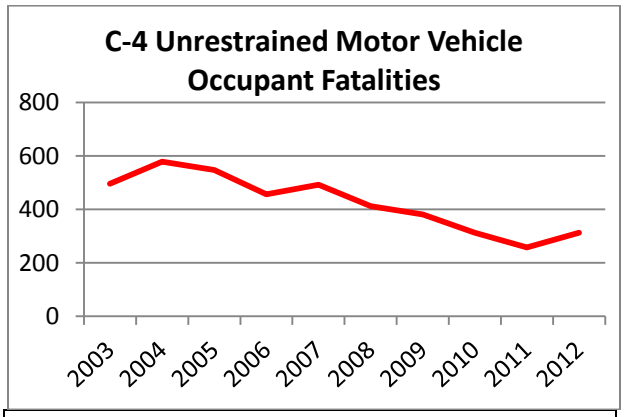


Figure C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.



Logarithmic Projection = -100.7ln(9) +541.74 = 320.5

2008-2012 Average = 335.4
2009-2013 Average = 307.6
2008 = 412
2009 = 381
2010 = 313
2011 = 258
2012 = 313 (21.3% increase from 2011)
2013 = 273 (12.8% decrease from 2012, 2013 not FARS finalized)

Goal: 7% decrease to 254 from 273 in 2013.

In **Figure C-4** above, the five-year moving average with logarithmic trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 320.5 five-year average for unrestrained motor vehicle occupant fatalities by December 31, 2015. This equates to an estimated 254 annual unrestrained motor vehicle occupant fatalities for 2015, which is an 18.8% decrease from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 273 unrestrained motor vehicle occupant fatalities for 2013, a decrease of 12.8% from 313 in 2012. Based on this preliminary state data which shows a decrease in 2013, OHSJP has set a goal of 254 unrestrained motor vehicle occupant fatalities in

2015, a 7% decrease in unrestrained motor vehicle occupant fatalities by December 31, 2015 from the 2013 calendar year.

With the introduction of nighttime safety belt enforcement efforts on a significantly larger scale in 2013 and continued in 2014 (SC Highway Patrol along with increased participation in this type of effort by local law enforcement), the state should be able to see the number of unrestrained traffic fatalities begin to diminish.

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 upward in terms of law enforcement activity relative to safety belt citations. According to NHTSA, there is no target required for this activity measure for the FFY 2015 Highway Safety Plan. Thus, **Figure A-1** below is presented as demonstration of increased enforcement activity over the last three data points relative to this type of citation. This enforcement activity has likely contributed positively towards the state's steady increase in safety belt usage over time and to a reduction in traffic fatalities over time.

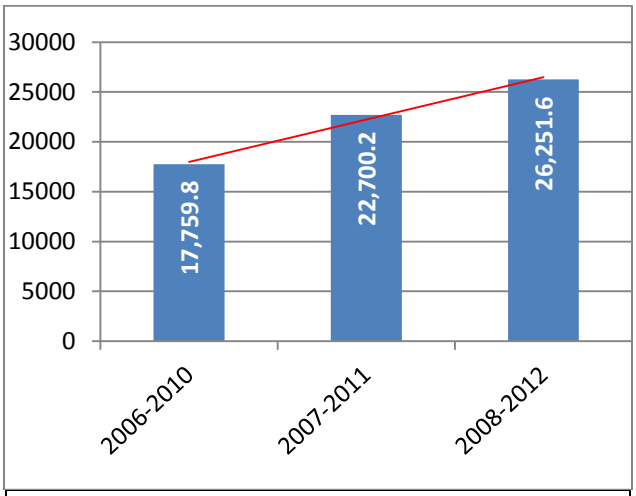


Figure A-1. South Carolina Number of Seatbelt Citations Issued, 5-Year Moving Average with Trend Analysis, 2006-2012.

Objectives:

1. To conduct special public information events during Buckle Up, America! Week in May 2015.
2. To increase the number of fitting stations from 70 to 80 by December 31, 2015.
3. To decrease the number of child deaths for children under six by 25%, from 8 in 2012 to 6 by December 31, 2015.
4. To conduct an outreach effort in conjunction with Child Passenger Safety Week in September 2015.
5. To continue to expand nighttime safety belt and child passenger safety seat enforcement efforts statewide.
6. To conduct the annual Memorial Day occupant protection enforcement mobilization blitz modeled after the national *Click-it-or-Ticket* Campaign.

Performance Indicators:

Goals:

1. Statewide observational survey data will be compiled and analyzed to determine if the belt usage goal has been achieved.
2. A comparison of the 2008-2012 calendar base year average for unrestrained traffic fatalities will be made to the most current available FARS data.

Activity Measure:

The number of grant-funded seat belt citations issued in FFY 2015 will be examined and compared to the previous year.

Objectives:

1. A final report on the paid media campaign conducted during May 2015 will be maintained.
2. Documentation of the number of fitting stations in South Carolina will be maintained in the grant files.
3. A comparison of the number of child deaths from the previous year will be made to the most current available FARS data.
4. Documentation of all activities in support of Child Passenger Safety Week will be maintained in the grant files.
5. Documentation of nighttime occupant protection enforcement efforts will be maintained by the OHSJP.
6. After action enforcement reports of campaign enforcement activity will be maintained by the OHSJP.

Strategies:

The following strategies will be implemented to achieve established goals and objectives:

1. Office of Highway Safety and Justice Programs (OHSJP) staff will issue an interagency agreement to secure a contractor to conduct pre-campaign and post-campaign observational safety belt surveys and pre-campaign and post-campaign telephone surveys associated with the state's *Buckle up, South Carolina. It's the law and it's enforced.* statewide Memorial Day occupant protection mobilization in 2015 to be modeled after the national *Click-it-or-Ticket* campaign. The surveys will be conducted in accordance with NHTSA guidelines.

2. OHSJP staff, other SCDPS staff and partner agencies/groups will continue a statewide education initiative to inform the citizenry of the State and its visitors about the State's primary enforcement safety belt law. The legislation became effective December 9, 2005. The educational strategies employed in this effort will inform citizens and visitors of the law and emphasize the life-saving potential of the legislation.

3. The Occupant Protection/Police Traffic Services Program Manager, working with funded projects, will plan and coordinate special public information events during the national safety belt enforcement mobilization, National Child Passenger Safety Week, and any other national or regional traffic safety campaigns.

4. Trainings will be offered by SCDHEC staff, such as the 8-hour hands-on CPS training, to those agencies and organizations wanting basic information on child passenger safety. Education will be provided to foster care parents, SC Department of Social Services staff, schools, church organizations, and state and local enforcement agencies on child passenger safety.

5. Information encouraging compliance with the state's occupant protection laws will be disseminated through media advisories, alerts, press releases and other related publicity.

6. Special child safety seat inspection clinics will be conducted to educate the public on the importance of the consistent and correct use of child safety seats and the dangers of air bags to children.

7. A high-visibility statewide enforcement and education campaign (*Buckle up, SC. It's the law and it's enforced.*) will be conducted around the Memorial Day holiday of 2015 modeled after the national *Click-it-or-Ticket* mobilization to emphasize the importance of and to increase the use of occupant restraints. The campaign will include 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 will focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries especially during nighttime hours.

8. A project to increase child safety and booster seat use among the state's minority populations will be continued. Training materials will be translated into Spanish so that seat recipients may understand the importance of correct installation of occupant restraint hardware. A corresponding effort will be made to increase safety belt use among the State's Hispanic population.

9. In an effort to reach teenage drivers in SC, the OHSJP will continue a program campaign focusing on messaging printed on tickets for high school events across the state. The campaign places a highway safety message on front and back of approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events, including proms, dances and plays. During the 2013-2014 academic year, the OHSJP printed four different messages throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. The message on the tickets reached students at events after which they were most likely to engage in risky driving behavior, such as football and basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of their parents and other adults who likewise attended many of these events, thus reminding them of teen traffic safety problems in the State. Given the success of the High School Ticket program, the OHSJP will continue this program for the 2014-2015 academic year.

10. The state will continue to support the efforts of the SC Chapter of the National Safety Council in implementing its "Alive at 25" program in school districts throughout the state aimed at improving the driving behaviors of teenagers. The program has an emphasis on occupant protection issues for teens.

11. The state will continue to provide funding to certify and re-certify SC Highway Patrol Troopers as Child Passenger Safety Technicians and Instructors.

12. The state will work with the SC Department of Health and Environmental Control to facilitate the development of fitting stations statewide and the distribution of safety belt use information through local county health departments, particularly in counties (Anderson, Allendale, Bamberg, Calhoun Chesterfield, Clarendon, Colleton, Darlington, Dillon, Edgefield, Fairfield, Florence, Hampton, Horry, Lee, Marion, McCormick, Newberry, Oconee, Orangeburg, Saluda, Sumter, Union and Williamsburg) identified by FARS data for 2008-2012 as problematic for nighttime unrestrained traffic fatalities.

13. The state will disseminate information to local law enforcement agencies through the SC Law Enforcement Network System about the problems with nighttime unbelted traffic fatalities in the counties listed in Strategy #12 above to encourage increased enforcement activity in these locations in an attempt to assuage these types of traffic fatalities.

14. The OHSJP will continue to participate in the Child Passenger Safety Advisory Council during the FFY 2015. The South Carolina Child Passenger Safety Advisory Board was created in August 2011 as a result of the Occupant Protection Assessment conducted in 2009. Members of the Board were chosen to represent the state as well as special interests regarding child passenger safety. The current board members include representatives from:

    S.C. Department of Health and Environmental Control
    S.C. Department of Public Safety
    Midland Safe Kids
    Children's Trust of South Carolina
    AnMed Medical Center/Anderson Safe Kids
    Piedmont EMS
    Irmo Fire Marshall
    Newberry County Sheriff's Department
    Columbia Police Department
    Lexington County Sheriff's Department
    Britax
    Palmetto Richland Hospital
    S.C. Department of Transportation

    The Board, along with other members from various Safe Kids Coalitions, law enforcement and fire departments from across the state, formally meets twice a year to address the recommendations from the 2009 assessment along with other items of interest for CPS. Since the formation of this group, two major projects have been successfully executed. The first was to make the check-off forms used during seat checks universal in order to be able to

capture more concrete state data on the misuse of child safety seats. After several meetings with various law enforcement agencies and Safe Kids coalitions, the format of the forms has been agreed upon, and they are in the process of being distributed throughout the state. The Board agreed that another problem within our state was the drop-off and pick-up procedures for children at elementary schools. A program was designed to randomly choose 13 schools across the state to study this problem. Working in conjunction with school officials, board members conducted informal surveys to see if children were in proper occupant restraints when being dropped-off/picked-up from school and if they were properly positioned within the vehicle. After the surveys were conducted, board members met with school officials to discuss their findings. For the week following the informal surveys, safety information was distributed to parents and safety activities were conducted with the children. Members of the board returned, unannounced, to conduct post-surveys. These results were again discussed with school officials. In all incidents the informal survey results indicated that all schools had a significant increase in occupant restraint usage rates for the children being dropped-off/picked-up from school. In one instance, while conducting surveys at an elementary school in Springdale, SC, it was discovered that the speed limit for that area was too high. In working with the S.C. Department of Transportation, the speed limit was reduced to make this school a safer place for the children. The Board will meet again in September to decide its next project focus.

15. OHSJP will take part in and assist with a one-day child passenger safety summit in September 2015. This one-day conference, held in Columbia, will feature special speakers and trainers on the most up-to-date information regarding safety regulations, manufacturer updates and equipment training. This training will offer continuing education units so that child passenger safety technicians can maintain their certification and continue to serve thousands of families through car seat safety. This is an annual event and draws over 100 CPS professionals from across the state.

16. OHSJP will continue to promote its "Target Zero" campaign to eliminate traffic fatalities as an umbrella campaign under which occupant protection improvement efforts will coalesce.

*(CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 19)

PROJECTS TO BE IMPLEMENTED:

Administration

Problem Identification: South Carolina continues to improve its statewide safety belt usage rate reaching a high of 91.7% in 2013. Additionally, based on observational surveys conducted by the University of South Carolina, males and minority citizens continue to lag behind their female and non-minority counterparts in terms of belt usage (**Table S-8** on page 137). Despite the gains in seat belt usage rates, the state continues to have a problem with unbelted traffic fatalities, particularly at night (See **Table 35** on pp. 143-144).

Project Type: Efforts to improve occupant protection issues in the state of South Carolina with the resulting improvement in traffic collisions, injuries and fatalities must have a coordination or administrative component. The project will attempt to increase safety belt and child safety seat usage during the project period through the continued coordination of occupant protection programs statewide. The project will fund an Occupant Protection/Police Traffic Services Program Manager (OP/PTSPM) who will be involved in planning and coordinating special public information events during Buckle Up, America! Week in May 2015, and the National Child Passenger Safety Awareness Week in September 2015. The OP/PTSPM will also assist in 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 during the Memorial Day holiday of 2015. The OP/PTSPM will continue to administer all Section 402 and Section 405-funded occupant protection programs. The OP/PTSPM will also be responsible for reviewing and monitoring grant projects and providing technical assistance to project personnel. The OP/PTSPM will also prepare the Occupant Protection sections of the annual Summaries and Recommendations for Highway Safety Projects, the Funding Guidelines document, the Highway Safety Plan, and the Annual Evaluation Report by the required deadlines. The OP/PTSPM will work with the South Carolina Department of Health and Environmental Control to coordinate Child Safety Seat (CSS) Presentations and Child Passenger Safety (CPS) Technician training classes. The OP/PTSPM will implement a comprehensive approach to increase the overall safety belt usage rate statewide from 91.7% to 92%. The OP/PTSPM will be available to provide education to the public on occupant protection through presentations at health fairs, special interest groups, and businesses. The OP/PTSPM will oversee the increasing of permanent fitting stations within South Carolina by the end of the grant year.

(CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 19)

Agency	County	Project Number(s)	Budget	Number of Personnel
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	OP-2015-HS-02-15 M2HVE-2015-HS-02-15	$504,367	1.42

Education and Safety Seat Distribution

Problem Identification: Statewide across the five-year period, 65.9% of night-time passenger vehicle occupant fatalities were unrestrained. In the counties of Allendale and Hampton, 100% of passenger vehicle occupant fatalities at night were unrestrained, although there were comparatively few night fatalities in these two counties across the five-year period (3 and 5, respectively). Other than the two mentioned above, the counties with the highest percentages of unrestrained nighttime fatalities were Calhoun (10 nighttime fatalities, 80% unrestrained); Chesterfield (16 nighttime fatalities, 93.8% unrestrained); Florence (33 nighttime fatalities, 81.8% unrestrained); and Marion (20 nighttime fatalities, 90% unrestrained) (Table 56).

During the calendar years 2008-2012, 59,046 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 56,849 of those children were restrained by a safety restraint device (see Figure 37). These figures indicate that approximately 96.3% of children involved in 2008-2012 traffic crashes in South Carolina were utilizing some sort of safety restraint device. During the five-year period, 45 occupants under the age of six were killed in traffic crashes. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicates that proper usage of child safety seats is less than 15% in South Carolina. These statistics indicates a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

Project Type: The project will maintain a program which will support 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 stakeholders. The main focus of the project will be to educate and train local law enforcement and other first responders, public health agency staff, parents and caregivers concerning Child Passenger Safety (CPS) and occupant restraint usage. Community education will be conducted through the following channels: media, localized training, and safety seat check-up events throughout the state. Research confirms that safety belt use remains low among African Americans, and the non-use or misuse of seat belts is emerging as a significant public health issue among Hispanics. A Diversity Outreach project will target Hispanic and African American populations. In order to assure proper installation and use of occupant protection restraints, SCDHEC staff will work in conjunction with various safety partners to promote South Carolina's Primary Seat Belt Law and Child Passenger Safety Seat Law. Other than SCDPS, SCDHEC staff will rely heavily on South Carolina Safe Kids and the eight SCDHEC health regions that support health departments in all forty-six counties. The project will focus on counties identified by NHTSA FARS data as having a problem with unbelted traffic fatalities, particularly at night (Anderson, Allendale, Bamberg, Calhoun Chesterfield, Clarendon, Colleton, Darlington, Dillon, Edgefield, Fairfield, Florence, Hampton, Horry, Lee, Marion, McCormick, Newberry, Oconee, Orangeburg, Saluda, Sumter, Union and Williamsburg). In conjunction with SCDPS, SCDHEC staff will train various agencies and community partners to become certified child passenger safety technicians. In addition, the project hopes to train at least six (6) Certified Technician Instructors. SCDHEC will employ two full-time Certified Technician Instructors to adequately train local law enforcement and other first responders, child care providers, state public health agency staff and interested

community members. The project will support and participate in national and state emphases which seek to increase all forms of vehicle occupant protection use, to include Buckle up, America! Week in May 2015; *Buckle Up, South Carolina. It's the Law and It's Enforced.* safety belt enforcement and education campaign during Memorial Day 2015; and Child Passenger Safety Week in September 2015. The project will also provide staff to serve as the state contact for National Safe Kids in terms of CPS certification issues and will continue to coordinate diversity outreach efforts with the Office of Highway Safety and Justice Programs, as well as providing continued oversight of the statewide CPS Advisory Council.

*(CMW, Chapter 2: Sections 1.1, and 7.3)

Agency	County	Project Number	Budget	Number of Personnel	Safety Presentations	Seat Checks	CPS Technician Classes
SC Department of Health and Environmental Control	Statewide	OP-2015-HS-17-15	$143,422	2	50	50	18

Occupant Protection: Budget Summary

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

POLICE TRAFFIC SERVICES (PTS)/SPEED ENFORCEMENT PROGRAM AREA

Overview

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.

Such efforts have contributed to statistical improvement over the 2008-2012 timeframe in South Carolina. According to FARS data (see **Table 8** on page 16), in South Carolina, each of the speeding-related indices (i.e., fatalities, VMT-based-death rate, and population-based death rate) was at its highest level in 2008 and at its lowest level in 2011, increasing slightly in 2012. Thus, progress is being made. However, when comparing these indices to Region 4 (see **Table 37** on page 168) and nationwide (see **Table 38** on page 169), it is obvious that South Carolina has a great deal of work to do to improve speeding-related statistics.

The Office of Highway Safety and Justice Programs (OHSJP) has assisted numerous law enforcement agencies by providing grant funds for the establishment of full-time traffic enforcement units. When PTS traffic units are developed, they have included comprehensive enforcement efforts relative to speeding, DUI, occupant protection, and other traffic laws. It should be noted that on many occasions a speed violation results in a more severe violation, such as driving under suspension, DUI, or other serious criminal violations. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Traffic officers and deputy sheriffs have received training in radar operations, Standardized Field Sobriety Testing and in occupant protection issues.

Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown programs involving such strategies as DUI checkpoints, saturation patrols, occupant restraint enforcement, and corridor projects which emphasize speed enforcement. 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.

The SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, identified work zone safety and speeding enforcement as components of Emphasis Area I: Work Zone Crashes (p. 18) and Emphasis Area II: High Risk Drivers (pp. 19-24) sections citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem in Appendix A (pp. AA8 - AA10).

The South Carolina PTS projects have implemented a variety of recommendations offered by the SHSP in these areas, including the continuation of a Safety Improvement Team (SIT) program funded by the South Carolina Department of Transportation (SCDOT) utilizing South Carolina Highway Patrol (SCHP) Troopers to conduct specialized work zone enforcement to reduce work zone speeding-related fatalities, the coordination of enforcement blitzes and activities through Law Enforcement Networks by the OHSJP Law Enforcement Liaisons (LEL) and billboard advertising and media announcements to continue the "Let'em Work, Let'em Live" Campaign efforts. In addition, the state has addressed speed and alcohol-impaired crashes, injuries and fatalities through strategies suggested in the SHSP (pp. AA 9-10), including conducting regular well-publicized public safety checkpoints, using multi-agency approaches to checkpoints, conducting enhanced speed enforcement in work zones, targeting speed enforcement within individual police jurisdictions, encouraging cooperation among regional safety partners to identify target locations, times, etc. for enforcement, and supporting national, regional, and state DUI enforcement and public information and education campaigns.

The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will address the problem of speeding-related collisions and will have its own "Excessive Speed" Emphasis Area. The issue of work zone safety will also be addressed in an Emphasis Area designated as "Intersection and Other High Risk Roadway Locations," along with intersections and railroad crossings. The new section will contain recommendations for appropriate countermeasures for both these areas of concern based on data-driven and evidence-based practices.

South Carolina PTS projects will also use sections of the National Highway Traffic Safety Administration (NHTSA) produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) to reduce speeding-related collisions, injuries, and fatalities.

The projects under the PTS grants will use appropriate countermeasures outlined in this document and demonstrated to be highly effective (CTW in Chapter 3: Section 1.1, [pp. 3-8 to 3-9]), such as enforcement of speed laws and which have proven likely to be effective in specific situations, such as the use of laser speed measuring equipment and video cameras, (CTW, Chapter 3: Section 2.3, [pp. 3-19 to 3-21]) and Communications and Outreach Supporting Enforcement, (CTW, Chapter 3: Section 4.1, [p. 3-27]). PTS grant projects will also use countermeasures outlined in the document that have proven successful in DUI enforcement (pp. 1-19 to 1-24) and occupant restraint enforcement as well, such as combined enforcement emphasizing nighttime safety belt enforcement (pp. 2-20 to 2-21), and sustained enforcement (p. 2-22).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of speed-related collisions and fatalities and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2015 Highway Safety Plan.

Traffic Fatalities

According to FARS data, a speeding-related fatality is defined as one that occurred in a crash in which a driver was charged with a speeding-related offense or in which an officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor.

Over the entire five-year period from 2008-2012, South Carolina's speeding-related population-based fatality rate decreased slightly, by 1.6% in 2012 (6.69 fatalities per 100,000 population) compared to the average of the previous four years (6.80). The percentages of speeding-related fatalities in South Carolina were greater than the proportions for Region 4 and the US as a whole during each of the five years observed (2008-2012). In 2012, 36.6% of South Carolina's traffic fatalities were recorded as speed-related (see **Table 8** on page 16), compared to 20.9% for Region 4 (see **Table 37** on page 168), and 30.5% nationwide (see **Table 38** on page 169).

Table 8 on page 16 shows that there were 350 speeding-related fatalities in South Carolina in 2008, with this number declining to its lowest point of the period in 2011 (278), before increasing in 2012, but not to the levels seen in 2008 and 2009. The 316 speeding-related fatalities in South Carolina in 2012 represent a slight increase (0.9%) when compared to the average of the prior four years (313 fatalities), but a 9.7% decrease when compared to the 2008 total (350). The VMT-based death rate followed a similar pattern, decreasing sequentially each year during the first four years (2008-2011), but then increasing slightly in 2012. The 2012 rate (0.644 deaths per 100 million miles of travel) represents a 1.1% increase when compared to the average of the previous four years (0.6374), yet an 8.7% decrease when compared to the rate in 2008 (0.71). Likewise, South Carolina's population-based fatality rate declined from 2008-2011, but then increased slightly in 2012. The 2012 rate (6.69 fatalities) is 1.6% lower than the 2008-2011 average (6.80) and 13.4% lower than the 2008 rate (7.73).

In South Carolina, each of the speeding-related indices (i.e., fatalities, VMT death rate, and population death rate) was at its highest level in 2008 and at its lowest level in 2011.

In 2008, 38.0% of all traffic fatalities in South Carolina were speeding-related. This proportion declined during the next three years of the period but then increased slightly in 2012, with the 2012 percentage (36.6%) representing a slight change (0.9% increase) when compared to the average of the previous four years (36.3%), but a 3.7% decrease when compared to the 2008 proportion. (see **Table 8** on page 16)

Table 37 below shows that throughout Region 4, the number of *speeding-related fatalities* followed a pattern similar to that seen for the State, decreasing sequentially during the first four years of the period, but then increasing slightly in 2012. Overall, the number of speeding-related fatalities in 2012 (1,326) represents a 16.7% decrease when compared to the average of the prior four years (1,593). During the same years, the VMT-based death rate also decreased considerably throughout the Region (16.2%), as did the population-based death rate (18.8%). In 2012, the region's proportion of speeding-related fatalities to total fatalities (20.9%) decreased by 12.7% when compared to the 2008-2011 average, and by 18.8% when compared to the 2008 proportion (25.7%).

Table 37. Region 4 Speeding-Related Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	1,903	1,651	1,507	1,309	1,326	-30.32%	-16.73%
VMT Rate*	0.39	0.34	0.31	0.27	0.27	-30.03%	-16.21%
Pop. Rate**	4.37	3.76	3.40	2.92	2.93	-32.96%	-18.76%
Pct of Total	25.69%	25.09%	23.57%	20.82%	20.86%	-18.81%	-12.69%

* Rate per 100 million miles of travel

** Rate per 100,000 population

As shown in **Table 38** on page 169, speeding-related fatalities decreased throughout the US as a whole (-4.8%) in 2012 when compared to the prior four-year average. Both the *VMT* and *population-based rates* decreased nationally as well, with the VMT rate falling by 5.1% and the population-based rate falling by 6.6% during the same timeframe. The nation's *speeding-related percentage of total deaths* averaged 31.2% from 2008 through 2012, with this proportion decreasing by 3.0% in 2012 (30.45%) when compared to the 2008-2011 average (31.4%).

Table 38. Nationwide Speeding-Related Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	11,767	10,664	10,508	10,001	10,219	-13.16%	-4.81%
VMT Rate*	0.40	0.36	0.35	0.34	0.34	-13.02%	-5.06%
Pop. Rate**	3.87	3.48	3.40	3.21	3.26	-15.87%	-6.61%
Pct of Total	31.44%	31.47%	31.84%	30.79%	30.45%	-3.16%	-3.01%

* Rate per 100 million miles of travel

** Rate per 100,000 population

Figures 8 (page 16), **9** and **10** (page 17) were taken from the Analysis of Fatal Crash Data, South Carolina: 2008-2012 document provided by NHTSA. The figures demonstrate that in terms of three key traffic indices, total speeding-related fatalities, total speeding-related fatality VMT-based rate, and total speeding-related fatality population-based rate, South Carolina is experiencing a downward trend from 2008-2012.

As shown in **Figure 27** below, South Carolina's percentage of fatalities that were speeding-related remained greater than that of Region 4 and the nation during the entire 2008-2012 period. In 2012, 36.6% of South Carolina's total traffic fatalities were speeding-related, compared to 20.9% for Region 4, and 30.4% nationwide.

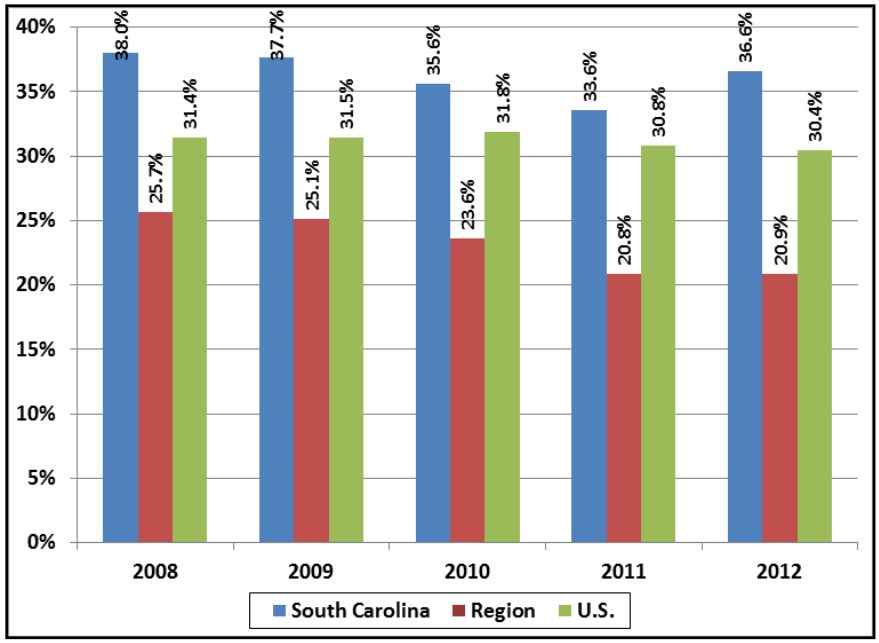


Figure 27. Speeding-Related Fatalities As Percent of Total Fatalities

According to FARS, from 2008-2012, the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2008 through 2012 were Greenville

(6.8%); Horry (5.5%); Spartanburg (5.5%); Charleston (5.5%); Richland (5.1%); Anderson (4.6%); Lexington (4.5%); and Orangeburg (4.0%) (see **Table 39** on pp.170-171).

As shown in **Table 39** on pp. 170-171, the counties with the most speeding-related fatalities during the 2008-2012 period were: Greenville (106); Charleston, Horry, and Spartanburg (86 each); and Richland (80). Of these five counties, three showed a decrease in this number in 2012 when compared to the prior four-year average: Horry (-35.1%); Spartanburg (-28.8%); and Charleston (-1.4%). Greenville (+30.0%) and Richland (+24.6%) each showed increases in this index.

Table 39. Speeding-Related Fatalities by County

Speed-Related Fatalities						Total 2008 - 2012		% Change: 2 vs. prior 4-yr Avg.
County	2008	2009	2010	2011	2012	N	%	
Abbeville	0	0	4	2	4	**10**	**0.6%**	166.7%
Aiken	7	10	15	11	3	**46**	**2.9%**	-72.1%
Allendale	4	0	2	0	0	**6**	**0.4%**	-100.0%
Anderson	13	18	9	12	20	**72**	**4.6%**	53.8%
Bamberg	0	2	1	4	1	**8**	**0.5%**	-42.9%
Barnwell	3	2	1	5	3	**14**	**0.9%**	9.1%
Beaufort	2	3	5	5	4	**19**	**1.2%**	6.7%
Berkeley	15	14	12	5	9	**55**	**3.5%**	-21.7%
Calhoun	1	3	2	0	1	**7**	**0.4%**	-33.3%
Charleston	20	11	20	18	17	**86**	**5.5%**	-1.4%
Cherokee	7	9	2	7	6	**31**	**2.0%**	-4.0%
Chester	0	4	5	0	0	**9**	**0.6%**	-100.0%
Chesterfield	7	6	6	2	5	**26**	**1.7%**	-4.8%
Clarendon	8	8	2	8	2	**28**	**1.8%**	-69.2%
Colleton	12	3	4	4	10	**33**	**2.1%**	73.9%
Darlington	10	10	3	9	9	**41**	**2.6%**	12.5%
Dillon	3	3	4	2	3	**15**	**1.0%**	0.0%
Dorchester	9	10	6	5	8	**38**	**2.4%**	6.7%
Edgefield	0	0	3	4	4	**11**	**0.7%**	128.6%
Fairfield	7	3	6	7	6	**29**	**1.8%**	4.3%
Florence	13	11	10	4	9	**47**	**3.0%**	-5.3%
Georgetown	5	2	2	2	7	**18**	**1.1%**	154.5%
Greenville	28	16	17	19	26	**106**	**6.8%**	30.0%
Greenwood	2	6	3	7	6	**24**	**1.5%**	33.3%
Hampton	2	0	1	0	3	**6**	**0.4%**	300.0%
Horry	15	22	21	16	12	**86**	**5.5%**	-35.1%
Jasper	2	2	3	7	2	**16**	**1.0%**	-42.9%
Kershaw	4	11	7	6	6	**34**	**2.2%**	-14.3%
Lancaster	4	10	6	10	3	**33**	**2.1%**	-60.0%

Speed-Related Fatalities						Total 2008 - 2012		% Change: 2 vs. prior 4-yr Avg.
County	2008	2009	2010	2011	2012	N	%	
Laurens	8	12	9	7	9	**45**	**2.9%**	0.0%
Lee	1	12	1	1	1	**16**	**1.0%**	-73.3%
Lexington	18	11	12	11	19	**71**	**4.5%**	46.2%
Marion	6	6	2	2	6	**22**	**1.4%**	50.0%
Marlboro	5	4	2	4	1	**16**	**1.0%**	-73.3%
McCormick	1	1	0	0	3	**5**	**0.3%**	500.0%
Newberry	5	2	2	5	6	**20**	**1.3%**	71.4%
Oconee	5	4	7	5	8	**29**	**1.8%**	52.4%
Orangeburg	16	22	13	4	8	**63**	**4.0%**	-41.8%
Pickens	5	12	8	7	8	**40**	**2.5%**	0.0%
Richland	19	18	13	11	19	**80**	**5.1%**	24.6%
Saluda	5	0	1	3	4	**13**	**0.8%**	77.8%
Spartanburg	21	13	17	22	13	**86**	**5.5%**	-28.8%
Sumter	6	6	2	5	5	**24**	**1.5%**	5.3%
Union	4	4	3	0	1	**12**	**0.8%**	-63.6%
Williamsburg	6	5	3	3	7	**24**	**1.5%**	64.7%
York	16	6	11	7	9	**49**	**3.1%**	-10.0%
Totals	**350**	**337**	**288**	**278**	**316**	**1,569**	**100.0%**	**0.9%**

South Carolina's speeding-related population-based fatality rate decreased slightly, by 1.6% in 2012 (6.69 fatalities per 100,000 population) compared to the average of the previous four years (6.80). The counties with the highest speeding-related population-based fatality rates during the 2008-2012 period (see **Table 40** on pp. 172-173) were: Fairfield (24.36); Colleton (17.05); Lee (16.69); Clarendon (16.11); Williamsburg (13.97); Orangeburg (13.65); Laurens (13.50); Marion (13.31); and Saluda (13.15). It should be noted that the population-based fatality rates can vary drastically from year to year and thus should be considered with caution.

Table 40. Speeding-Related Fatalities by County: Rate per 100,000 Population

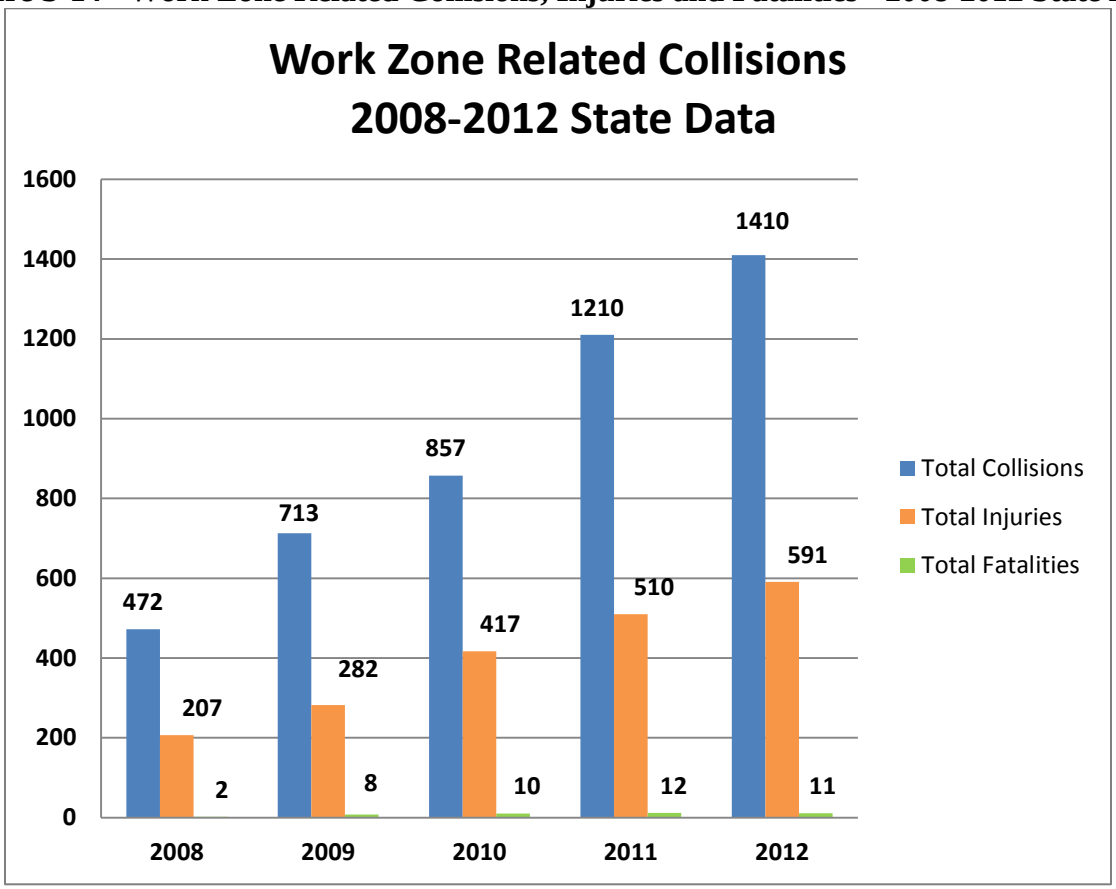
County	2008	2009	2010	2011	2012
Abbeville	0.00	0.00	15.79	7.95	15.94
Aiken	4.46	6.31	9.34	6.85	1.84
Allendale	37.03	0.00	19.32	0.00	0.00
Anderson	7.05	9.65	4.81	6.37	10.56
Bamberg	0.00	12.48	6.27	25.04	6.34
Barnwell	13.18	8.85	4.42	22.36	13.51
Beaufort	1.28	1.88	3.07	3.04	2.38
Berkeley	8.77	8.00	6.71	2.72	4.74
Calhoun	6.59	19.65	13.22	0.00	6.71
Charleston	5.85	3.17	5.69	5.03	4.66
Cherokee	12.73	16.32	3.61	12.60	10.78
Chester	0.00	12.04	15.11	0.00	0.00
Chesterfield	15.11	12.87	12.86	4.30	10.85
Clarendon	22.94	22.90	5.72	23.04	5.82
Colleton	30.76	7.72	10.28	10.36	26.21
Darlington	14.54	14.55	4.37	13.18	13.21
Dillon	9.50	9.43	12.45	6.30	9.54
Dorchester	6.89	7.49	4.36	3.55	5.61
Edgefield	0.00	0.00	11.13	15.00	15.18
Fairfield	29.01	12.46	25.12	29.70	25.68
Florence	9.63	8.08	7.29	2.90	6.52
Georgetown	8.25	3.31	3.33	3.33	11.63
Greenville	6.38	3.58	3.75	4.12	5.56
Greenwood	2.90	8.62	4.30	10.02	8.60
Hampton	9.43	0.00	4.75	0.00	14.47
Horry	5.76	8.28	7.77	5.79	4.25
Jasper	8.47	8.25	12.03	27.78	7.74
Kershaw	6.62	17.99	11.32	9.63	9.62
Lancaster	5.50	13.26	7.80	12.84	3.79
Laurens	11.91	17.94	13.53	10.52	13.59
Lee	5.08	62.01	5.21	5.27	5.36
Lexington	7.12	4.25	4.56	4.12	7.03
Marion	17.79	18.03	6.06	6.09	18.49
Marlboro	17.19	13.70	6.93	14.03	3.55
McCormick	9.78	9.77	0.00	0.00	30.17
Newberry	13.44	5.35	5.32	13.26	15.97
Oconee	6.84	5.42	9.41	6.72	10.72
Orangeburg	17.23	23.72	14.08	4.35	8.75
Pickens	4.23	10.07	6.71	5.85	6.69

County	2008	2009	2010	2011	2012
Richland	5.08	4.73	3.37	2.83	4.82
Saluda	25.64	0.00	5.02	15.09	20.11
Spartanburg	7.51	4.59	5.97	7.67	4.50
Sumter	5.64	5.61	1.86	4.65	4.63
Union	13.71	13.75	10.39	0.00	3.54
Williamsburg	17.10	14.44	8.73	8.80	20.82
York	7.36	2.68	4.85	3.04	3.84
Statewide Average	**7.73**	**7.34**	**6.21**	**5.94**	**6.69**

Work Zone Fatalities

FARS data for work zone fatalities in the time period 2008-2012 are currently problematic, with totals not matching state data reliably. **Figure S-14** below indicates that from 2008-2012 work zone fatalities increased significantly (450%) in 2012 as compared to 2008. The fatality number for 2012 is also higher (37.5%) than the average number of fatalities for the previous four years 2008-2011 (8). It should be noted that with fatality numbers this small, significant percentage increases can be seen with a relatively small increase in raw number.

Figure S-14 - Work Zone Related Collisions, Injuries and Fatalities - 2008-2012 State Data



It should be noted, however, that the state is addressing this traffic safety issue through a project funded by the South Carolina Department of Transportation (SCDOT). In June, 2006, the South Carolina Highway Patrol (SCHP) was awarded a three-year grant for $1,750,000 from the SCDOT to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project has been successful in holding the line on work zone fatalities and has been maintained annually at the same level of funding beyond the initial three-year project grant. SCHP strategically places a team of officers in, near, and around high-priority work zones for increased visibility and speed enforcement. Each of four enforcement teams composed of six Troopers, supervised by a Corporal, work in four distinct regions of the state (Upstate, Midlands, Low Country, and Pee Dee).

Traffic Injuries

State data in **Figure S-1** on page 51 show an increase of 6.6% in total traffic-related injuries from 49,262 total injuries in 2008 to 50,016 in 2012. The 2012 figure was also more (5.3%) than the average of the four prior years 2008-2011 (47,489). The percentage of total injuries in 2012 increased by 8.7% compared to the number of total injuries in 2011.

Table S-17 below shows the number of speed-related crash injuries for the state of South Carolina for the years 2008-2012. Of the 50,016 total traffic-related injuries reported in 2012, 15,464, or 30.9%, occurred in speeding-related collisions. Similar to the fluctuations in the total traffic-related injuries since 2008, the percentage of traffic-related injuries that occurred in speeding-related collisions has also varied, from 29.4% in 2008, to 30.9% in 2012. Injuries in speeding-related traffic crashes increased from 14,133 in 2011 to 15,464 in 2012, an increase of 9.4%, and the percentage of traffic-related injuries that occurred in speeding-related crashes increased slightly, from 30.7% in 2011 to 30.9% in 2012. On average, for the years 2008-2012, injuries occurring in speeding-related traffic crashes accounted for 29.9% of all traffic-related injuries. The 2012 figure for speeding-related crash injuries (15,464) is also 9.7% higher than the average for speeding-related crash injuries (14,090) from 2008-2011.

Table S-17. Speeding-Related Crashes in South Carolina
2008 – 2012 - SC

	Crash Type					
YEAR	Fatal	Injury	Property Damage Only	Total Collisions	Persons Killed (FARS)	Persons Injured
2008	330	9415	22521	32266	350	13785
2009	310	9615	22763	32688	337	14573
2010	278	9126	21868	31272	288	13870
2011	232	9269	21171	30672	278	14133
2012	267	10200	22531	32998	316	15464

State data in **Figure S-2** on page 52 show a decrease of 3.4% in total serious traffic-related injuries, from 3,513 serious injuries in 2008 to 3,392 in 2012. Serious traffic injuries in 2012 increased by 4% compared to the number of serious injuries in 2011 (3,260). The 2012 figure represents a slight decrease of 0.8% when compared to the average number of serious traffic injuries for the years 2008-2011 (3,421).

In **Figure S-15** below, state data show that the number of serious injuries occurring in speeding-related collisions decreased 7.4% in South Carolina from 1,073 serious injuries in speeding-related collisions in 2008 to 994 in 2012. The 2012 figure also represents a 2.2% increase when compared to the average number of serious injuries in speeding-related crashes for the four years 2008-2011 (1,016). Of the 3,392 total traffic-related serious injuries reported in 2012, 994, or 29.3%, occurred in speeding-related collisions. In 2012, total traffic-related serious injuries decreased from 2008, as did the percentage of traffic-related serious injuries that occurred in speeding-related collisions, from 30.5% in 2008 to 29.3% in 2012. Serious injuries in speeding-related traffic crashes increased from 958 in 2011 to 994 in 2011, an increase of 3.8%, while the percentage of traffic-related serious injuries that occurred in speeding-related crashes remained the same, 29.3% in both 2011 and 2012.

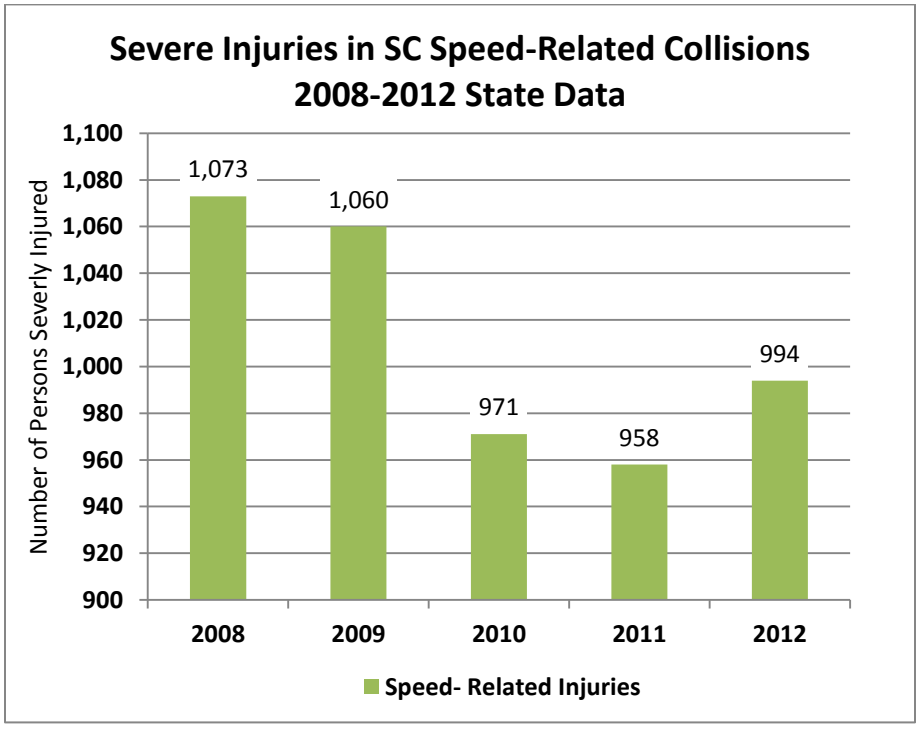


Figure S-15

Traffic Collisions

There were 531,900 total traffic collisions in South Carolina from 2008 to 2012 (see **Figure S-3** on page 53). This total includes fatal collisions, injury collisions, and property-damage-only collisions. There was an increase of 6.3% in total collisions from 2011 (101,838) compared to 2012 (108,273). The 2012 figure represents an increase of 1% as compared to 2008 and a decrease of 2.2% as compared to the average of the previous four years of 2008-2011 (105,907).

There were 159,896 total speeding-related traffic collisions in South Carolina from 2008 to 2012 (see **Figure S-16** below). Speeding-related collisions accounted for 30.1% of total traffic crashes in the state. In 2012, speeding-related crashes increased by 7.6% as compared to 2011, from 30,672 in 2011 to 32,998 in 2012. The 2012 figure also represents a 2.3% increase as compared to the 2008 figure (32,266) and an increase of 4% when compared to the average number of speeding-related collisions (31,725) for the four-year period 2008-2011.

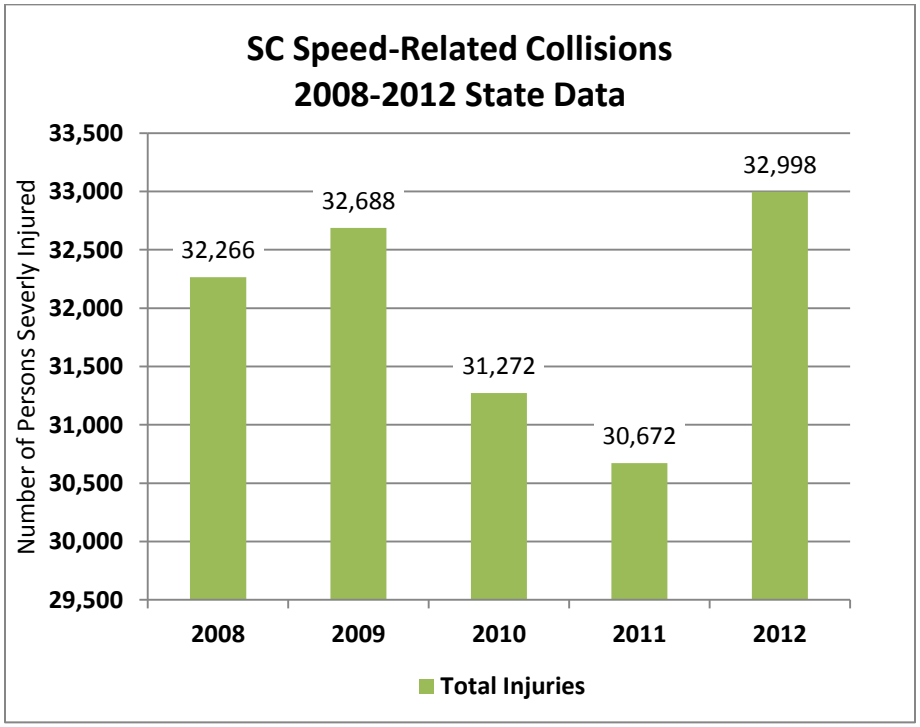


Figure S-16

Preliminary state data displays that there were 4,662 work zone-related collisions in South Carolina from 2008 to 2012. These collisions resulted in 43 fatalities and 2,007 persons injured. Work zone-related collision types include: shoulder/median work, lane shift/crossover, intermittent/moving work, lane closures, and other areas that may be in or around the actual work zone.

Figure S-14 on page 173 shows that work zone related collisions and injuries are on the increase during the time period 2008-2012. Both injuries and collisions more than doubled in 2012 as compared to 2008 figures and increased significantly from 2011 to 2012. According to state data, work zone-related collisions have increased by 198.7% from 2008 to 2012, with 472 total collisions in 2008 and 1,410 total collisions in 2012. Injuries as a result of work zone-related collisions have also risen by approximately 185%, from 207 persons injured in 2008 to 591 persons injured in 2012. There were a total of 472 work zone-related collisions in 2008. In 2012, there were a total of 591 work zone-related traffic injuries. It should be noted, however, that the numbers in these types of collisions are relatively small when compared to total collisions, injuries and fatalities. Therefore, percentages can be affected significantly with relatively minor raw number increases. However, the state takes each collision, injury and fatality seriously and will continue enforcement efforts, with funding provided by SCDOT, of the SCHP SIT Team to address work zone traffic safety issues in the state.

Another method for analyzing significant traffic data in South Carolina is compiling information on speeding-related fatal collisions and speeding-related severe injury collisions. This allows the state to compare this data set with raw numbers of speeding-related fatalities in counties statewide and population-based fatality rates statewide in an effort to determine areas where the most serious speeding-related collisions occur and to identify county locations which may benefit from increased traffic enforcement efforts. **Table S-18** (Speed/Too Fast for Conditions Fatal and Severe Injury Collisions, South Carolina, 2008-2012) on pp. 177-178, lists all counties in the state and the raw numbers of speeding-related fatal and serious injury collisions occurring in the counties for the time period 2008-2012. Counties in red represent the top fifteen counties in the state for these types of collisions.

Speed/Too Fast for Conditions Fatal and Severe Injury Collisions
South Carolina 2008-2012

County	2008	2009	2010	2011	2012	2008-2012	% Speed 2008-2012
Abbeville	10	12	11	10	10	53	48.2%
Aiken	27	48	43	29	14	161	31.3%
Allendale	6	4	1	2	2	15	45.5%
Anderson	58	59	47	45	56	265	34.7%
Bamberg	4	8	8	6	5	31	38.3%
Barnwell	9	8	3	8	4	32	27.4%
Beaufort	36	15	18	19	25	113	23.8%
Berkeley	42	49	37	35	56	219	28.8%
Calhoun	5	5	4	5	6	25	31.3%
Charleston	76	51	75	83	67	352	23.9%
Cherokee	21	20	12	16	18	87	39.2%
Chester	11	10	13	8	8	50	29.8%
Chesterfield	21	16	14	7	12	70	36.8%
Clarendon	21	20	8	11	9	69	42.6%

Colleton	34	23	18	18	26	119	33.3%
Darlington	27	20	15	19	20	101	39.6%
Dillon	11	7	16	4	8	46	35.7%
Dorchester	32	37	19	36	40	164	31.9%
Edgefield	14	5	11	16	8	54	43.2%
Fairfield	10	6	7	12	14	49	41.2%
Florence	34	30	36	15	21	136	25.2%
Georgetown	15	10	10	7	24	66	26.7%
Greenville	66	69	84	52	73	344	25.8%
Greenwood	19	28	28	30	21	126	38.0%
Hampton	8	5	11	5	14	43	39.4%
Horry	73	71	68	76	78	366	25.8%
Jasper	13	7	16	17	13	66	25.5%
Kershaw	23	20	21	14	10	88	36.8%
Lancaster	27	29	15	18	13	102	30.9%
Laurens	33	32	24	38	30	157	43.7%
Lee	7	16	2	7	6	38	38.4%
Lexington	35	33	29	44	57	198	26.9%
McCormick	7	5	5	5	4	26	60.5%
Marion	9	9	3	8	3	32	26.9%
Marlboro	10	9	8	8	12	47	43.5%
Newberry	20	16	15	11	21	83	46.4%
Oconee	19	9	20	19	13	80	33.3%
Orangeburg	36	39	27	17	28	147	33.9%
Pickens	28	33	33	29	26	149	35.4%
Richland	63	87	55	47	56	308	30.1%
Saluda	9	8	8	12	14	51	46.8%
Spartanburg	63	40	51	61	50	265	31.4%
Sumter	21	20	21	20	19	101	25.8%
Union	8	12	8	10	6	44	44.4%
Williamsburg	17	14	17	18	15	81	42.4%
York	44	40	35	29	45	193	29.6%
Total	**1,182**	**1,114**	**1,030**	**1,006**	**1,080**	**5,412**	

Table S-18

Performance Measures

Goals:

1. To decrease speeding-related fatalities by 5.1% from the 2008-2012 baseline average of 314 to 298 by December 31, 2015.

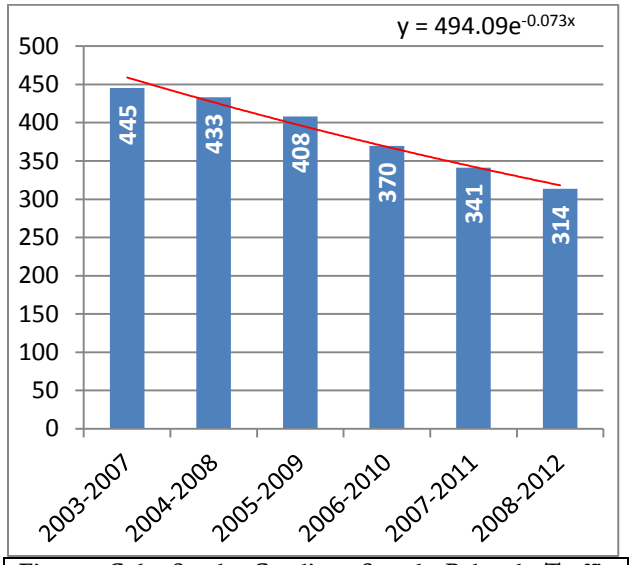
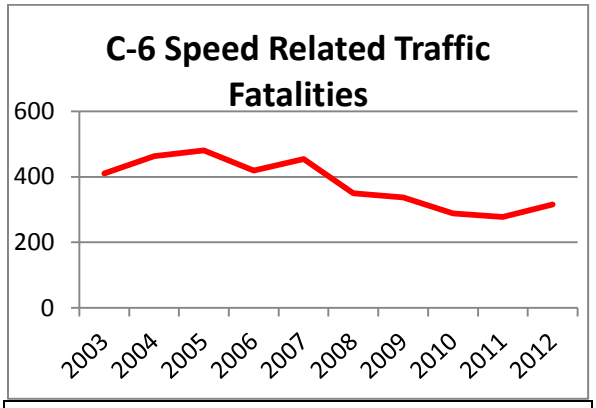


Figure C-6. South Carolina Speed Related Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.



Exponential Projection = 494.09e(-.073*9) = 256.1

2008-2012 Average = 313.8
2009-2013 Average = 303.8
2008 = 350
2009 = 337
2010 = 288
2011 = 278
2012 = 316 (13.7% increase from 2011)
2013 = 300 (5.1% decrease from 2012, 2013 not FARS finalized)

Goal: 0.7% decrease to 298 from 2013.

In **Figure C-6** above, the five-year moving average with an exponential projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 256.1 five-year average for speeding-related traffic fatalities by December 31, 2015. This equates to an estimated 191 annual speeding-related traffic fatalities for 2015, which is a 39.6% decrease from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicate there were 300 speeding-related traffic fatalities for 2013, a decrease of 5.1% from 316 in 2012. Based on this preliminary state data which shows a smaller decrease in 2013, OHSJP has set a goal of 298 speeding-related traffic fatalities in 2015, a 0.7% decrease in speeding-related traffic fatalities by December 31, 2015 from the 2013 calendar year.

OHSJP set a more realistic goal based on the slow change in the data over the past few years than what the trend line analysis projected. This seems in line with other critical factors in the state of South Carolina which may impact traffic safety as a whole and speeding-related fatalities in particular, such as dwindling state and local resources resulting in fewer law enforcement officers available to conduct traffic enforcement on a regular basis, increasing vehicle miles

traveled, increasing vehicle registrations and licensed drivers and highway infrastructure problems in the state.

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 in **Figure A-3** demonstrate that the state is experiencing an upward trend of speeding citations issued.

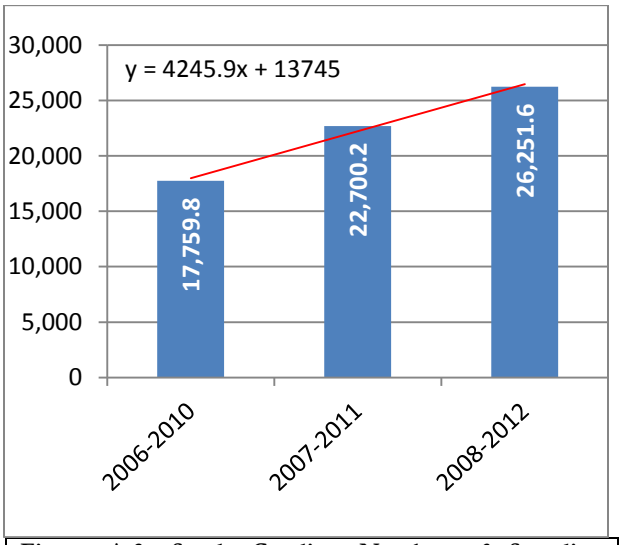


Figure A-3. South Carolina Number of Speeding Citations Issued, 5-Year Moving Average with Trend Analysis, 2006-2012.

Objectives:

1. PTS projects will continue to provide funding to Law Enforcement partners statewide to implement effective traffic enforcement strategies and activities.

2. Grant-funded PTS projects will conduct a minimum of 108 public safety checkpoints by December 31, 2015.

3. Grant-funded PTS projects will conduct a minimum of 54 safety presentations by December 31, 2015.

4. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of 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.

5. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of speeding citations by September 30, 2015, due to enhanced traffic enforcement efforts over the grant period.

6. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of citations for safety belt and child restraint violations by September 30, 2015, due to enhanced traffic enforcement efforts.

7. Grant-funded PTS projects will have an appropriate, corresponding increase in DUI arrests by September 30, 2015, due to enhanced traffic enforcement efforts over the course of the grant period.

8. Grant-funded PTS project agencies will participate actively in their respective local Judicial Circuit Law Enforcement Networks.

9. Grant-funded PTS projects will participate in all aspects (enforcement, education and media) of the *Sober or Slammer!* Sustained DUI enforcement campaign, corresponding to the national *Drive Sober or Get Pulled Over* DUI crackdown. The participation includes at least one (1) specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least quarterly during the Sustained DUI enforcement campaign and an additional four nights of specialized DUI enforcement activity (checkpoints and/or saturation patrols) during each of two DUI enforcement crackdown blitzes during the year (Christmas/ New Year's 2014-2015 and Labor Day 2015).

10. Grant-funded PTS projects will fully participate in the *Buckle up, South Carolina. It's the law and it's enforced*. state-wide occupant protection enforcement mobilization, corresponding to the national *Click-it-or-Ticket* campaign, in and around the Memorial Day holiday of 2015.

Performance Indicators:

Goal:

The OHSJP will continue to analyze traffic statistical data to monitor progress toward the target set for speeding-related fatality reduction for December 31, 2015.

Activity Measure:

Numbers of speeding citations issued statewide will continue to be monitored.

Objectives:

1. Appropriate grant files will be maintained by the OHSJP on each PTS project during the FFY 2015 grant year to include financial, programmatic and monitoring information.

2. The grant-funded PTS projects will maintain a log of public safety checkpoints conducted during the FFY 2015 grant year and will submit this information to the OHSJP.

3. The grant-funded PTS projects will maintain a log of safety presentations conducted during the FFY 2015 grant year to include location, audience and attendance and will submit this information to the OHSJP.

4. The grant-funded PTS projects will maintain a record of traffic citations issued during the FFY 2015 grant year for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change and will submit this information to the OHSJP.

5. The grant-funded PTS projects will maintain a record of speeding citations issued during the FFY 2015 grant year and will submit this information to the OHSJP.

6. The grant-funded PTS projects will maintain a record of seat belt and child restraint violation citations issued during the FFY 2015 grant year and will submit this information to the OHSJP.

7. The grant-funded PTS projects will maintain a record of DUI arrests made during the FFY 2015 grant year and will submit this information to the OHSJP.

8. The grant-funded PTS projects will document the participation of their respective agencies in their local Judicial Circuit Law Enforcement Networks during FFY 2015 and will submit this documentation to the OHSJP.

9. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's Sustained DUI enforcement initiative during FFY 2015.

10. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's occupant protection enforcement mobilization during FFY 2015.

Strategies:

1. PTS projects will be developed and implemented in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties (Anderson, Beaufort, Charleston, Dorchester, Lexington, Richland, Spartanburg, and York.) identified as having a significant problem with speed-related traffic collisions, serious injuries and fatalities.

2. According to NHTSA FARS data, the following counties had high speeding-related population-based fatality rates in 2012: Clarendon, Colleton, Fairfield, Laurens, Lee, Marion, Orangeburg, Saluda, and Williamsburg. The populations of these counties are so low that a low number of fatalities can cause the fatality rates to vary drastically. The state understands the need to address these counties and will provide information about the high population-based fatality rate to the respective LENs in which these counties are located in order to encourage and increase traffic enforcement activities in these areas.

3. 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.

4. A minimum of 108 public safety checkpoints will be scheduled and a minimum of 54 safety presentations will be conducted by police traffic services subgrantees in the following counties: Anderson, Beaufort, Charleston, Dorchester, Lexington, Richland, Spartanburg, and York.

5. Traffic safety enforcement units will be continued and established in sheriff's offices in priority counties.

6. Educational programs will be developed to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic safety-related issues.

7. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina.

8. Traffic safety enforcement projects will participate in statewide and national highway safety emphases and enforcement mobilization and crackdown programs.

   A continuation grant project will focus on the Traffic Safety Officer curriculum in the state and continue a Traffic Safety Instructor program, which will include providing instruction in the following classes: Detection and Standardized Field Sobriety Testing (SFST), DUI Detection and SFST Instructor; SFST Recertification; Speed Measurement Device Instructor, RADAR/LIDAR; Speed Measurement Device Operator, RADAR/LIDAR; Speed Measurement Device Instructor, LIDAR; Speed Measurement Device Operator, LIDAR; Speed Measurement Device Recertification; RADAR and/or LIDAR; At-Scene Traffic Collision Investigation; Technical Traffic Collision Investigation; Traffic Collision Reconstruction; Motorcycle Collision Investigation; Pedestrian and Bicycle Collision

Reconstruction; Safe And Legal Traffic Stops (SALTS); Courtroom Preparation and Testifying in Traffic Cases; Data Master DMT Operator Certification; and Data Master DMT Operator Recertification.

9. The OHSJP will continue the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) initiative in thirteen select jurisdictions around the state during FFY 2015. The OHSJP will also consider conducting an additional DDACTS regional workshop during FFY 2015.

10. The state will continue a project that was begun in 2006 to increase traffic enforcement in work zones. In June, 2006, South Carolina Highway Patrol (SCHP) was awarded a three-year grant for $1,750,000 from the South Carolina Department of Transportation (SCDOT) to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project was successful and has continued each year with funding at the same level from SCDOT beyond the initial three-year project. SCHP strategically places teams of six Troopers in, near, and around high-priority work zones for increased visibility and speed enforcement. The four teams, led by a corporal, work in four regions (upstate, midlands, low country, and Pee Dee regions). From June 1, 2013 through May 31, 2014, the SCHP SIT issued 19,072 speeding citations, arrested 16 people for DUI, and issued 1,510 occupant restraint violations utilizing this enforcement strategy. The SIT Campaign is highly effective and will continue in FFY 2015.

11. The OHSJP will research the HOTSPOT Locator Program utilized by other states to determine its best application in South Carolina. This program focuses on data showing high-risk roadway sections which are problematic for traffic crashes, injuries and fatalities.

Projects To Be Implemented

Administration

Problem Identification: Speeding is one of the leading contributors in fatal traffic crashes in South Carolina. According to NHTSA's Fatality Analysis Reporting System (FARS) during the five-year period 2008-2012, the percentage of speeding-related fatalities in South Carolina ranged from a high of 38% in 2008 to a low 33.6% in 2011. There were 350 speeding-related fatalities in 2008 and 316 in 2012. Also, FARS data show that the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2008 through 2012 were Greenville (6.8%); Horry (5.5%); Spartanburg (5.5%); Charleston (5.5%); Richland (5.1%); Anderson (4.6%); and Lexington (4.5%). State data reports that there were 3,513 serious injuries as the result of traffic collisions in 2008. The number decreased by 3.4% to 3,392 serious injuries in 2012. State data shows that South Carolina's overall speeding-related fatalities decreased by 9.7%, from 350 fatalities in 2008 to 316 fatalities in 2012. Serious injuries in speeding-related collisions were reduced by 7.4%, from 1,073 serious injuries in 2008 to 994 in 2012. Speeding-related collisions went from 32,266 in 2008 to 32,998 in 2012, an increase of 2.3%. Speeding citations decreased from 478,402 in 2008 to 404,526 in 2012.

Project Description: The Office of Highway Safety and Justice Programs (OHSJP) will fund a Police Traffic Services (PTS) project which will include an Occupant Protection/Police Traffic Services Program Manager (OP/PTSPM) who will assist in establishing funding priorities and strategies for implementing assigned police traffic services projects. The OP/PTSPM will develop selected projects for funding with prospective applicants and prepare the PTS section of the annual Highway Safety Plan. The OP/PTSPM will administer assigned grant-funded projects to include scheduling/conducting on-site monitoring, monthly desk monitoring, and providing technical assistance to project directors. The OP/PTSPM will give law enforcement agencies the ability to start effective selective traffic enforcement programs (STEPs), training, speed, enforcement, DUI enforcement and enforcing occupant restraint laws. The OP/PTSPM will review the grants' goals and objectives and focus task activity towards the accomplishment of the goals and objectives. The OP/PTSPM will work with the Law Enforcement Liaisons to alert the LEN system in the state of the importance of assisting the state in its efforts to reduce speeding-related collisions, injuries, and fatalities in the state of South Carolina. The OP/PTSPM will coordinate with the Grants Administration Manager and Assistant Director of OHSJP to develop appropriate strategies for traffic enforcement to be included in the annual Highway Safety Funding Guidelines document and the Highway Safety Plan and to complete assigned portions of the Summaries and Recommendations document.

Agency	Title	County	Project Number	Budget	Personnel Funded
SCDPS	PTS	Statewide	PT-2015-HS-05-15	$93,341	**1.42**

CTW: In the Introduction Section of Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, Seventh Edition, 2013 (CTW) on (p. 2), in "What's not included," the document states that "this guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, state and community task forces, or comprehensive community traffic safety programs." The Police Traffic Services Administration Project falls under this area of what's not included. However, South Carolina recognizes several sections in the CTW that outline countermeasures proven to be effective which can be used by the funded PTS projects in addressing speeding-related collisions, injuries and fatalities. These countermeasures are cited in the Police Traffic Services Enforcement Section of this document.

Law Enforcement Liaisons

Problem Identification: According to FARS data collected from 2008-2012, South Carolina fatalities decreased from 921 in 2008 to 863 in 2012. The 2012 count represents an increase of 4.3% compared to the 828 fatalities experienced in 2011. The Law Enforcement Liaisons (LEL) will work the Law Enforcement Network (LEN) to enforce traffic safety throughout the state in priority areas. Over the entire five-year period, South Carolina's alcohol-impaired driving population-based fatality rate was 7.8 fatalities per 100,000 population. FARS data also shows that in 2012, alcohol-impaired driving fatalities accounted for 40.32% of all traffic fatalities in South Carolina.

South Carolina's Speeding-Related population-based fatality rate was 6.8 fatalities per 100,000 population during 2008-2012. FARS data continues to report that in 2012, 36.6% of the State's traffic fatalities were speed-related. State data reported, from 2008-2012, 531,900 collisions (includes fatal, injury, and property-damage-only), 4,315 fatalities, 239,973 persons injured, and 17,075 serious injuries.

Project Description: The project will continue to fund two law enforcement liaisons, supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the Law Enforcement Network (LEN) system, to work to establish and maintain relationships between OHSJP and law enforcement agencies around the state, and gain law enforcement support for participation in statewide enforcement mobilization campaigns. The grant project will also provide LEN mini-grants to established networks around the state. The sixteen (16) networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other types of enforcement equipment and maintenance supplies and to conduct regular meetings of their respective networks. The networks will serve as a key component of both the 2015 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over.* Sustained DUI Enforcement initiatives) and the *Buckle up, South Carolina. It's the law and it's enforced*. campaign, which corresponds to the national *Click-it-or-Ticket* campaign. The LEN system, which includes both state and local law enforcement agencies, will allow statewide coverage and implementation of law enforcement activity including multi-jurisdictional enforcement activities.

Agency	Title	County	Project Number	Budget	Number of Personnel Funded
SCDPS	Law Enforcement Coordination	Statewide	PT-2015-HS-06-15	$784,760	3.05

(CTW, Chapter 1: Sections 2.1, 2.2; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 22, AA 8, 9, 10, and AA12, SHSP Implementation Plan)

Traffic Safety Officer Training

Problem Identification: The grant-funded Traffic Safety Officer Program provides training to local law enforcement officers throughout the state at the South Carolina Criminal Justice Academy (SCCJA) to provide local agencies with an in-state resource for law enforcement training instead of costly out-of-state training opportunities. Educational programs are developed to accompany traffic enforcement and DUI enforcement projects. The Academy has provided traffic safety-specific training to local agencies for several years. In 2011, the Academy trained 687 SFST practitioners and 769 more in 2013. While statistics had shown a reduction in fatalities from 2008-2010, South Carolina's VMT fatality rate remained significantly higher than the national rate in 2010. In 2011 and 2012, the state experienced an increase in the total number of traffic fatalities, from 809 in 2010 to 828 in 2011 and 863 in 2012. Well-trained traffic enforcement officers can be effective in reducing traffic crashes, injuries and fatalities through a variety of enforcement strategies.

Project Description: SCCJA conducts the Traffic Safety Officer certifications and extensive training programs through the Academy with the primary purpose of reducing fatalities and injuries on the state's roadways. SCCJA provides comprehensive traffic enforcement/investigative training to the state's traffic law enforcement officers. Officers trained in the collision investigation courses will be able to determine the causes of motor vehicle collisions and make the proper charges. Professionally trained officers will also be able to convict violators at a higher rate, which will in turn help to deter violations. The Traffic Safety Program will provide professional training to the law enforcement officers of South Carolina. The TSOs will teach the following classes: At-Scene Collision Investigation, Technical Collision Investigation, Traffic Collision Reconstruction, Data Master DMT Operator Certification, Data Master DMT Operator Recertification, Advanced DUI and Standardized Field Sobriety Testing, Standardized Field Sobriety Testing Recertification, Speed and Measurement Device Operator Program, Speed Measurement Device Instructor Program, Safe and Legal Traffic Stops (SALTS), Motorcycle Collision Reconstruction, Pedestrian/Bicycle Collision Reconstruction, and Commercial Vehicle Reconstruction. SCCJA will track and schedule 115 training classes during this grant year.

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Classes	Training Students For the Grant Year
SCCJA	Traffic Safety Officer Program	Statewide	PT-2015-HS-07-15	$401,381	4	115	3,456

(SHSP, AA 10, SHSP Implementation Plan)

Police Traffic Services Enforcement

Problem Identification: The counties with the most speeding-related traffic fatalities from 2008-2012 were: Greenville County (106 fatalities); Charleston, Horry, and Spartanburg counties (86 fatalities each); Richland County (80 fatalities); Anderson County (72 fatalities); and Lexington County (71 fatalities). Of these seven counties, three showed a decrease in fatality numbers in 2012, compared to the prior four-year average: Horry (-35.1%), Charleston (-1.4%); and Spartanburg (-28.8%). Richland, Anderson, Greenville, and Lexington Counties experienced increases of 24.6%, 53.8%, 30% and 46.2%, respectively.

State data reports that there were 3,513 serious injuries as the result of traffic collisions in 2008. The number decreased by 3.4% to 3,392 serious injuries in 2012. State data shows that South Carolina's overall speeding-related fatalities decreased by 9.7%, from 350 fatalities in 2008 to 316 fatalities in 2012. Severe injuries in speeding-related collisions were reduced by 7.4% from 1,073 severe injuries in 2008 to 994 in 2012. Speeding-related collisions increased from 32,266 in 2008 to 32,998 in 2012, an increase of 2.3%. Speeding citations decreased from 478,402 in 2008 to 404,526 in 2012.

Project Description: PTS projects will be developed and implemented in those 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 speed-related traffic collisions, serious injuries and fatalities. This includes county sheriff's offices and municipal law enforcement projects identified by supporting data. The projects will fund law enforcement officer personnel, travel, equipment, and other items that are allowable by funding guidelines. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown programs such as DUI crackdowns, occupant protection mobilizations, focused roadway corridor speed enforcement and combined enforcement activity to include nighttime safety belt enforcement. The PTS projects will conduct safety presentations to increase community awareness of traffic safety-related issues and issue press releases of the project's activities. Law Enforcement Networks will continue to meet and share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activities.

The OHSJP will provide funded agencies with traffic corridor information relative to their respective agencies which will allow them to focus on roadways where traffic collisions, injuries, and fatalities are occurring.

(CTW, Chapter 1: Sections 1.2, 2.1, 2.2, 2.3, 2.4; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 22, AA 8, 9, 10 and AA12, SHSP Implementation Plan)

FFY 2015 PTS Funded Projects

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Check-points	Press Releases
Anderson PD	City of Anderson PD Traffic Enforcement Unit	Anderson	PT-2015-HS-12-15	$199,788	2	12	12
Columbia PD	FY 2014 Enhancement of Traffic Division (Year 1)	Richland	PT-2015-HS-08-15	$215,120	2	12	12
Dorchester Sheriff's Office	Dorchester County Traffic Enforcement Unit	Dorchester	PT-2015-HS-10-15	$135,467	1	12	12
Rock Hill PD	Enhancement of the City of Rock Hill Traffic Enforcement Unit	York	PT-2015-HS-09-15	$122,908	1	12	12
Bluffton PD	Bluffton Traffic Enforcement Progran	Beaufort	PT-2015-HS-14-15	$201,348	2	12	12
Fort Mill PD	Fort Mill PD Traffic Safety Unit	York	PT-2015-HS-15-15	$87,632	1	12	12
Lexington PD	Town of Lexington Enhancement of Police Traffic Services	Lexington	PT-2015-HS-11-15	$127,448	1	12	12
North Charleston PD	North Charleston Specialized Enforcement Team	Charleston	PT-2015-HS-13-15	$261,236	2	12	12
Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction	Spartanburg	PT-2015-HS-18-15	$98,114	1	12	12
Total		9 Grants		$1,449,061	13	108	108

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

Project Number	Subgrantee	Project Title	Budget	Budget Source
PT-2015-HS-05-15	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	$93,341	NHTSA 402
PT-2015-HS-06-15	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	$784,760	NHTSA 402
PT-2015-HS-12-15	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	$199,788	NHTSA 402
PT-2015-HS-08-15	Columbia Police Department	FY2014 Enhancement of Traffic Division (Year 3)	$215,120	NHTSA 402
PT-2015-HS-10-15	Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	$135,467	NHTSA 402
PT-2015-HS-09-15	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	$122,908	NHTSA 402
PT-2015-HS-14-15	Bluffton Police Department	Bluffton Traffic Enforcement Program	$201,348	NHTSA 402
PT-2015-HS-15-15	Fort Mill Police Department	Fort Mill Police Department Traffic Safety Unit	$87,632	NHTSA 402
PT-2015-HS-07-15	SC Criminal Justice Academy	Traffic Safety Officer Program	$401,381	NHTSA 402
PT-2015-HS-11-15	Lexington Police Department	Town of Lexington Enhancement of Traffic of Police Traffic Services	$127,448	NHTSA 402
PT-2015-HS-13-15	City of North Charleston	North Charleston Specialized Enforcement Team	$261,236	NHTSA 402
PT-2015-HS-18-15	Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction Through Enforcement and Education	$98,114	NHTSA 402
402 Total			$2,748,543	

TRAFFIC RECORDS PROGRAM AREA

Overview:

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 these data. Law enforcement utilizes the data for the deployment of enforcement units. Engineers use data to identify roadway hazards, while judges utilize 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 data to identify problem drivers, and emergency response teams use data to improve response times. Health care organizations use data to understand the implications of patient care and costs, and legislators/public officials use 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 collision records system.

The South Carolina Department of Public Safety (SCDPS) is the state agency charged with the overall responsibility for maintenance of traffic records. The current Traffic Records System (TRS) was developed during the late 60's and early 70's in compliance with criteria established by the National Highway Traffic Safety Administration (NHTSA). A major systems upgrade began in 1985 and was completed in 1988 with the assistance of highway safety grant funding. The upgrade project was guided by a Traffic Records Steering Committee comprised of the managers of the various data files. The system was expanded in 1993 to collect additional data regarding truck and bus collisions and to incorporate data fields identified nationally as being critical for states to collect in the same manner. The State's traffic records system is the vehicle used for the recording and storing of traffic records data and functions as an information decision system. Since 1988, local units of government have been able to receive tabulated and raw data upon request. The SCDPS currently employs a statistical research manager, a statistician and two Fatality Analysis Reporting System (FARS) analysts to perform analyses of traffic collision data.

Prior to restructuring of South Carolina's state government in 1993, the State's TRS was housed in the South Carolina Department of Highways and Public Transportation. The system included driver files, vehicle files, the police-reported collision data, and the roadway characteristics file. Currently the traffic collision master file is housed and maintained by the SC Department of Public Safety; the driver license and vehicle registration files are housed and maintained by the SC Department of Motor Vehicles (SCDMV); the roadway characteristics file is housed and maintained by the SC Department of Transportation (SCDOT); the Emergency Medical Response data is housed with the SC Department of Health and Environmental Control

(SCDHEC); and the citation/adjudication data is housed with the SC Judicial Department (SCJD).

South Carolina has established a two-tiered Traffic Records Coordinating Committee (TRCC):

> ***The TRCC Executive Group*** oversees new policies and approves projects designed to improve the SC Traffic Records System. This group ensures that planned projects align with the priorities of their respective agencies as well as the Traffic Records Strategic Plan. Each member of this Group is responsible for designating the appropriate TRCC Working Group members.
>
> ***The TRCC Working Group*** consists of technical and managerial persons designated by members of the TRCC Executive Group. The Working Group represents those entities responsible for the various components that constitute the Traffic Records System (TRS) in South Carolina.

The TRCC includes representation from the state agencies responsible for components of the TRS, along with representatives of local law enforcement who were selected by the South Carolina Law Enforcement Network. South Carolina's TRCC Executive Group was re-organized at a meeting in September 2007 and continues to meet on at least an annual basis. At this meeting the TRCC Executive Group also charged the TRCC Working Group with the development of the State's *Traffic Records Strategic Plan for Traffic Records Improvements* and helping to coordinate the State's 2009 Section 408 grant submission. In 2013, the Section 408 Funding stream was discontinued after the implementation of Moving Ahead for Progress in the 21st Century (MAP-21) legislation, which provides States with Section 405(c) funding for traffic safety information system improvements. The requirement for having a state TRCC remains. As such, the TRCC Executive Group required:

- Participation in the strategic planning update meetings by designated TRCC Working Group members.

- Upon approval of the *Traffic Records Strategic Plan for Traffic Records Improvements (*TRSP) by the TRCC Working Group, formal endorsements of the *Plan* by the TRCC Executive Group.

- Discussion of future traffic records improvement projects by the TRCC Working Group. The TRSP is a living document and must be updated on a regular basis.

- Communication to the TRCC Executive Group as to the processes for prioritization of current, immediate and distant future projects for possible implementation.

In addition, each of the state agencies with custodial responsibilities for one or more of the traffic records system components agreed to provide needed information to the TRCC Working Group

for the Section 405c grant submission including budget, project justification information, and documentation of state contributions to projects' costs and staffing.

The State's TRSP was originally developed by the TRCC Working Group and subsequently approved by the TRCC Executive Group at a meeting held on June 4, 2009. Since then, the plan has been updated each year, with the most recent version being approved by the Working and Executive Groups on May 5, 2014. South Carolina was awarded Section 408 grant funding for the first time in August 2009 and was also awarded Section 408 funds in 2010, 2011 and 2012. The state has also been awarded Section 405c funding for 2013 and 2014. The State has continued to seek assistance in terms of evaluating its Traffic Records System, to include assistance from NHTSA in conducting the most recent Statewide Traffic Records Assessment for South Carolina, which was completed in January 2012. The TRSP helps South Carolina spend limited resources wisely, thus getting the largest benefit for the investment of money and staff time. A strategic plan is a way for South Carolina to ensure that new efforts are aimed squarely at needed improvements to the data and those resources are allocated in a systematic manner. In addition, as situations change and South Carolina reacts to new opportunities or requirements, the strategic plan can help to put those changes and opportunities into context. It is easier to judge impact when the state knows the direction it is heading, and what resources are required to get there. For that reason, it is also acknowledged that a strategic plan is a "living" document. It cannot remain static, but must be updated frequently to account for changes in budgets, revised priorities, new opportunities, and emerging needs. When a plan is kept fresh, it serves as an integral part of the management of the traffic records system in general and for each of the particular components of that system.

Demonstrated Progress

To qualify for MAP-21 funding under the State Traffic Safety Information System Improvement Grants Program, the traffic records system has to demonstrate quantitative improvement in at least one of the data attributes of completeness, accuracy, timeliness, uniformity, accessibility, and integration on a yearly basis. The state demonstrates quantitative improvement in the past 12 months with the SC Traffic Records interim progress report. During the course of the fiscal year, the Traffic Records section prepares an interim progress report that identifies the traffic records system impact area, the performance measure that is identified, and the narrative of the improvement. The demonstration of progress actually began under SAFETEA-LU as a requirement for grant funds for Section 408 Traffic Records section grant funding. Below are the ways South Carolina has demonstrated progress over the last 3 years.

FY 2011 – Demonstrated Progress

- Software Pilot of South Carolina Collision and Ticket Tracking System

  Within the Crash system, South Carolina demonstrated quantitative improvement in the areas of timeliness and completeness through the field deployment pilot of the SCCATTS software to the SC Highway Patrol. Relative to quantitative improvement in timeliness, there was a significant decrease from 35 or more days to only 5 days for the processing of a collision report and availability of the crash data in the state

collision file. In the area of completeness the vehicle identification number (VIN) was able to be collected, moving from a baseline of 3 vehicles available to over 200.

- EMS Electronic Reporting Support

  The SC EMS data system increased the number and percentage of EMS providers using the new electronic field data collection system. In June of 2009, only 32 (15%) of the 212 EMS agencies in South Carolina utilized the electronic field data collection system. However, in 2010 the number of EMS agencies increased to 196 (92%).

- SCDMV Barcoding of the Vehicle Registration Project

  Within the Traffic Records System, a deficiency was identified relevant to the accuracy of the Vehicle Identification Number (VIN) within the collision master file as well as with the data transmitted to the South Carolina Department of Motor Vehicles (SCDMV). It was determined that law enforcement officers manually entering a VIN on the form frequently recorded incorrect information. This project assisted in correcting this deficiency by placing a bar code on each vehicle registration card. The bar code allows law enforcement agencies with bar code scanner equipment to populate the VIN and all essential registered owner information from the vehicle registration card.

FY 2012 – Demonstrated Progress

- SC Judicial Department Case Management System

  South Carolina's Judicial Department has a statewide Case Management System that handles approximately 1.5 million cases annually statewide, with approximately 80% of those cases being traffic-related. During the period from May 2011 to April 2012, South Carolina demonstrated quantitative improvement by increasing the number of participating counties from 44 (98%) to 46 (100%) that are 'live' on the Statewide Case Management System.

- EMS Runtimes and the Fatality Analysis Reporting System (FARS)

  NHTSA requires the reporting of the EMS time data field as part of its FARS database. The Office of Highway and Justice Programs collaborated with the South Carolina Department of Health and Environmental Control (SCDHEC) to link essential identifiable information for each fatality to a FARS number. In the Crash system, South Carolina demonstrated quantitative improvement by increasing the percentage of matches within FARS from 0% of 809 fatality records (2011) to 33% of 823 fatality records (2012).

- SCCATTS Interface to SCDMV Project

  This project created an interface between SCDMV and SCCATTS. This will ensure that SCDMV can accept collision and citation data (including dispositions) from SCCATTS. The SCCATTS software is capable of providing data in any specified format. Systematic changes were made to enable the SCDMV system to accept the electronic data from SCCATTS and also update the driver's record.

- Purchase of hardware for local law enforcement for collision reporting

  This effort provided a means to purchase and distribute 99 mobile data terminals using Section 408 funds. The equipment purchased is authorized to be used for agencies that investigate collisions so the State can receive more timely, accurate, and complete data. The state purchased an additional 250 units in 11/2013.

FY 2013 – Demonstrated Progress

- SC DMV Collision Data Interface

  In April 2012, SCDPS and SCDMV collaborated to create an interface that transmits the collision data and also transmits a PDF copy of the report. From April 2012 to January 2013, approximately 73,000 reports received from the SCDPS system have been electronically processed through SCDMV. The collision report processing time from the date of report acceptance to date of availability has been decreased from an average of 35 days to an average of less than 3 days, which is a significant improvement in timeliness. The processing time referenced is from the date that SCDMV received, or accepted, the report to the date that the report processing has been completed and the data has been posted to the driver record. With the advantage of electronic submission, reports are at times immediately processed.

- Uniform Traffic Ticket (UTT) Revision Project

  This project revised the uniform traffic citation to take advantage of features available in e-Citation systems. The citation has been due for a revision, and the advent of electronic citation issuance means that some efficiency could be gained from restructuring the citation to have a more logical flow. The authored changes were completed in December 2012, and the revised UTT form was approved for use by the SC Attorney General's Office in February 2013.

- TRCC Coordinator Project

  This project established a full-time Traffic Records Coordinator position within the Office of Highway Safety and Justice Programs (OHSJP) that functions as the point of contact and organizer for all Traffic Records. The Coordinator also dedicates time to ensure the traffic safety community is aware of the available datasets. The Traffic Records Coordinator champions the agency's efforts for the proper creation and retention of traffic records. The position of Traffic Records Coordinator is necessary for many of the ongoing projects that originate in the OHSJP. The position is dedicated to successfully moving the state forward while continuing to understand the needs of all involved with the Traffic Records management system.

FY 2014 – Demonstrated Progress

- Increase of VINs in Collision Master File

  Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From Jun 1, 2011 to May 30, 2012, there were 192,324 units entered into the collision data file. Of those 192,324 units, 99,541, or 51.74% contained VINs. For the measurable year from Jun 1, 2012 to May 30, 2013, there were 162,432 units entered into the collision data file. Of those 162,432 units, 113,070, or 69.61% contained VINs.

FY 2015 – Demonstrated Progress

- Increase of VINs in Collision Master File

  Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From collision dates Apr 1, 2012 to March 31, 2013, there were 196,372 vehicle units entered into the collision data file. Of those 196,372 units, 112,274, or 57.17% contained VINs. From collision dates Apr 1, 2013 to March 31, 2014, there were 188,284 vehicle units entered into the collision data file. Of those 188,284 units, 133,942, or 71.14%, contained VINs.

Performance Measures

Goals:

1. Substantially increase the accuracy, timeliness, consistency, availability, integration, and completeness of the traffic records data collected by the South Carolina Department of Public Safety (SCDPS).

2. Reduce the overall cost of populating the various traffic records databases managed by SCDPS.

3. Enhance the ability to provide the public access to the various traffic records data maintained by SCDPS.

4. To implement major recommendations contained in the 2012 Traffic Records Assessment.

5. To implement projects outlined within the 2014 South Carolina Traffic Records Strategic Plan

Objectives:

1. To complete the following Section 405c Project: Citation Data Interface between SCJD, SCDPS, and SCDMV Project for citations by September 30, 2015.
2. To increase the number of electronically submitted collision reports from 70% of the total number of collision reports to 80% of the total number of collisions reports by September 30, 2015.
3. To increase from 71% of vehicle information numbers captured to 80% by September 30, 2015
4. To increase from 0% to 10% the number of electronic citation reports captured by September 30, 2015.
5. To create local agency Records Management System (RMS) interfaces for the local law enforcement agencies which have already gone live with SCCATTS collision reporting and an additional 20 local law enforcement agencies which will be going live with SCCATTS collision reporting during FFY 2015 by September 30, 2015.

Performance Indicators

Goals:

1. A record of newly implemented Traffic Records System projects will be compared to the number of projects from the previous grant year.
2. A comparison from the previous year of the number of law enforcement agencies with access to SCCATTS on-line data retrieval.
3. Target implementation of traffic records projects outlined in Goal 2 of the TR System Goals and Objective – Implement Data Sharing Projects and Provide Enhanced Data Analysis
4. Annually record and compare the status of recommendations from the current year to previous updates.
5. Identify and record the projects deemed complete in the 2014 TRSP.

Objectives:

1. Completion of the Citation Data interface between SCJD, SCDPS, and SCDMV for citations by September 30, 2015.
2. Continue to train local law enforcement to use SCCATTS during FFY 2015.
3. Continue to train local law enforcement using SCCATTS to enter all necessary data elements during FFY 2015
4. To increase the amount of citation data available through the use the electronic citation.
5. To increase the availability of SCCATTS data through data interfaces to participating local law enforcement agencies.

Strategies

1. **The continued implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS)**:

   The South Carolina Collision and Ticket Tracking System is a new system that will automate the traffic ticketing and collision reporting processes for the State's Law Enforcement community. This system will also function as a decision support tool that will provide more accurate and meaningful data for analysis. Upon its completion some of the benefits attained will be as follows:

   - **Law Enforcement**: Decreased time spent by troopers/officers in the field writing collision reports and tickets. Accuracy and integrity of data, coupled with the access to large amounts of information will be significant as well.

   - **Office of Highway Safety and Justice Programs**: Virtual elimination of key stroke data entry process of collision data. The immediate availability and improved accuracy of collision and ticket data.

   - **Citizens**: Reduced time of delay in the completion of routine field tasks and administrative functions by law enforcement officers. There will also be an increase in the availability of officers to perform other duties through a reduction in time to issue citations and investigate traffic collisions. Also, citizens will ultimately benefit from the enhancement of highway safety, resulting from the availability of timely and accurate information.

   Other entities throughout the state, such as local governments, state and federal agencies and private organizations that address highway safety will benefit as well from the SCCATTS initiative.

   Roughly $1.6 million in FFY 2006 Section 406 Funds were used to procure a vendor to develop the electronic reporting solution. A vendor (Visual Statement) was selected in June of 2008 to develop electronic versions of the TR-310, Uniform Traffic Ticket, Public Contact

Form, and Size and Weight Citation. The solution was tested in November 2009 and was deemed complete in January of 2010. The SC Department of Public Safety has been using the software as its primary means of creating reports since January 1, 2012. There are also 52 local law enforcement agencies that are using the software as a means to collect collision data this. This combination has allowed the state to collect 70% of its collision reports electronically. The OHSJP Traffic Records section is making a concerted effort to make agencies aware of the solution and deploy the software to the agencies that are willing to use the software. This solution still remains at no cost to any law enforcement agency within the state of South Carolina.

Approximately $90,342 in SCDOT funds will be utilized to pay for the FFY 2015 SCCATTS software maintenance agreement.

2. The implementation of Citation Data Interfaces between the SCJD, SCDPS, and SCDMV – A Section 405c Grant Project:

This is a joint project among SCDPS, SCJD, and SCDMV to ensure that the courts records system can receive data from and send data to the SCCATTS central repository. The project will develop E-citation interface requirements for court records management. The courts' case management system will need to be able to accept data from the SCCATTS repository, and post disposition information back to SCCATTS. A translation between SCCATTS' XML and the NIEM standard is needed. This project would also enhance SCDMV's system to handle (query and display) a Visual Statement electronically generated Citation number. The goal is to have a unique identifier to replace the current numbering system that allows for duplicate numbers. The SCDMV system would have to handle both the new, larger format and the old format due to the manual forms that will continue to be in use by law enforcement for years to come.

3. To increase the amount of citation data available through the use of the electronic citation.

Currently, there is no central repository for citation data written in the state of South Carolina. With the aforementioned interface, this will ensure consistency of the data being used for reporting by the stakeholder state agencies. This initiative will be fostered in the TRCC as one of the core goals of SCCATTS, which is the ability to track citation data. It is an item that is being discussed in the TRCC.

4. **To increase the availability of SCCATTS data through data interfaces to participating local law enforcement agencies**

The OHS may award equipment (laptop computers and bar code readers) funded with Section 406 and Section 405(c) funds to local law enforcement agencies to collect traffic stop data (citations, public contacts) as well as collision data (TR-310s).

PROJECT TO BE IMPLEMENTED:

Administration:

Problem Identification: Traffic crashes, deaths, and injuries continue to plague South Carolina. The state ranks in the top 10 in death rates relative to population and vehicle miles traveled. In order to identify problem areas and take corrective countermeasures, OHSJP maintains a traffic collision database that includes a number of characteristics regarding these collisions. In addition, the SCDMV posts information regarding traffic collisions and traffic citations to a computerized driver file. Law enforcement agencies statewide maintain detailed databases of collision and/or citation records. While the population of the SCDPS and SCDMV databases has been linked through electronic data sharing, there can be improvements made to address the NHTSA performance measures, as well as data linkage with law enforcement agency record management systems. Agencies that have not moved to electronic reporting are still manually completing reports and submitting them via paper to SCDMV to be keyed into its database. Much of this work is duplicative and prone to errors. The result is the creation of data files with an excessive number of errors and at a cost far higher than is necessary. The goal of the program and the projects outlined within is to have more timely, accurate, complete, and integrated data.

Project Description: The project will continue with the development and implementation of the SCCATTS project and the development and implementation of a variety of Traffic Records projects which will improve the overall Traffic Records System in South Carolina. To facilitate the projects within the Traffic Records System, a Traffic Records Manager was hired in November 2012 to oversee the progress of South Carolina's Traffic Records projects. A SCCATTS Project Coordinator has been hired to maintain familiarity with the total project in order to properly assist with the completed rollout of the effort. The Project Coordinator will also continue to apprise interested stakeholders of the status of the project. The current Phase of the project involves the rollout of the SCCATTS system. Included in the next Phase of the project, as outlined by the TRCC in the state's Traffic Records Strategic Plan, is contracting with a vendor to interface SCCATTS with SCDMV and SCJD for citation data, providing more accurate data to stakeholder agencies, as well as up-fitting components (both hardware and software) of SCCATTS. These initiatives are explained in detail within the South Carolina Traffic Records Strategic Plan.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Traffic Records Program Management	TR-2015-HS-03-15 K9-2015-HS-03-15 M3DA-2015-HS-03-15	$1,186,564	3.073

Project Budget Summary

Project Number	Subgrantee	Project Title	Budget	Budget Source
K9-2015-HS-03-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	$221,100	Section 408 SAFETEA-LU
TR-2015-HS-03-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	$53,721	NHTSA 402
M3DA-2015-HS-03-15	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	$911,743	Section 405c Data Program Funds MAP-21
Total All Funds			**$1,186,564**	
Section 408 SAFETEA-LU			**$221,100**	
NHTSA 402			**$53,721**	
Section 405c Data Program Funds MAP-21			**$911,743**	

OTHER VULNERABLE ROADWAY USERS PROGRAM AREA

Overview

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Highway Safety Plan. 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. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this Plan, the designation "Other Vulnerable Roadway Users" will refer to moped riders, bicyclists and pedestrians.

In 2012 alone, the state of South Carolina experienced 123 pedestrian fatalities, 13 bicyclist fatalities and 37 moped rider fatalities. Collectively, these vulnerable roadway users accounted for 173, or 20%, of the state's reported 863 traffic-related fatalities. Each year from 2008-2012 pedestrian fatalities were almost on a par with motorcyclist fatalities, with a total of 516 during the five-year period, as compared to 495 for motorcyclists (This figure subtracts the 112 moped deaths during that time period, which NHTSA FARS data includes with its motorcyclist death totals.).

Though overall traffic fatalities are trending downward in South Carolina, vulnerable roadway users fatality statistics are about the same for the five-year period 2008-2012, or trending upward, particularly in terms of percentage of overall traffic fatalities.

The state's Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, within its Emphasis Area IV: Vulnerable Roadway Users (pp. 27-28) section cites the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA17-18. The Plan focuses on pedestrians and bicyclists in this section, since its Emphasis Area III: Special Vehicles includes motorcycles. Over time the state has implemented a variety of the recommendations offered by the SHSP, including increasing public awareness of bicycle laws, educating roadway users on bicycle visibility and performance, conducting enforcement of pedestrian laws and outreach to pedestrians about safety issues while walking, and promoting the use of appropriate reflective materials while walking or biking. As part of the implementation plan of the SHSP, the South Carolina Office of Highway Safety and Justice Programs, utilizing funding provided by the SC Department of Transportation ($75,000), worked in 2013 with the Palmetto Cycling Coalition to develop a comprehensive educational bicycle safety campaign. The campaign served not only to educate the bicyclist, but also reached out to the motoring public for the purpose of educating them on bicycle laws and how to operate a motor vehicle around bicyclists. The effort included four 30-second television PSAs, social media outreach and printed education materials for bicyclists.

The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate Vulnerable Roadway Users as a separate Emphasis Area focusing on motorcyclists, moped riders, pedestrians and bicyclists and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

The NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) contains specific chapters on motorcyclists, pedestrians and bicyclists, but no specific documentation about appropriate countermeasures for moped rider safety, although aspects of motorcyclist safety countermeasures would clearly be applicable to this category as well. The state of South Carolina has implemented certain efforts over time, predominantly of an educational nature, in terms of addressing bicyclist and pedestrian traffic safety issues, such as elementary-age child pedestrian training, deemed likely effective (Chapter 8, Section 2.1, pp. 8-13 to 8-15); child school bus training, deemed undetermined in terms of effectiveness (Chapter 8, Section 2.3, p. 8-18); impaired pedestrians: communications and outreach, deemed undetermined in terms of effectiveness (Chapter 8, Section 3.1, p. 8-19); conspicuity enhancement, deemed likely effective (Chapter 8, Section 4.3, p. 8-26); *Share the Road* awareness programs, limited evidence of effectiveness (Chapter 9, Section 4.2, p. 9-31); and bicycle safety education for bicycle commuters, limited evidence of effectiveness (Chapter 9, Section 2.2, p. 9-20.)

The following data paints a picture of other vulnerable roadway users in the state of South Carolina in terms of the status of this category relative to the overall traffic safety problems experienced in the state.

BICYCLISTS

Traffic Fatalities

According to FARS data, in 2012 there were 13 bicyclist fatalities in South Carolina motor vehicle crashes. Although these 13 fatalities accounted for only 1.5% of the total fatalities for the State that year, the increase in bicyclist fatalities since 2009 has alerted highway safety professionals to the continued need for education and engineering solutions for bicyclists in the state.

As seen in **Table 14** on page 24, there were 67 bicyclist fatalities in the five-year period from 2008 to 2012, with 13 occurring in 2012, representing a 3.7% decrease when compared to the average of the previous four-year period, and a 7.1% decrease from the level in 2008. In Region 4, in 2012 bicyclist fatalities increased by 9.9% (see **Table 41** below), when compared to the prior four-year average; this is similar to the increase in such fatalities seen Nationwide (a 9.5% increase) during the same timeframe (see **Table 42** below).

Table 41. Region 4 Bicyclist Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	171	154	125	165	169	-1.17%	9.92%
Pop. Rate*	0.39	0.35	0.28	0.37	0.37	-4.91%	7.24%
Pct of Total	2.31%	2.34%	1.95%	2.62%	2.66%	15.15%	15.26%

* Rate per 100,000 population

Table 42. Nationwide Bicyclist Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	718	628	623	682	726	1.11%	9.54%
Pop. Rate*	0.24	0.20	0.20	0.22	0.23	-2.05%	7.46%
Pct of Total	1.92%	1.85%	1.89%	2.10%	2.16%	12.75%	11.62%

* Rate per 100,000 population

Throughout the five years, South Carolina's average *population-based bicyclist fatality rate* (0.29 deaths per 100,000 population) was lower than the Region 4 rate (0.35), but both were higher the national rate (0.22) during the same timeframe. South Carolina's rate in 2012 (0.28) was 6.1% lower than the prior four-year average (0.29), and 11.0% lower than the 2008 rate (0.31). In contrast, Region 4 experienced a 7.2% increase in this rate when comparing the 2012 rate (0.37 deaths per 100,000 population) with the 2008-2011 average, but a 4.9% *decrease* when comparing 2012 to 2008 (0.39 deaths). Similarly nationwide, the *population-based bicyclist fatality rate* increased by 7.5% in 2012 (0.23) compared to the 2008-2011 average, but decreased slightly (-2.1%) when compared to the rate in 2008 (0.24).

Throughout the five years, South Carolina bicyclists accounted for 8.6% of the region's bicyclist fatalities, with this proportion decreasing in 2012 (7.7%), by 12.4% when compared to the prior

four years (8.8%), and by 6.0% when compared to the 2008 proportion (8.2%). **Figures 19** (see page 25) and **20** (see page 25) show bicyclist fatalities trending slightly upward in South Carolina as projected through 2015 and remaining relatively stable in terms of the population-based fatality rate through 2015.

Traffic Injuries

Based on state data, bicyclist traffic injuries declined over the time period 2008-2011, before increasing in 2012. **Table S-19** below shows that total bicyclist traffic injuries in the state for the five-year period was 2,341, or 0.98% of the total traffic injuries in the state for the time period (239,973). Total bicyclist injuries declined in 2012 as compared to 2008 by 6.1%. However, bicyclist injuries increased 20.7% in 2012 from 2011 and were 5.6% higher than the average number of bicyclist injuries for the period 2008-2011 (463).

Table S-19. Bicyclists by Injury Type - SC

Year	Non-Severe Injuries	Severe Injuries	Total Bicyclists Injured
2008	460	61	521
2009	387	78	465
2010	387	74	461
2011	335	70	405
2012	419	70	489
TOTAL	1,988	353	2,341

Bicyclists also experienced a high percentage of serious injuries (15.1% over the five-year time period as compared to total bicyclist injuries in the same time frame) sustained during collisions with motor vehicles. As seen in **Table S-20** below in 2008, bicyclists experienced 61 serious traffic-related injuries. The number of serious injuries climbed to 78 in 2009 before decreasing to 74 in 2010 and 70 in 2011 and 2012. Though the number in 2011 and 2012 (both 70) is higher than 2008 (+14.8%), the 2011 and 2012 figure of 70 is somewhat lower (10.3%) than the highest figure during the five-year time period, which was 78 in 2009, and slightly lower (1.1%) than the average number of bicyclist serious traffic-related injuries for 2008-2011 (70.75).

Table S-20. Bicyclist Serious Injuries in Traffic Crashes - SC

	2008	2009	2010	2011	2012	Total
South Carolina	61	78	74	70	70	353

Traffic Collisions

According to state data, SC experienced 2,589 total traffic collisions involving bicyclists during the time period 2008-2012. **Table S-21** below shows that, during the five-year period, the state has experienced variation in the number of bicyclist collisions. In 2012, the state's number of bicyclist collisions increased almost 18% compared to the previous year (2011, 457 collisions), but was almost 6% lower than it was in 2008. In 2012, the state's number of bicyclist collisions was 5.1% more than the average number of bicyclist collisions (513) for the four-year period 2008-2011.

Table S-21. Total Bicycle Collisions by Year, 2008-2012 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2008	15	510	48	573
2009	13	464	33	510
2010	14	455	41	510
2011	16	407	34	457
2012	14	490	35	539
TOTAL	72	2,326	191	2,589

Table S-22 below and continued on page 208 presents the number of fatal and severe injury bicycle-related collisions from 2008-2012 by county. Charleston, Horry, Richland and Greenville Counties had the highest occurrences of bicyclist fatal and severe injury collisions during this time period, with 79, 44, 32, and 29, respectively.

Table S-22. Bicycle Fatal and Severe Injury Collisions by County, 2008-2012 - SC

County	Year					Total
	2008	2009	2010	2011	2012	
Abbeville	0	0	0	1	0	1
Aiken	3	2	4	2	2	13
Anderson	6	5	2	1	2	16
Bamberg	1	0	1	0	1	3
Barnwell	1	0	0	1	0	2
Beaufort	6	3	8	3	6	26
Berkeley	3	5	0	2	3	13
Calhoun	0	0	1	0	0	1
Charleston	19	17	20	12	11	79
Chester	1	0	0	0	0	1
Chesterfield	0	0	2	1	0	3
Clarendon	0	2	0	2	1	5

Colleton	0	0	2	0	2	4
Darlington	0	2	1	3	2	8
Dillon	2	0	1	1	1	5
Dorchester	1	4	5	2	2	14
Edgefield	0	0	0	2	1	3
Fairfield	0	0	0	0	1	1
Florence	1	0	1	2	3	7
Georgetown	1	3	3	2	4	13
Greenville	7	6	4	4	8	29
Greenwood	1	1	0	1	2	5
Hampton	0	0	1	0	0	1
Horry	7	9	4	12	12	44
Jasper	1	0	0	1	0	2
Lancaster	0	2	1	1	0	4
Laurens	0	1	0	0	1	2
Lee	0	0	1	0	1	2
Lexington	1	4	2	3	2	12
McCormick	0	0	1	0	0	1
Marion	0	1	2	1	0	4
Marlboro	1	0	2	0	0	3
Newberry	0	1	0	1	0	2
Oconee	0	2	0	0	0	2
Orangeburg	2	3	0	0	1	6
Pickens	0	1	2	3	0	6
Richland	5	4	6	8	9	32
Saluda	0	0	1	0	0	1
Spartanburg	1	1	1	4	2	9
Sumter	1	4	4	3	1	13
Union	0	0	0	1	0	1
Williamsburg	0	2	1	0	0	3
York	4	5	4	5	4	22
Total	76	90	88	85	85	424

MOPED OPERATORS

Traffic Fatalities

According to SC state data (the state's fatality data does not include mopeds as a subset of motorcycles) (see **Table S-23** below), in 2012 there were 45 moped operator fatalities as a result of motor vehicle collisions in South Carolina. These 45 fatalities accounted for more than 5% of the total fatalities for the State that year. Additionally, there has been a significant increase in the number of moped fatalities since 2008. In 2012, moped operator traffic fatalities increased by 275% as compared to 2008 and 60.7% as compared to 2011. In 2012, the number of moped operator traffic fatalities increased by 125% as compared to the average number of moped operator traffic fatalities for the four-year period 2008-2011 (20).

Table S-23. South Carolina Fatalities and Moped Operator Fatalities

	2008	2009	2010	2011	2012	Total
Total Fatalities	921	894	809	828	863	4315
Moped Fatalities	12	18	21	28	45	124
Percent of Total	1.3%	2.0%	2.6%	3.4%	5.2%	14.5%

Recent legislative inquiries prompted South Carolina to conduct an in-depth analysis of the drivers who were killed while riding a moped during the time period 2010 to 2013. The State researched the driver's license status of deceased moped operators at the time of the fatal collision in which they were involved. **Table S-24** below represents the findings of the analysis. Of the 54 total deceased moped drivers during the designated time frame, 22, or almost 41%, had a suspended license for a prior conviction of driving under the influence.

Table S-24. Moped Driver Fatalities* with Suspended License, 2010 – 2013 - SC

Suspension Reason	Number of Drivers
Driving Under the Influence**	22
Driving Under Suspension	17
Controlled Substance	12
No Insurance	11
Failure to Pay Ticket	6
Implied Consent	2
Point Suspension	2
Reckless Driving	1

**Includes suspension for "Unlawful Alcohol Concentration."

Traffic Injuries

According to state data, moped operators received 2,839 injuries in traffic crashes during the period 2008-2012, representing about 1% of all traffic-related injuries during the time period. Traffic injuries are on the rise for moped operators with 410 such injuries occurring in 2008 and 737 such injuries occurring in 2012, an increase of 79.8%. This attests in part to the rapid rise in moped use across the state during this economically challenging five-year period.

Table S-25 below shows total moped riders involved in traffic collisions by injury severity. Severe injuries among moped riders increased from 2008 to 2012, with 80 such injuries occurring in 2008 as compared to 160 in 2012, an increase of 100%. The 2012 figure also represents an increase in 2012 of 39.7% as compared to the average number of moped rider traffic injuries for the four-year period 2008-2011 (114.5). It should be noted that moped rider traffic injuries increased each year of the five-year time frame.

Table S-25. Moped Operators/Riders by Injury Severity - SC

Year	Not Injured	Non Incapacitating	Severe	Killed
2008	100	330	80	12
2009	97	378	96	18
2010	81	445	135	21
2011	134	491	147	28
2012	111	577	160	45
Total	523	2,221	618	124

As depicted in **Table S-26** below, the top six counties for moped operator fatal and severe injury collisions accounted for more than 50% of the total. These counties were Horry, Greenville, Charleston, Richland, Anderson and Spartanburg.

Table S-26. Moped Fatal and Severe Injury Collisions - SC

County	Year					Total	Cumulative Percent of Total
	2008	2009	2010	2011	2012		
Horry	15	10	20	27	37	109	15.2%
Greenville	7	11	25	17	18	78	26.2%
Charleston	1	11	9	21	18	60	34.5%
Richland	9	5	8	8	13	43	40.6%
Anderson	5	8	11	9	5	38	45.9%
Spartanburg	6	4	7	5	13	35	50.8%

Traffic Collisions

According to state data, traffic collisions involving moped operators have also increased each year from 2008-2012 (see **Table S-27** below). The 3,134 collisions represent only 0.6% of the state's 531,900 total traffic collisions during the time period. In 2012, the state experienced 810 such collisions, a 78% increase as compared to the number of collisions in 2008 (455). In 2012, the number of moped operator traffic collisions increased by 12.5% as compared to 2011. The 2012 figure was also 39.4% higher than the average number of moped operator collisions for the four-year period 2008-2011 (581).

Table S-27. Moped Collisions by Year, 2008-2012 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2008	12	366	77	455
2009	18	437	76	531
2010	21	539	58	618
2011	24	603	93	720
2012	39	689	82	810
TOTAL	114	2,634	386	3,134

Table S-28 below shows that in South Carolina during the period 2008-2012, the greatest concentration of moped involved collisions occurred between 3 p.m. and 6 p.m. (749, or 25.1%), the same time period as the greatest number of fatal crashes (28, or 24.6%).

Table S-28. Moped Collisions by Time of Day, 2008-2012 - SC

Time of Day	Total Crashes	Fatal Crashes
12:01AM - 3:00AM	183	12
3:01AM - 6:00AM	63	6
6:01AM - 9:00AM	123	3
9:01AM - Noon	262	5
12:01PM - 3:00PM	504	19
3:01PM - 6:00PM	749	28
6:01PM - 9:00PM	667	15
9:01PM - Midnight	439	26
Total	2,990	114

PEDESTRIANS

Traffic Fatalities

The state of South Carolina is experiencing a pedestrian safety problem of almost equal magnitude to the challenges being faced with motorcycle safety. **Table 13** on page 23 shows the *number* and *rate* of pedestrian deaths in South Carolina, both of which increased considerably throughout the 2008-2012 period. Overall, the 2012 total (123 fatalities) is 25.2% higher than the prior four-year average (98 fatalities), and 21.8% higher than the 2008 total (101 fatalities).

Throughout the five years shown in **Table 13** on page 23, pedestrians accounted for, on average, 12.0% of all traffic-related deaths in South Carolina. The 2012 percentage (14.3%) represents a 25.2% increase in this index when compared to the 2008-2011 average (11.4%), and a 30.0% increase compared to the 2008 proportion (11.0%).

South Carolina pedestrian fatalities accounted for 11.7% of all Region 4 pedestrian deaths throughout the 2008-2012 period, with the percentage in 2012 (13.5%) representing an increase of 20.1% when compared to the prior four years (11.3%).

The State's population-based pedestrian fatality rate also increased in 2012 (2.60 deaths per 100,000 population) by 22.1% when compared to the prior four-year average (2.13). Over all five years, South Carolina's average population death rate for pedestrians (2.23) was higher than that seen for Region 4 (1.99) and that seen for the US as a whole (1.42).

Table 43 below shows that pedestrian fatalities also increased across Region 4 by 4.2% in 2012 (910 deaths) when compared to the average of the prior four years (873). The regional fatality rate (per 100,000 residents) increased slightly in 2012 (by 1.7%), and the proportion of pedestrian fatalities to total traffic fatalities increased as well, but by a much larger proportion (a 9.3% increase). Again, these changes in 2012 are relative to the respective prior four-year average. Finally, throughout the 2008-2012 period, pedestrians accounted for 13.3% of the region's traffic-related deaths, 12.9% of the nation's, and 12.0% of South Carolina's.

Table 43. Region 4 Pedestrian Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs. 2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	866	843	892	892	910	5.08%	4.21%
Pop. Rate*	1.99	1.92	2.01	1.99	2.01	1.10%	1.67%
Pct of Total	11.69%	12.81%	13.95%	14.19%	14.31%	22.43%	9.27%

* Rate per 100,000 population

Table 44 on page 213 indicates that nationwide, pedestrians accounted for an average of 4,405 deaths annually during the 2008-2012 period. Similar to the pattern seen for the State and the region, the nation experienced increases in all three indices. Total pedestrian fatalities increased in 2012 (4,743 fatalities) by 9.8% when compared to the 2008-2011 average (4,321), while the population-based fatality rate increased by 7.7% as compared to the previous four years. In the

US, pedestrians accounted for an average of 12.9% of all 2008-2012 traffic-related fatalities, with the 2012 proportion (14.1%) representing an 11.9% increase when compared to the average of the prior four years (12.6%)

Table 44. Nationwide Pedestrian Fatalities

	2008	2009	2010	2011	2012	% Change: 2008 vs.2012	% Change: 2012 vs. prior 4-yr Avg.
Fatalities	4,414	4,109	4,302	4,457	4,743	7.45%	9.78%
Pop. Rate*	1.45	1.34	1.39	1.43	1.51	4.09%	7.69%
Pct of Total	11.79%	12.13%	13.04%	13.72%	14.13%	19.82%	11.86%

* Rate per 100,000 population

The trends in the *numbers* and *rates* of pedestrian fatalities in South Carolina are shown in **Figures 17** (see page 23) and **18** (see page 24), respectively. As indicated previously, an improving economy may affect these trends. If the linear trend for the *number* of pedestrian deaths were to continue (see **Figure 17** on page 23), there would be **124** such deaths in 2013, **130** in 2014, and **137** in 2015. The R^2 value for this trendline is 0.53. The three-year moving average shows an initial decrease but then an increase, following a curvilinear pattern.

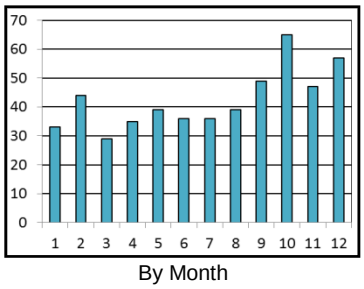
As shown in **Table 45** on page 214, the months with the greatest number of pedestrian fatal crashes in South Carolina were October (65 crashes, 12.8% of total), December (57 crashes, 11.2%), and September (49 crashes, 9.6%). For Region 4, the most pedestrian fatal crashes occurred in December (479 crashes, 11.1%), and then October (448 crashes, 10.4%) and November (441 crashes, 10.2%). Nationwide, the most such crashes occurred in December (2,375 crashes, 11.0% of total), and then November (2,199 crashes, 10.1%) and October (2,193 crashes, 10.1%).

The days of the week with the most pedestrian fatal crashes in South Carolina were Saturdays (103 crashes, 20.2% of the total), Fridays (75 crashes, 14.7%), and Thursdays (73 crashes, 14.3%). For Region 4, the most such crashes occurred on Saturdays (18.4%), followed by Fridays (16.3%), and then Sundays (14.0%). Similarly nationwide, 17.7% of all pedestrian fatal crashes occurred on a Saturday, 16.0% occurred on a Friday, and 14.1% occurred on a Sunday.

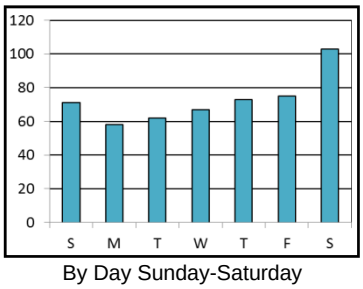
Throughout the five-year period in South Carolina, the three-hour windows in which the most pedestrian fatal crashes occurred were 6 p.m. to 9 p.m. (146 crashes, 28.7% of total), 9 p.m. to midnight (131 crashes, 25.7%), and then midnight to 3 a.m. (66 crashes, 13.0%). In Region 4, 28.4% of pedestrian fatal crashes occurred between 6 p.m. and 9 p.m., 24.8% occurred between 9 p.m. and midnight, and 12.2% occurred between midnight and 3 a.m. Nationwide, 25.2% of pedestrian fatal crashes occurred between 6 p.m. and 9 p.m., 22.0% occurred between 9 p.m. and midnight, and 12.5% occurred between midnight and 3 a.m.

Table 45. Pedestrian Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2008-2012

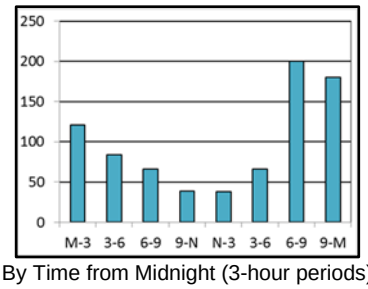
	South Carolina (N=509)		Region (N=4,322)		U.S. (N=21,689)	
	N	%	N	%	N	%
MONTH						
January	33	6.5%	402	9.3%	1872	8.6%
February	44	8.6%	367	8.5%	1712	7.9%
March	29	5.7%	330	7.6%	1675	7.7%
April	35	6.9%	313	7.2%	1534	7.1%
May	39	7.7%	304	7.0%	1523	7.0%
June	36	7.1%	290	6.7%	1458	6.7%
July	36	7.1%	316	7.3%	1590	7.3%
August	39	7.7%	268	6.2%	1651	7.6%
September	49	9.6%	364	8.4%	1907	8.8%
October	65	12.8%	448	10.4%	2193	10.1%
November	47	9.2%	441	10.2%	2199	10.1%
December	57	11.2%	479	11.1%	2375	11.0%
DAY OF WEEK						
Sunday	71	13.9%	603	14.0%	3049	14.1%
Monday	58	11.4%	542	12.5%	2781	12.8%
Tuesday	62	12.2%	516	11.9%	2753	12.7%
Wednesday	67	13.2%	562	13.0%	2888	13.3%
Thursday	73	14.3%	600	13.9%	2909	13.4%
Friday	75	14.7%	704	16.3%	3479	16.0%
Saturday	103	20.2%	795	18.4%	3830	17.7%
TIME OF DAY						
Midnight-3am	66	13.0%	528	12.2%	2709	12.5%
3am-6am	58	11.4%	409	9.5%	2037	9.4%
6am-9am	41	8.1%	369	8.5%	1958	9.0%
9am-Noon	20	3.9%	208	4.8%	1183	5.5%
Noon-3pm	16	3.1%	176	4.1%	1260	5.8%
3pm-6pm	31	6.1%	312	7.2%	2218	10.2%
6pm-9pm	146	28.7%	1226	28.4%	5456	25.2%
9pm-Midnight	131	25.7%	1073	24.8%	4762	22.0%
Unknown	0	0.0%	21	0.5%	106	0.5%



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

As **Table 5** on page 10 shows, the ten cities in South Carolina with the greatest number of pedestrian fatalities during the 2008-2012 period accounted for 20.9% of such fatalities in the State during the same years. Columbia (5.8%) and Charleston (4.8%) were the cities in the State with the highest percentages during the five-year period.

As shown in **Table 46** below, throughout the 2008-2012 period in South Carolina, those ages 45-54 constituted the plurality of pedestrian fatalities (22.7%), followed by those ages 35-44 (16.5%), and then those ages 25-34 (14.3%). In Region 4, those ages 45-54 constituted the plurality of pedestrian fatalities as well (22.2%), followed by those ages 35-44 (15.2%), and then those ages 55-64 (14.1%). Nationally, those ages 45-54 accounted for the plurality of pedestrian fatalities (19.5%), followed by those ages 55-64 (14.1%) and then those ages 25-34 (13.7%). Persons ages 65 and older accounted for 13.1% of the pedestrian fatalities in South Carolina, 16.7% across Region 4, and 19.1% nationwide. Males accounted for 72.1% of South Carolina's pedestrian fatalities throughout the five years, a percentage slightly higher than that seen across the Region (70.7%), and both slightly higher than the National percentage (69.3%).

Table 46. Pedestrian Fatalities by Age Group and Gender: Totals 2008-2012

Fatalities by Age					Fatalities by Age and Gender					
	South Carolina		Region	U.S.	South Carolina				Region % Males	U.S. % Males
	(N=516)	%	(N=4,401)	(N=22,023)	Females		Males			
Age Group					N	%	N	%		
<5	7	1.4%	1.5%	2.0%	2	28.6%	5	71.4%	68.8%	61.8%
5-9	8	1.6%	1.6%	1.6%	3	37.5%	5	62.5%	49.3%	61.1%
10-15	15	2.9%	2.7%	3.0%	6	40.0%	9	60.0%	61.9%	61.4%
16-20	39	7.6%	5.5%	6.0%	14	35.9%	25	64.1%	72.4%	69.4%
21-24	38	7.4%	6.7%	6.8%	10	26.3%	28	73.7%	71.5%	73.5%
25-34	74	14.3%	13.3%	13.7%	17	23.0%	57	77.0%	73.5%	72.2%
35-44	85	16.5%	15.2%	13.6%	24	28.2%	61	71.8%	67.5%	70.3%
45-54	117	22.7%	22.2%	19.5%	30	25.6%	87	74.4%	73.7%	73.0%
55-64	61	11.8%	14.1%	14.1%	14	23.0%	47	77.0%	76.6%	71.9%
65-74	41	7.9%	8.1%	8.8%	10	24.4%	31	75.6%	67.7%	64.6%
75+	27	5.2%	8.6%	10.3%	13	48.1%	14	51.9%	61.6%	58.9%
Unknown	4	0.8%	0.6%	0.4%	0	0.0%	3	75.0%	84.0%	78.9%
Total	**516**	**100.0%**	**100.0%**	**100.0%**	**143**	**27.7%**	**372**	**72.1%**	**70.7%**	**69.3%**

Highlighting is to help reader identify cells with higher numbers/percentages

As **Table 47** below shows, 48.4% of South Carolina pedestrian fatalities with a known BAC had a BAC of 0.08 or higher, a percentage slightly lower than that seen for Region 4 (49.4%), but both higher than that seen for the U.S. as a whole (38.6%). In South Carolina, the age group with the largest proportion of pedestrian fatalities with a BAC of 0.08 or higher was the 35-44 age group (63.4%). Across the Region, the highest proportion of such fatalities was in the 35-44 age group as well (64.6%), and Nationwide, the highest proportion was associated with those ages 21-24 (53.1%), where BAC was known.

Table 47. Pedestrian Fatalities by Age Group with BAC: Totals 2008-2012

Age Group	South Carolina		0.08 or greater	Region 0.08 or greater	U.S. 0.08 or greater
	N ≥ 0.08	N	N=200 of 413*	N=1,216 of 2,462*	N=5,849 of 15,167*
<16	**0**	**16**	0.00%	1.35%	2.89%
16-20	**11**	**34**	32.35%	33.33%	28.98%
21-24	**17**	**32**	53.13%	46.24%	53.05%
25-34	**32**	**59**	54.24%	57.03%	52.08%
35-44	**45**	**71**	63.38%	64.59%	51.46%
45-54	**57**	**96**	59.38%	60.23%	50.11%
55-64	**26**	**50**	52.00%	50.86%	36.55%
65+	**10**	**52**	19.23%	17.52%	9.52%
Unknown	**0**	**3**	66.67%	75.00%	54.24%
Total	**198**	**413**	**48.43%**	**49.39%**	**38.56%**

*Persons with known BACs

Highlighting is to help reader identify cells with higher percentages.

Traffic Injuries

According to state data (see **Table S-29** on page 217), the state of South Carolina experienced 4,075 traffic-related injuries in the years 2008-2012 involving pedestrians. Of these injuries, 869, or 21.3% were severe injuries. The number of pedestrian injuries has fluctuated in recent years, with the state in 2012 experiencing 5% more pedestrian traffic injuries than occurred in 2008. The 2012 figure of 898 total pedestrian traffic injuries represents a sharp increase from 2011 of 27%. The 2012 figure also represents an increase of 13% as compared to the average number of pedestrian traffic injuries for the four-year period 2008-2011 (794.5). Serious pedestrian traffic injuries also appear to be trending upward. The 2012 figure for serious pedestrian traffic injuries (207) is 16.4% higher than the 2008 figure of 177. The 2012 figure is also higher (21.2%) than the 2011 figure, as well as 24.3% higher than the average number of serious pedestrian traffic fatalities for the four-year period 2008-2011 (165.8).

Table S-29. Pedestrians by Injury Severity – SC

Year	Not Injured	Non Incapacitating	Severe	Killed
2008	48	677	177	101
2009	42	619	151	89
2010	42	686	165	90
2011	51	533	170	113
2012	59	691	207	123
Total	242	3,206	869	514

As depicted in Table **S-30** below, the top six counties for fatal and severe injury pedestrian collisions accounted for more than 50% of the total. These counties were Charleston, Horry, Richland, Greenville, Spartanburg, and Lexington.

Table S-30. Pedestrian Fatal and Severe Injury Collisions - SC

County	Year					Total	Cumulative Percent of Total
	2008	2009	2010	2011	2012		
Charleston	36	29	33	31	29	158	11.6%
Horry	25	24	23	34	31	137	21.7%
Richland	23	21	29	25	37	135	31.6%
Greenville	26	23	23	22	40	134	41.5%
Spartanburg	17	10	14	12	20	73	46.9%
Lexington	12	9	10	16	10	57	51.1%

Traffic Collisions

According to state data, South Carolina experienced 4,587 total traffic collisions involving pedestrians during the time period 2008-2012 (see **Table S-31** on page 218). Total collisions involving pedestrians were trending downward until 2012 when 1,032 collisions involving pedestrians occurred, a 26.0% increase from the previous year's (2011) total of 819 crashes. The 2012 figure of 1,032 was also 9.7% higher than the figure for 2008 (941) and 16.1% higher than the average number of traffic collisions involving pedestrians for the four-year period 2008-2011 (888.8).

Table S-31. Pedestrian Collisions by Year, 2008-2012 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2008	100	806	35	941
2009	88	750	32	870
2010	93	803	29	925
2011	114	674	31	819
2012	118	879	35	1,032
TOTAL	513	3,912	162	4,587

Performance Measures

Goals:

Performance Measure for Pedestrian Fatalities

1. To decrease pedestrian traffic fatalities by 4.9% from the 2008-2012 baseline average of 103 to 98 by December 31, 2015.

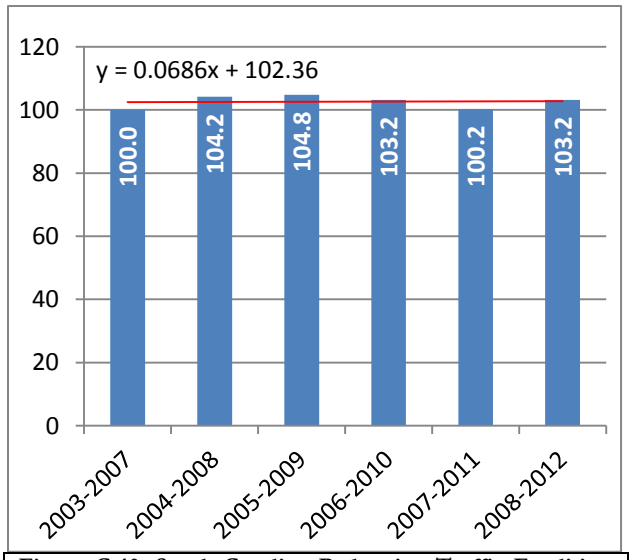
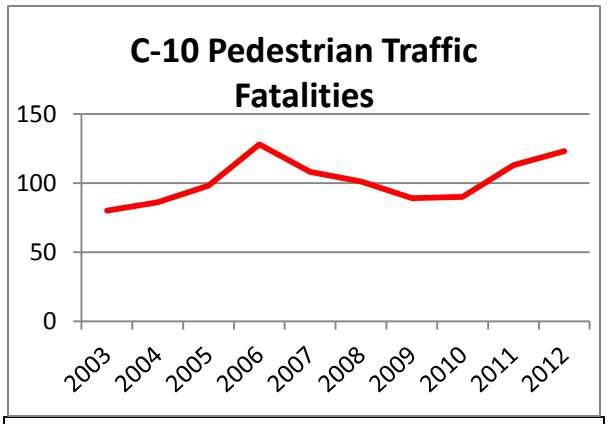


Figure C-10. South Carolina Pedestrian Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2012.



Linear Projection = .0686(9) + 102.36 = 103

2008-2012 Average = 103.2
2009-2013 Average = 102.8
2008 = 101
2009 = 89
2010 = 90
2011 = 113
2012 = 123 (8.8% increase from 2011)
2013 = 99 (19.5% decrease from 2012, 2013 not FARS finalized)

Goal: 1% decrease to 98 from 2013.

In **Figure C-10** on page 218, the five-year moving average with linear trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 103 five-year average for pedestrian fatalities by December 31, 2015. This equates to an estimated 90 annual pedestrian fatalities for 2015, which is a 26.8% decrease from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicate there were 99 pedestrian fatalities for 2013, a decrease of 19.5% from 123 in 2012. Based on this preliminary state data which shows a decrease in 2013, OHSJP has set a goal of 98 pedestrian fatalities in 2015, a 1% decrease in pedestrian fatalities by December 31, 2015 from the 2013 calendar year.

Performance Measure for Bicyclist Fatalities

Additional State Measure		2008	2009	2010	2011	2012	Total
C-11	Bicyclist Fatalities	14	11	14	15	13	67

1. To decrease bicyclist traffic fatalities by 7.7% from the 2008-2012 baseline average of 13 to 12 by December 31, 2015.

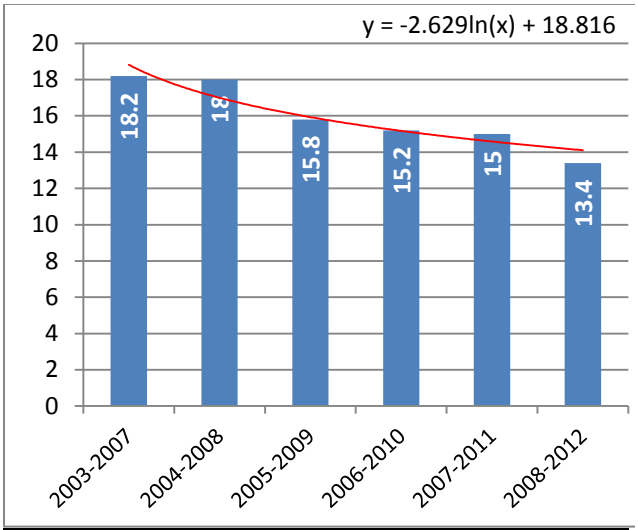
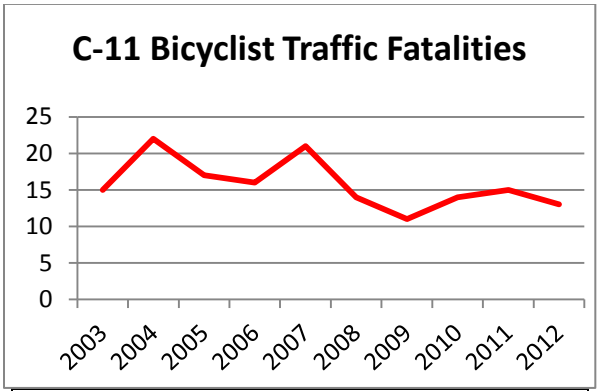


Figure C-11. South Carolina Bicyclist Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2012.



Logarithmic Projection = -2.629ln(9) + 18.816 = 13.0

2008-2012 Average = 13.4
2009-2013 Average = 13.4
2008 = 14
2009 = 11
2010 = 14
2011 = 15
2012 = 13 (13.3% decrease from 2011)
2013 = 14 (7% increase from 2012, 2013 not FARS finalized)

Goal: 7.7% decrease to 12 from 2018-2012 baseline.

In **Figure C-11** on page 219, the five-year moving average with logarithmic projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 13.0 five-year average for bicyclist traffic fatalities by December 31, 2015. This equates to an estimated 12.5 annual bicyclist traffic fatalities for 2015, which is a 4% decrease from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 14 bicyclist traffic fatalities for 2013, an increase of 7% from 13 in 2012. Based on this preliminary state data, which shows a small increase in 2013, OHSJP will set its goal and target to 12 bicyclist traffic fatalities in 2015, a 14.3% decrease in bicyclist traffic fatalities by December 31, 2015 from the 2013 calendar year and a 7.7% decrease from the 2008-2012 baseline average.

Performance Measure for Moped Fatalities

Additional State Measure		2008	2009	2010	2011	2012	Total
C-12	Moped Fatalities	12	18	21	24	37	112

1. To decrease moped traffic fatalities by 9.1% from the 2008-2012 baseline average of 22 to 20 by December 31, 2015.

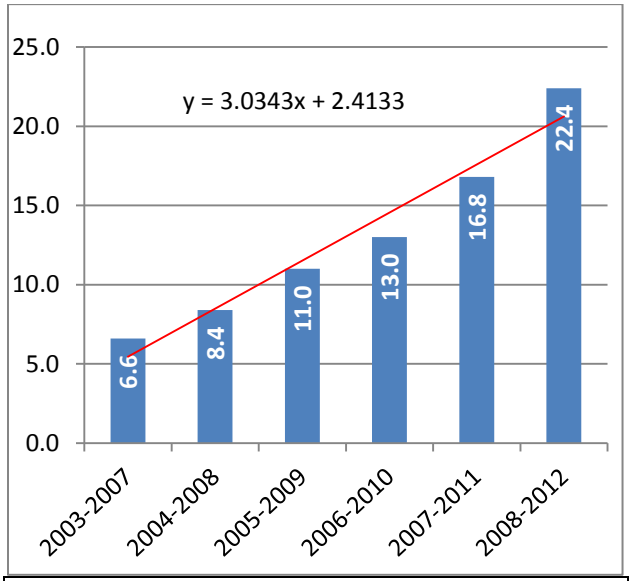
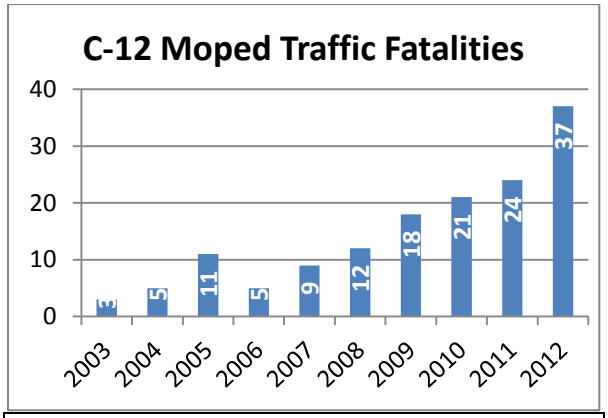


Figure C-12. South Carolina Moped Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2006-2012.



Linear Projection = 3.0343(9) + 2.4133 = 29.7

2008-2012 Average = 22.4
2009-2013 Average = 24.8
2008 = 12
2009 = 18
2010 = 21
2011 = 24
2012 = 37 (54.2% increase from 2011)
2013 = 25 (32.4% decrease from 2012, 2013 not FARS finalized)

Goal: 9.1% decrease to 20 from 2008-2012 baseline.

In **Figure C-12** on page 220, the five-year moving average with linear projection trend analysis, utilizing statistical data from 2003-2012, projects South Carolina will experience a 29.7 five-year average for moped traffic fatalities by December 31, 2015. This equates to an estimated 36 annual moped traffic fatalities for 2015, which is a 2.7% decrease from 2012. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 25 moped traffic fatalities for 2013, a decrease of 32.4% from 37 in 2012. Based on this preliminary state data which shows a decrease in 2013, OHSJP has set a goal of 20 moped traffic fatalities in 2015, a 20% decrease in moped traffic fatalities by December 31, 2015 from the 2013 calendar year and a 9.1% decreased from the 2008-2012 baseline average. The state has chosen a more ambitious target than projected based on recent success in reduction of moped fatalities. This may be too ambitious given the economic factors that have driven many in our state to seek alternative, more inexpensive modes of transportation and state laws that do not require drivers to obtain a driver's license. However, the State has begun a very compelling vulnerable roadway users billboard campaign that it hopes will have a positive impact on the rising negative traffic statistics associated with moped operators.

Objectives:

1. To maintain a statewide billboard campaign effort during FFY 2015 to alert motorists of the presence of other vulnerable roadway users on the roadways of the state.

2. To work with Law Enforcement Liaisons of the OHSJP to provide safety information about other vulnerable roadway users to LENs around the state which include counties identified by statistical data to have a high occurrence of other vulnerable roadway user fatal and serious injury collisions.

3. To prepare a graphic display, to be used at a major event in FFY 2015 which attracts large numbers of visitors, focusing on other vulnerable roadway users and to distribute educational information about other vulnerable roadway user safety.

Performance Indicators:

Goals:

The OHSJP will review and compare traffic statistical data regarding bicyclists, moped operators, and pedestrians relative to 2011-2013 statistical data to determine if goal targets are being met.

Objectives:

1. The OHSJP will maintain records of financial and programmatic information relative to the statewide billboard campaign to include locations of billboard advertising purchased.

2. OHSJP staff will attend Law Enforcement Network meetings in areas which include target counties for the dissemination of safety information about other vulnerable roadway users

and to encourage law enforcement agencies to implement enforcement and educational strategies in these counties to improve other vulnerable roadway user safety.

3. The OHSJP will maintain financial and programmatic records relative to the chosen major event at which the graphic display will be used and educational information disseminated.

Strategies:

1. The Office of Highway Safety and Justice Programs (OHSJP) will launch a billboard campaign in April 2015 to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists and pedestrians. The campaign will target several focus counties that experienced high rates of deaths and serious injury among vulnerable roadway groups during the five-year period from 2009 to 2013: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, Orangeburg and Beaufort. The campaign will support public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. While each board will focus on one vulnerable roadway group, the campaign features a unified and cohesive series of "share the road" messages. That way, roadway users recognize the compellingly colorful billboard campaign as one theme, which is "Look." The theme encourages motorists to simply pay attention and "look" for these vulnerable roadway users when they are negotiating the roadways. The billboards, in essence, tell motorists that by looking out for vulnerable roadway users and sharing the road responsibly with them, lives can be saved. (Boards focusing on motorcycles also feature the same theme and logo, but funding for the boards will be taken from another source.)

2. The OHSJP staff will develop during FFY 2015 a presentation on vulnerable roadway users to present at LEN meetings around the state in those Judicial Circuits in which the priority counties for the above-referenced billboard campaign are located. The presentations will contain a variety of information about vulnerable roadway users, including statistical information regarding traffic crashes, injuries and fatalities featuring locations, time, and demographic data.

3. OHSJP staff will utilize a graphic display to be used at the SC State Fair in October 2014 (FFY 2015) featuring information about vulnerable roadway users and will disseminate information to hundreds of thousands of visitors about this critical traffic safety demographic group. SC Department of Public Safety staff will host the booth and engage the general public in conversation about this and other traffic safety issues.

Agency	Title	County	Project Number	Budget
SCDPS	Public Information, Outreach and Training (*Pedestrian, Moped, and Bicyclist Billboard Campaign*)	Statewide	**PS-2015-HS-04-15**	$40,000

Performance Report

Report on Meeting Targets for Performance Measures

Listed below is a program level performance report of the State's success in meeting the core performance targets identified in the 2014 HSP for each program area.

C-1: To decrease the number of traffic fatalities by 5% from the baseline three-year (2009-2011) average of 844 to 802 fatalities by December 31, 2014.

As of June 17, 2014, traffic fatalities for the state are down 2.7% when compared to the same time period in 2013 (334 in 2013, 325 in 2014). Despite this slight decrease in 2014, the overall number of fatalities were down 11.1% in 2013 (767) compared to calendar year 2012 (863).

C-2: To decrease the number of serious traffic injuries by 5% from the baseline three-year (2009-2011) average of 3,390 to 3,221 serious traffic injuries by December 31, 2014.

State data show the number of serious traffic injuries in 2012 was 3,392. Preliminary figures indicate a slight decrease (2.6%) in serious injuries during 2013, to 3,303. The average number of serious injuries for 2012 and 2013 was 3,248, 0.8% higher than the goal of 3,221 by the end of 2014.

C-3: To decrease the fatality rate/100M VMT by 12.8% from the baseline three-year (2009-2011) average of 1.72 to 1.50 fatality rate/100M VMT by December 31, 2014.

The fatality rate for 2012 in SC was 1.76. The estimated rate for 2013 is 1.56. The state anticipates the approximate same number of fatalities for the year 2014 as it experienced in 2013. Therefore, if vehicle miles traveled increases in 2014, the target of a 1.50 fatality rate/100M VMT may be difficult to achieve.

C-3: To decrease the rural fatality rate by 10% from the baseline three-year (2009-2011) average of 2.54 to 2.29 fatalities by December 31, 2014.

The rural fatality rate for 2012 in SC was 3.20; the rural fatality rate for 2013 is unavailable at this time.

C-3: To decrease the urban fatality rate by 5.4% from the baseline three-year (2009-2011) average of 0.37 to 0.35 fatalities by December 31, 2014.

The urban fatality rate for 2012 in SC was 0.44; the urban fatality rate for 2013 is unavailable at this time.

C-4: To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 5% from the baseline three-year (2009-2011) average of 317 to 301 unrestrained passenger vehicle occupant fatalities by December 31, 2014.

There were 313 unrestrained passenger vehicle occupant fatalities in 2012. Preliminary state data reveal a decrease during 2013 to 272 unrestrained passenger vehicle occupant fatalities. This 13.1% decrease from 2012 to 2013 should help align the state for achieving its goal of 301 fatalities by the end of 2014.

C-5: To decrease the number of alcohol-impaired driving fatalities by 10% from the baseline three-year (2009-2011) average of 347 to 312 alcohol-impaired driving fatalities by December 31, 2014.

The number of alcohol-impaired driving fatalities for SC in 2012 was 348, a 13% increase from 2011. This most recent increase will make it difficult for the state to meet its goal of 312 alcohol-impaired driving fatalities by the end of 2014.

C-6: To decrease the number of speed-related fatalities by 5% from the baseline three-year (2009-2011) average of 300 to 285 speed-related fatalities by December 31, 2014.

Speed-related fatalities totaled 316 in 2012 and preliminary state data show a total of 300 speed-related fatalities occurred during 2013, a 5.1% reduction. The state anticipates another reduction of 5%, which, if achieved, will meet the goal of 285 speed-related fatalities by the end of 2014.

C-7: To decrease the number of motorcycle fatalities by 1% from the baseline three-year (2009-2011) average of 113 to 112 motorcyclist fatalities by December 31, 2014.

Preliminary state data reveal 140 motorcyclist fatalities (includes moped operators) during 2013, a 4.1% decrease from 2012 when there were 146 motorcycle fatalities (includes moped operators). In spite of this most recent decrease, the state anticipates difficulty in meeting the goal of 112 motorcycle fatalities by 2014.

C-8: To decrease the number of unhelmeted motorcycle fatalities by 5% from the baseline three-year (2009-2011) average of 86 to 85 unhelmeted motorcycle fatalities by December 31, 2014.

The number of unhelmeted motorcyclist fatalities in SC was 102 in 2012 and 118 in 2013 (preliminary state data, includes moped operators), representing a 15.7% increase. The number of unhelmeted motorcycle fatalities in 2010 was the lowest in a six-year period (75), and the inclusion of that number in the three-year baseline average lowered the average more than would be expected if the average consisted of a more historical figure for the state. In order to meet its goal of 85 unhelmeted motorcyclist fatalities by the end of 2014, the state must have a 30% reduction in unhelmeted motorcyclist fatalities from 118 in 2013.

C-9: To decrease the number of drivers are 20 or younger involved in fatal crashes by 2% from the baseline three-year (2009-2011) average of 113 to 112 drivers age 20 or younger involved in fatal crashes by December 31, 2014.

There were 126 drivers age 20 or younger involved in fatal crashes in 2012. Preliminary state data present 99 drivers involved in fatal crashes who were age 20 or younger in 2013 (21.4% reduction). The state anticipates meeting the goal of 112 drivers age 20 or younger involved in fatal crashes in 2014.

C-10: To decrease the number of pedestrian fatalities by 1% from the baseline three-year (2009-2011) average of 97 to 96 pedestrian fatalities by December 31, 2014.

There were 123 pedestrian fatalities in 2012, and preliminary state data for 2013 indicate 99 pedestrian fatalities. Despite the recent reduction in the number of pedestrian fatalities (19.5% reduction from 2012 to 2013), historically the state averages more than 100 pedestrian fatalities making the goal of 96 pedestrian fatalities in 2014 difficult to achieve.

C-11: To decrease bicyclist fatalities 7.7% from the 2009-2011 calendar base year average of 13 to 12 by December 31, 2014.

There were 14 bicyclist fatalities in 2012, and preliminary state data for 2013 indicate 14 bicyclist fatalities. Through June 30, 2014, the State had experienced a preliminary number of 5 bicyclist fatalities. The stated goal appears achievable for 2014.

C-12: To decrease moped fatalities 4.76% from the 2009-2011 calendar base year average of 21 to 20 by December 31, 2014.

There were 37 moped operator fatalities in 2012, and preliminary state data for 2013 indicate 25 such fatalities. Through June 30, 2014, the State had experienced a preliminary number of 20 moped operator fatalities. The goal appears unachievable for 2014.

B-1: To increase the statewide observed seat belt use rate of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar base year usage rate of 90.5% to 94.5% by December 31, 2014.

A statewide survey conducted by the University of South Carolina in June 2013 indicated a safety belt usage rate for South Carolina of 91.7% for 2013. As the State continues to climb toward a higher usage rate, improvements will become more difficult. However, the goal of 94.5% by the end of 2014 may still be achievable.

A-1: Seat belt citations issued.

Final figures from 2012 indicate 231,680 seat belt citations were issued during that year. Preliminary data for 2013 show a small reduction (1.2%) in the number of seat belt citations issued during 2013, to 228,797.

A-2: Impaired driving arrests made.

The final number of impaired driving arrests made during grant-funded enforcement activities in 2011 was 28,467. The number of arrests decreased 12.2% from 28,467 to 24,998 in 2012. Unfortunately, this downward trend continued in 2013, with the number of impaired driving arrests decreasing to 23,959.

A-3: Speeding citations issued.

Final figures from 2011 indicate 438,782 speeding citations were issued during the year. Data for 2012 show a decrease in the number of seat belt citations issued for the year, to 404,526. Preliminary data for 2013 indicate a modest increase (0.29%) in the number of speeding citations issued, to 405,699.

2015 Highway Safety
Equipment $5000
and above

Attachment 1

Grant No.	Subgrantee	Equipment	Total Cost	Funding Source
M4HVE-2015-HS-21-15	Kershaw County Sheriff's Office	(2) Portable 800 MHz Police Radio/Required Hardware @ $7,000 each	$14,000	MAP-21 405d
M4HVE-2015-HS-28-15	Town of Mount Pleasant	(2) Police Vehicles @ $27,000 each	$54,000	MAP-21 405d
M4HVE-2015-HS-24-15	Richland County Sheriff's Department	(2) Police Vehicle Packages @ $24,200 each	$48,400	MAP-21 405d
		(2) In-Car Video Camera System - Digital @ $5,420 each	$10,840	MAP-21 405d
M4HVE-2015-HS-23-15	Mauldin Police Department	(1) Police Vehicle w/Keyless Entry @ $24,000 each	$24,000	MAP-21 405d
M4HVE-2015-HS-19-15	SCHP Berkeley & Charleston County	(3) Marked Patrol Car @ $23,545 each	$70,635	MAP-21 405d
		(3) Mobile Radios @ $6,133 each	$18,399	MAP-21 405d
M4HVE-2015-HS-29-15	Charleston County Sheriff's Office	(1) Police Vehicle @ $24,640 each	$24,640	MAP-21 405d
		(1) In-Car Video Camera @ $5,365 each	$5,365	MAP-21 405d
		(1) Mobile Radio @ $6,273 each	$6,273	MAP-21 405d
		(1) Portable Radio @ $6,216 each	$6,216	MAP-21 405d
M4HVE-2015-HS-06-15	South Carolina Department of Public Safety	(1) Police Vehicle @ $24,000 each	$24,000	MAP-21 405d
PT-2015-HS-12-15	City of Anderson Police Department	(2) Police Vehicles @ $24,000 each	$48,000	NHTSA 402
PT-2015-HS-08-15	City of Columbia Police Department	(2) Police Vehicles, Pursuit Rated, Full Size @ $27,893 each	$55,786	NHTSA 402
		(2) Mobile Radio Units for Vehicles @ $5,174 each	$10,348	NHTSA 402
		(2) In-Car Mobile Video Unit @ $5,399 each	$10,798	NHTSA 402
PT-2015-HS-10-15	Dorchester County Sheriff's Office	(1) Police Pursuit Vehicle @ $26,000 each	$26,000	NHTSA 402
PT-2015-HS-13-15	City of North Charleston Police Department	(2) Marked Police Pursuit Vehicles @ $26,899	$53,798	NHTSA 402
		(2) Walkie Talkies @ $5,000 each	$10,000	NHTSA 402
		(2) In-Car Cameras @ $5,800 each	$11,600	NHTSA 402
PT-2015-HS-09-15	Rock Hill Police Department	(1) Vehicle @ $26,000 each	$26,000	NHTSA 402
		(1) In-Car Video System @ $6,000 each	$6,000	NHTSA 402
		(1) Portable Radio @ $5,800 each	$5,800	NHTSA 402
		(1) Vehicle Radio @ $5,000 each	$5,000	NHTSA 402
PT-2015-HS-14-15	Bluffton Police Department	(2) Police Vehicles @ $26,689 each	$53,378	NHTSA 402

2015 Highway Safety
Equipment $5000
and above

Attachment 1

		(2) Mobile Radios @ $6,070 each	$12,140	NHTSA 402
PT-2015-HS-11-15	Lexington Police Department	(1) Police Vehicle @ $26,489 each	$26,489	NHTSA 402
		(1) In-Car Video Unit @ $5,250 each	$5,250	NHTSA 402
PT-2015-HS-15-15	Fort Mill Police Department	(1) Police Vehicle (Intermediate) @ $23,845 each	$23,845	NHTSA 402
PT-2015-HS-18-15	Spartanburg Public Safety Department	(1) Police Vehicle @ $24,924 each	$24,924	NHTSA 402