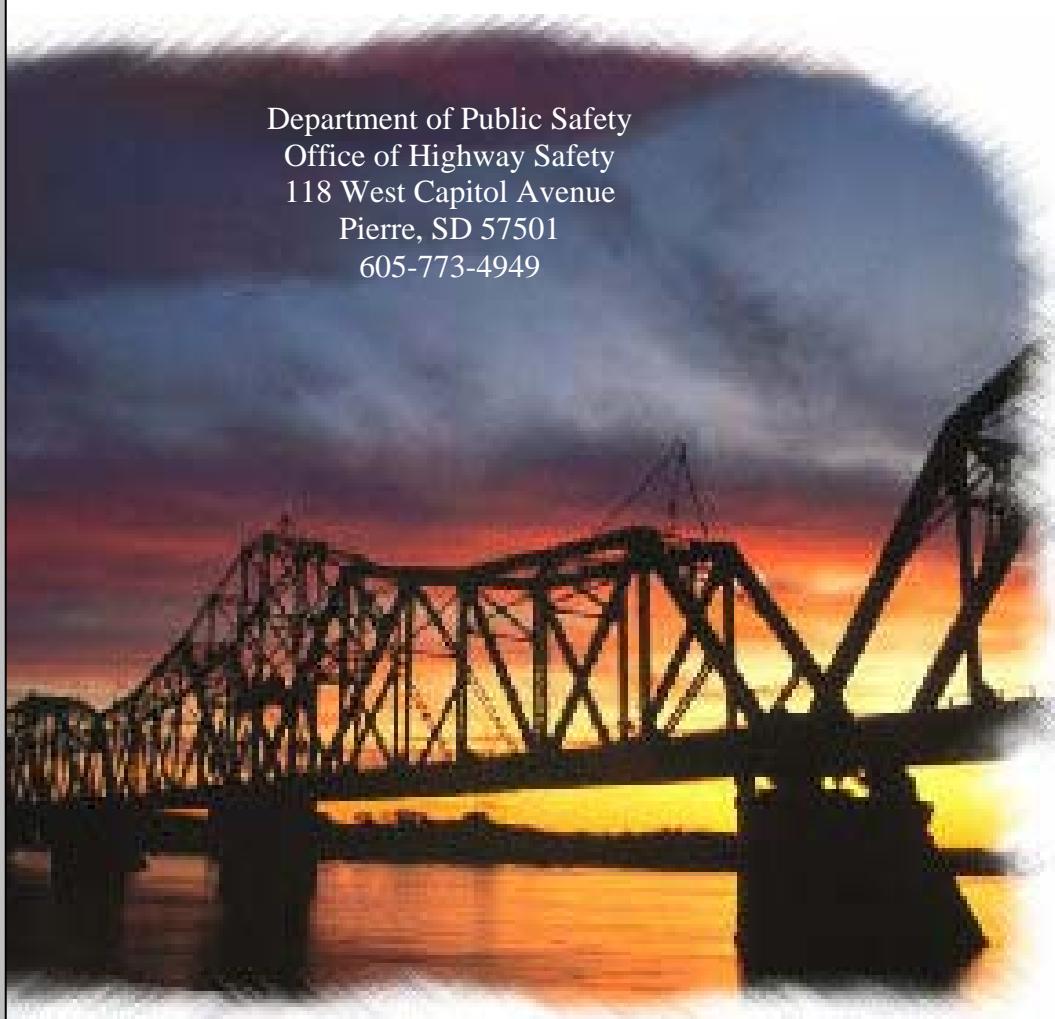


# *South Dakota*

Department of Public Safety  
Office of Highway Safety  
118 West Capitol Avenue  
Pierre, SD 57501  
605-773-4949

**2006**



*Highway Safety  
Plan*

# Roadway Safety Advisory Committee Agencies

(Additional agencies are continually added)

If your agency is not represented on the Roadway Safety Committee,  
Contact the South Dakota Office of Highway Safety 605-773-4949

**Roy Meyer, Director**

AARP

ABATE

Associated General Contractors  
Attorney General's Office  
City-County Alcohol & Drug Program  
City Engineers  
Custom Harvesters  
DARE  
Department of Education  
Department of Health  
Department of Human Services

Department of Public Safety  
Department of Revenue and Regulation  
Department of Social Services  
Department of Tourism and State Development  
Department of Transportation  
Driver Licensing  
Early Childhood Connections

Emergency Education  
Emergency Medical Services  
Emergency Medical Services for Children  
Emergency Response Agencies  
Federal Highway Administration  
Federal Motor Carrier Safety Administration  
Gold Wing Road Riders Association  
Governor's Office  
Indian Health Services  
Law Enforcement Training  
MADD  
Midamerica Motoplex  
Native American Advocacy Project

National Highway Traffic Safety  
Administration  
Northern State University Alcohol/Drug  
Program  
Office of Highway Safety  
Outdoor Motorsports  
Police Chiefs Association  
Public Works Directors  
SD Agri-Business Association  
SD Air National Guard Safety Office  
SD Association of City Commissioners  
SD Association of Cooperatives  
SD Association of County Highway  
Superintendents  
SD Association of Towns & Townships  
SD Beer Wholesalers  
SD Coalition for Children  
SD Council of Mental Health Center, Inc.  
SD Highway Patrol  
SD Kids Count, University of South Dakota  
SD Local Transportation Assistance  
Program, SDSU  
SD Municipal League  
SD Retail Liquor Dealers Association  
SD Retailers Association  
SD Safety Council  
SD Sheriff's Association  
SD State University  
SD Trucking Association  
SD Urban Indian Health  
Sioux Falls Safe Kids  
Sturgis Chamber of Commerce  
Sturgis Motorcycle Rally Department  
Unified Judicial System  
University of South Dakota School of  
Medicine

# TABLE OF CONTENTS

Roadway Safety Advisory Committee Directory -----	2
Table of Contents -----	3
Mission Statement -----	4
HSP Executive Summary -----	5
Background -----	6
Program Areas -----	8
Problem Identification -----	9
Alcohol and Drugs -----	17
Enforcement -----	20
Occupant Protection -----	23
Emergency Response Services -----	25
Safe Communities -----	27
Motorcycle Safety -----	30
Data and Technology -----	32
Engineering -----	34
Media -----	36
Driver Education -----	38
Commercial Motor Vehicles -----	40
South Dakota Roadway Safety Committee -----	42
Planning and Administration -----	44
Hazard Elimination -----	46
2006 HSP Financial Budget -----	48
State Certifications and Assurances -----	49
Signature -----	56

## Mission Statement

---

*To reduce the number of motor vehicle crashes, injuries and fatalities and minimize the human and economic loss on South Dakota roadways.*

## 2006 HSP Executive Summary

South Dakota is a rural Midwest state comprised of 66 counties and 7 Indian Reservations. According to the 2000 census, South Dakota's population is 754,844 or 9.9 persons per square mile. With such a large land mass and small population, there are thousands of acres of wide-open spaces. Over the past five years, South Dakota averaged 18,509 reported motor vehicle crashes with a cost of over \$80 million in property damage annually. Of the 18,509 annual crashes, there is on average, 7,097 motor vehicle crash injuries and 185 motor vehicle crash fatalities. Of the 751 occupants killed in motor vehicles in the past five years, only 23% were restrained in a seatbelt or child safety seat. The five year average fatality rate per 100 million vehicle miles traveled (VMT) in South Dakota is 2.2, compared to a national rate of 1.5. The 2.2 rate identifies South Dakota as having one of the highest fatality rates per VMT in the nation.

The South Dakota Motor Vehicle Traffic Crash Summary identifies young drivers as being over represented in fatal and injury crashes. In the past five years, drivers under age 21 represented 10.3% of the licensed drivers, but represented 23.5% of the drivers involved in all fatal and injury crashes, 19.9% of the drinking drivers in fatal and injury crashes and 38.2% of the drivers in speed related fatality and injury crashes. The South Dakota Highway Safety Plan places a high priority on safety interventions for youth in the majority of our prevention strategies.

Despite ongoing efforts, the number of fatalities resulting from motor vehicle crashes has continued to increase over the past several years. With one of the highest fatality rates per capita, South Dakota is committed to aggressively coordinate and work with multiple local, state, federal and tribal agencies to implement a statewide strategic plan that will increase the use of seatbelts, reduce drinking and driving, reduce speed related crashes, improve road design, eliminate traffic hazards, heighten public awareness and reduce underage alcohol and drug use. The 2006 Highway Safety Plan (HSP) has been developed to enable local/state agencies and non-profit organizations to develop and implement traffic safety programs that reduce motor vehicle crashes, fatalities, and injuries, as much as realistically possible, thus minimizing the economic and human loss resulting from traffic crashes and the illegal use of alcohol and drugs. We recognize that achievement of quantified highway safety goals cannot be dependent on the work of one agency, but on a collaborative and ongoing effort of multiple entities. Advances in vehicle safety technology, coupled with legislation, expanded participation, public education, enforcement and engineering are all elements required to meet the projected declines in crash related fatalities and injuries on South Dakota roadways.

The 2006 HSP incorporates specific countermeasures that have the potential to reduce the fatalities and injuries caused in motor vehicle crashes. The countermeasures are classified into one of eleven program areas that have been identified as priority areas through analysis of South Dakota motor vehicle crash data:

- **Alcohol and Drugs**
- **Enforcement**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**
- **Commercial Motor Vehicles**

The 2006 HSP reflects future goals and objectives of the Rounds Administration to enhance roadway safety and reduce the needless fatalities and injuries caused by motor vehicle crashes. By joining together and launching a coordinated effort, we "will" see a reduction in the injuries and fatalities that rob our state of one of our most valuable resources, our citizens.

## BACKGROUND

---

The South Dakota Office of Highway Safety (OHS) is an office within the South Dakota Department of Public Safety. The OHS provides technical and financial assistance to state/local government agencies and non-profit organizations to implement programs aimed at reducing the human and economic loss that results from traffic crashes.

The OHS receives funding from two primary sources: the United States Department of Transportation “National Highway Traffic Safety Administration” and the Department of Justice “Enforcing Underage Drinking Laws”. These grants are combined with funding from 410 alcohol funds, 157 seatbelt funds, 164 and .08 alcohol incentive funds to provide support to local, state, tribal and other organizations to promote traffic safety on South Dakota’s roadways and to combat underage alcohol and drug use. An additional \$7.00 annual fee on motorcycle registrations is routed through the OHS to help support the South Dakota Safety Council Motorcycle Rider Safety program.

Over the past five years, South Dakota implemented countermeasures designed to enhance the effectiveness of our traffic safety programs. Despite these efforts, on average, a traffic crash occurs every 28 minutes, an injury every hour and a fatality every 50 hours on South Dakota roadways. Entities statewide involved in traffic safety continue their struggle to develop strategies to reduce the human and financial hardship placed on our society by highway related fatalities and injuries. To be successful, we must enhance our efforts and be more effective in our method of delivering our safety programs. Part of this enhancement is to insure resources, tools and training are in place to accomplish these goals.

The 2006 HSP was prepared as a planning document to identify a systematic approach to solving traffic problems identified through the analysis of South Dakota traffic crash data. The HSP reflects objectives for a coordinated effort between national, state, local, tribal and private entities represented on the Roadway Safety Committee. The Roadway Safety Committee acts as an advisory committee for the Office of Highway Safety (OHS). It provides support for a statewide systematic approach to reducing motor vehicle related fatalities/injuries and justifies the need for state funds and spending authority to address specific traffic safety countermeasures. The 2006 HSP will be utilized as a problem identification document, planning document, federal grant request, state budget document and a South Dakota Highway Safety Strategic Plan. As a problem identification and planning document, it identifies contributing factors and a systematic approach to solving traffic problems identified through analysis of South Dakota traffic and crash data. As a federal grant request document, it follows the appropriate federal guidelines and procedures in accordance with the Common Rule and applicable federal regulations. As a state budget document, it identifies, prioritizes and justifies the need for state funds and expenditure authority based on data analysis. As a South Dakota Highway Safety Strategic Plan, it provides for a statewide systematic approach to reducing fatalities and injuries caused by motor vehicle crashes on South Dakota roadways.

Historically, previous strategies resulted in significant improvements, but we acknowledge achievement of quantified goals is dependent not on the work of one agency, but on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. By incorporating advances in vehicle safety technology, coupled with legislation, expanded partnerships, public education, enforcement and engineering, a decline in the number of fatalities and injuries caused by motor vehicle crashes is a reality.

South Dakota must maintain a transportation infrastructure that provides a safe movement of people on our roadways. Despite past efforts, we continue to see an increase in motor vehicle fatalities. Young drivers remain over represented in fatal and injury crashes; we continue to see an increase in distracted and aggressive drivers; driving under the influence of drugs/alcohol and excessive speed continue to be the top two contributing factors in motor vehicle crashes on SD roadways. Other prominent factors contributing to crash and fatality rates include low safety belt use, vehicle rollovers, driver inexperience, hazardous road conditions and ejections. South Dakota also faces the realization that rural crashes often occur in remote areas causing delays in discovery and delivery of emergency service to the victim. To achieve our projected goals of reducing rural crashes, fatalities and injuries, we need to focus on rural communities and identify strategies to target the high risk groups within these communities. While efforts have been valiant, we need to do better.

The contents of the Highway Safety Strategic Plan incorporate statewide participation in the development and implementation of countermeasures that address the following eleven program areas, included in these areas are **seven priorities** identified by the National Highway Safety Traffic Safety Administration and Federal Highway Administration:

- **Alcohol and Drugs**
- **Enforcement**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**
- **Commercial Motor Vehicles**

The 2006 HSP reflects future goals and objectives for enhancing roadway safety and provides for a statewide systematic approach to reduce the needless fatalities and injuries caused by motor vehicle crashes.

The 2006 problem identification document is incorporated into the 2006 HSP.

Equipment purchases under this plan shall be made using the federal definition of equipment, "...tangible, non-expendable, personal property has a useful life of more than one year and an acquisition cost of \$5,000 or more per unit."

### **Performance Measures:**

South Dakota will continue to provide an annual report of the Highway Safety Program. Evaluation of each project and program area will be accomplished by providing data and information regarding the progress toward statewide highway safety goals and objectives.

## Program Areas

**South Dakota will work to improve highway safety by focusing on the following identified areas and key objectives.**

- \* Alcohol and Drugs                      Discourage this as socially acceptable behavior and create community coalitions. Identify and target high risk populations and enhance media campaigns.
- \* Enforcement                              Increase high visibility enforcement efforts, coordinate a strategic enforcement plan statewide and continue media support for enhanced public awareness.
- \* Occupant Protection                      Enhance public awareness of child safety restraints, promote local inspection clinics and increase seat belt compliance. Gain public support for primary booster seat and seatbelt laws.
- \* Emergency Response Services              Develop and promote an Emergency Response Safety program specific to the needs of South Dakota, encourage public awareness, maintain local emergency training and improve emergency response capabilities.
- \* Safe Communities                          Enhance community participation and strengthen coalitions with law enforcement agencies.
- \* Motorcycle Safety                          Promote motorcycle training courses, provide public education, enhance motorcycle hazard awareness projects and coordinate motorcycle hazard awareness in engineering practices.
  
- Data and Technology                          Evaluate data systems, develop a statewide data collection system to track trends and high-risk behavior more strategically, and develop a data site accessible by the public.
  
- \* Engineering                                  Identify and evaluate potential hazards and maintain safety standards on the road.
  
- Media    Provide sustained media to support roadway safety strategies.
  
- Driver Education                              Develop and promote safe driver training programs for all age groups and promote safe driving practices.
  
- Commercial Motor Vehicles                      Increase education and enforcement of large truck safety restraint use.
  
- \* **NHTSA Priority Area**



## Problem Identification

To address the problem identification task, highway safety crash data is organized into specific classifications that can be consistently evaluated. Through a cooperative effort of GHSA and NHTSA, certain data elements have been identified that are utilized to measure the effectiveness of highway safety strategies throughout the United States.

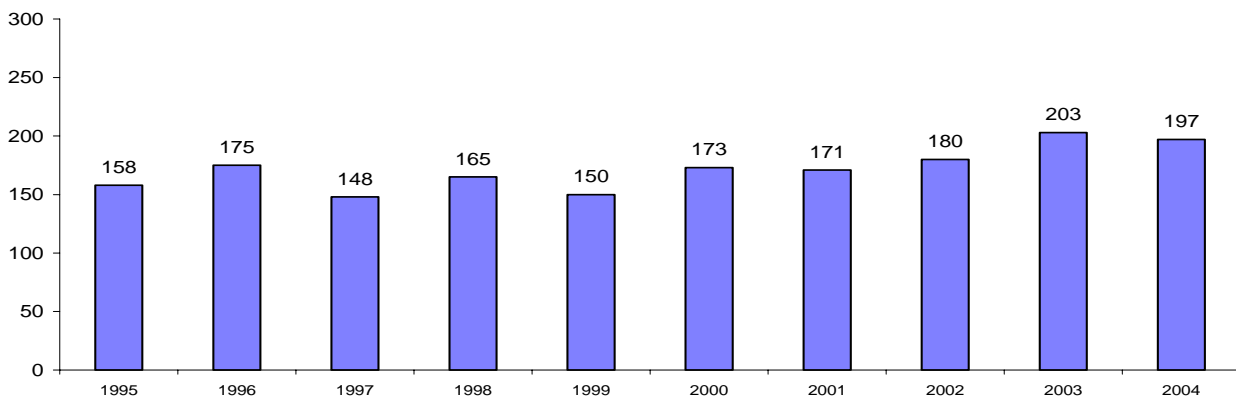
Data is analyzed to prioritize and define highway safety strategies, which in turn, will be used to identify the high priority areas within states to allow the implementation of regional and national safety strategies. Specific uniform data fields are reported nationwide to assist in identifying and evaluating strategic safety countermeasures to identify best practices that will enhance the states' ability to reduce motor vehicle fatalities and injuries.

Standardized reporting of data will also allow individual states the opportunity to view the big picture and introduce new emphasis in areas of concern. It will provide the data to enable the following questions to be answered:

1. What is the identification of primary safety problems?
2. What is the scope of each problem compared to the national average?
3. What problems can be addressed and what strategies offer the greatest potential for success?
4. What is the success of other states in addressing safety problems?

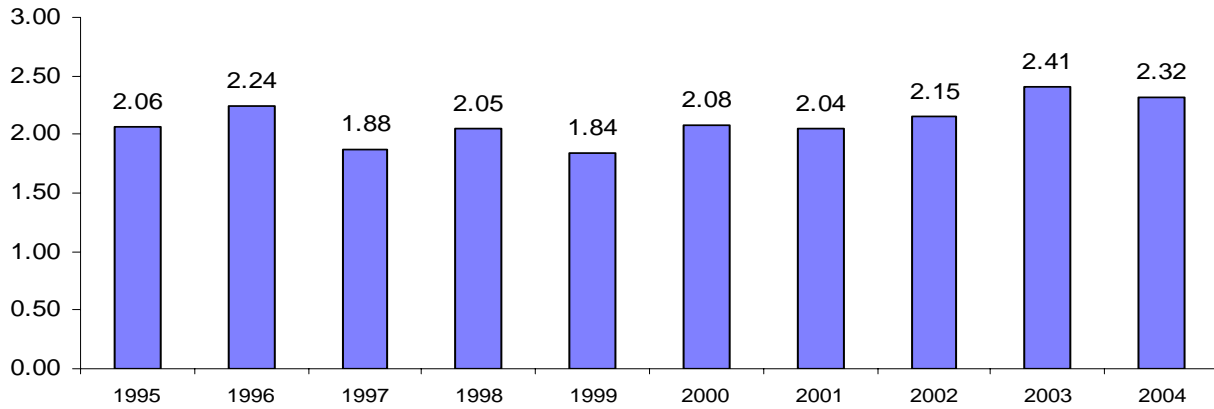
The answer to these questions will assist in the development of a plan that insures emphasis areas are selected on the basis of cost and safety effectiveness incorporating social, economic and political consideration. The following graphs identify current goals and project long term goals for the following emphasis areas for South Dakota. The areas include: fatalities, fatality rate (VMT), alcohol related fatalities, speed related fatalities, seatbelt use rate and fatalities ejected from the vehicle.

### FATALITY TREND



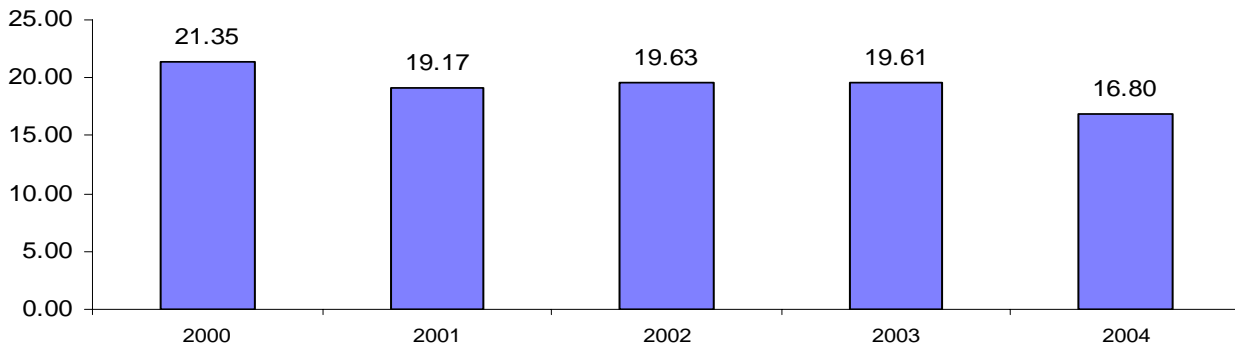
South Dakota increased its efforts to heighten public awareness and promote high visibility enforcement efforts. Even with the increased efforts, 197 fatalities occurred on South Dakota roadways in 2004. South Dakota will continue to increase media support to enhance public awareness, high visibility enforcement, provide injury prevention training and resources, and develop a state plan to coordinate highway safety strategies. South Dakota's long term objective is to reduce motor vehicle crashes by 5% annually through FFY 2010.

### FATALITY RATE TREND



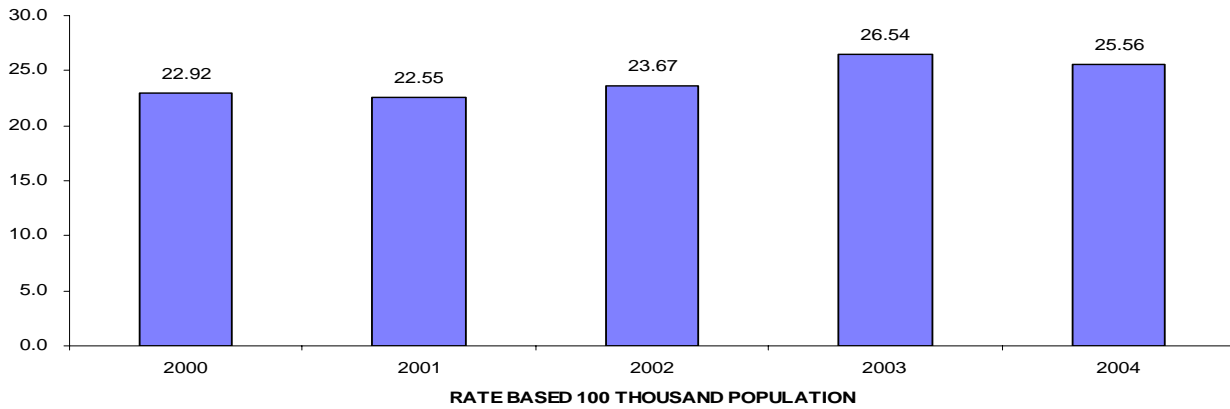
RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

### SOUTH DAKOTA INCAPICATING INJURIES & FATALITIES IN TRAFFIC CRASHES

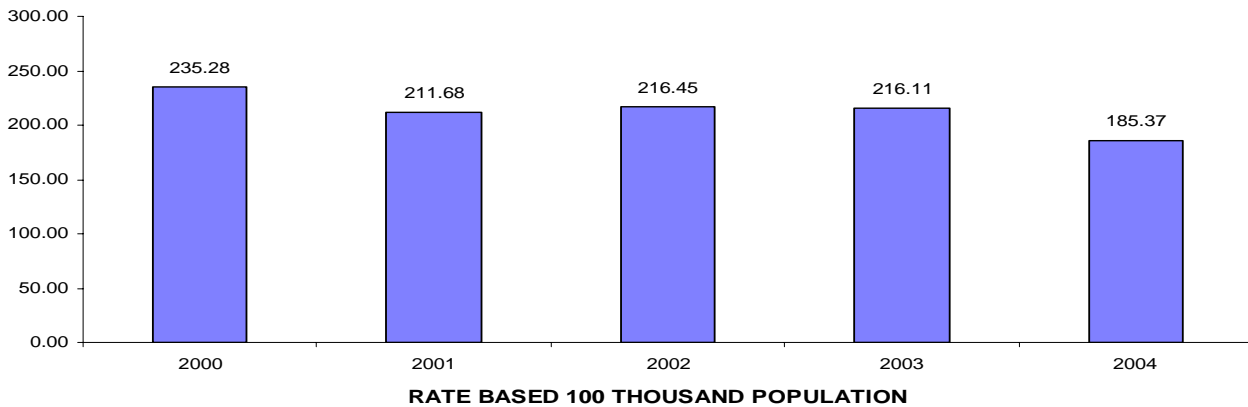


RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

### SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES

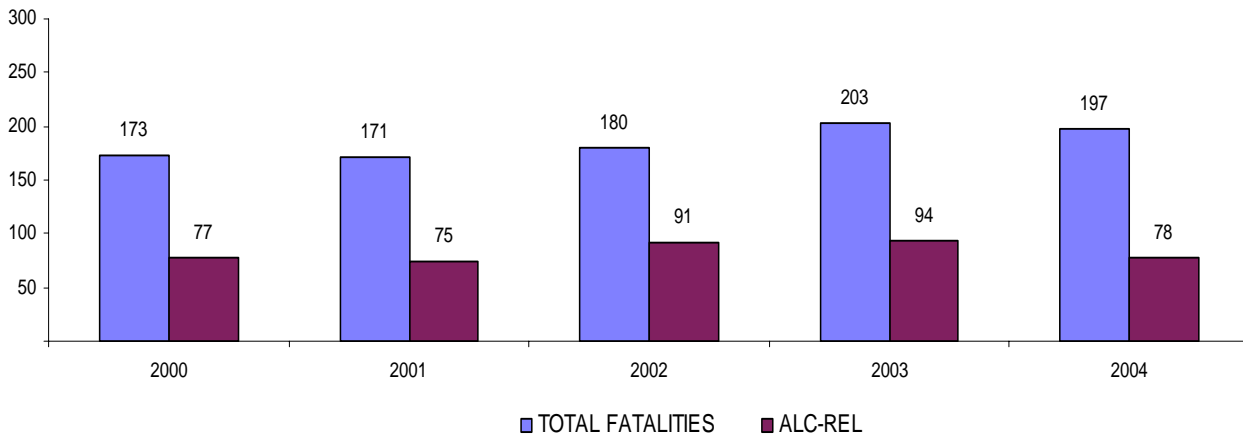


### SOUTH DAKOTA FATALITIES & SERIOUS INJURIES IN TRAFFIC CRASHES

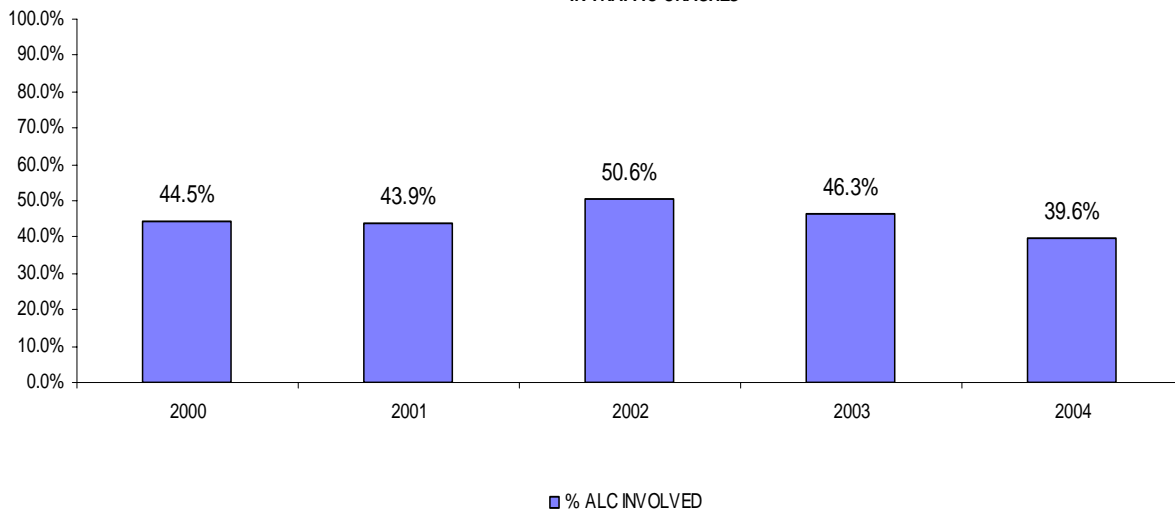


The reduction in fatalities on South Dakota roadways in 2004 decreased our fatalities per 100 million VMT to 2.3, even with the decrease South Dakota continues to have one of the highest rates in the nation. Our long term goal is to reduce this rate to 1.0 by 2015. We have set an aggressive yet reachable goal of reducing our fatalities by 5% per year. If we are successful in meeting our goal, by the end of FFY 2010, we will reduce our rate of fatalities per 100 million VMT to 1.5 resulting in 61 fewer fatalities annually on our roadways. Also included above are graphs documenting the fatality and incapacitating injury rate based on population. This data will assist South Dakota's efforts to compare our rates with other states; this comparison will help evaluate safety strategies being used nationwide and identify best practices in the reduction of traffic crash fatalities and injuries.

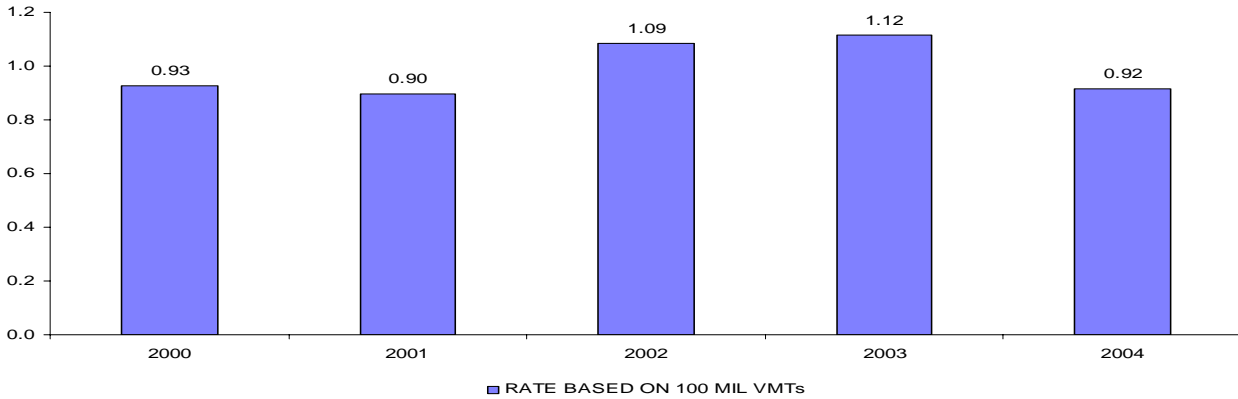
### SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES



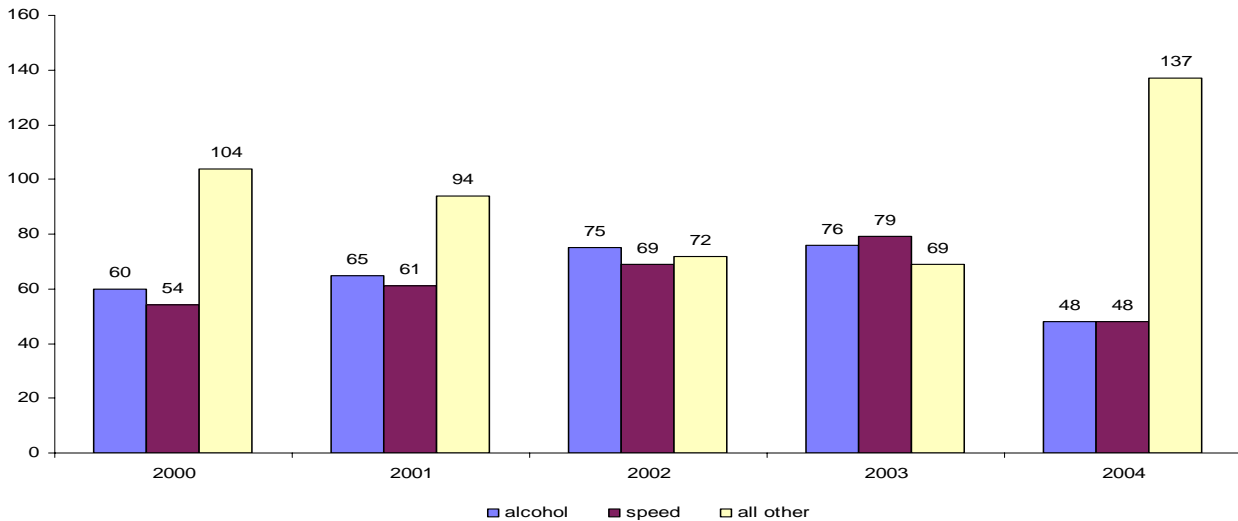
### SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES



**SOUTH DAKOTA ALCOHOL RELATED  
FATALITY RATE  
IN TRAFFIC CRASHES**



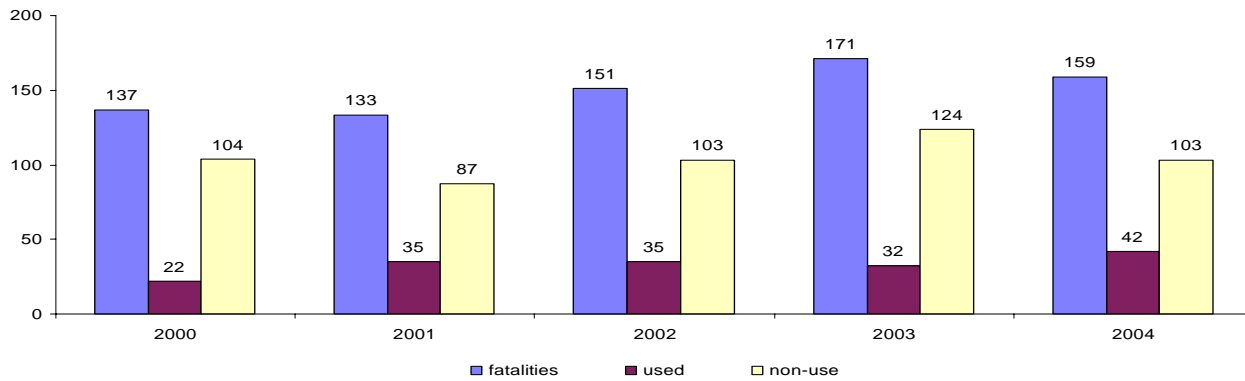
**DRIVER CONTRIBUTING FACTOR IN FATAL CRASHES**



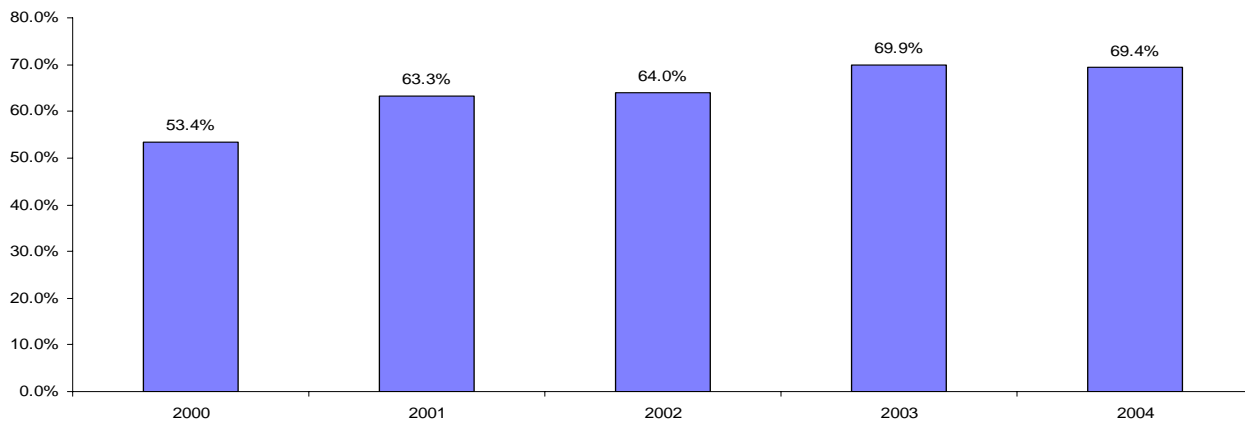
The young driver is over represented in drinking and speeding fatal and injury crashes. Licensed South Dakota drivers under 25 years of age represent 17.8% of the total licensed drivers, but account for 42.2% of the drinking drivers and 54.8% of the speeding drivers in fatal and injury crashes. Nearly 66% of the drinking drivers and 72.3% of the speeding drivers in fatal and injury crashes are under 35 years of age but represent only 33.5% of all licensed drivers. South Dakota's FFY 2006 goal is to reduce the number of alcohol related fatalities by 5% compared to the preceding three year average. We are committed to continue our efforts to reduce alcohol related fatalities to 71 by the end of FFY 2007. Strict speed enforcement will be implemented to enhance our efforts to reduce speed related fatalities by 5% annually based on the preceding three year average.

Non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as one of the leading factors in reducing the risk of serious injury or death in a motor vehicle crash. The following graphs show South Dakota's seatbelt compliance has steadily improved, but 2004 crash data confirms 74% of South Dakota fatalities were not secured in a seatbelt or child safety seat. Of the 74% unrestrained fatalities 71 were either partially or totally ejected from the vehicle. The OHS will continue to coordinate efforts and combine resources provided through the 157 Innovative Seatbelt Promotion Grant to train additional instructors and fund child safety seat checkup events. Funding will be utilized to train the public on the need and proper use of occupant protection through media events, safety materials, public education and high visibility enforcement activities.

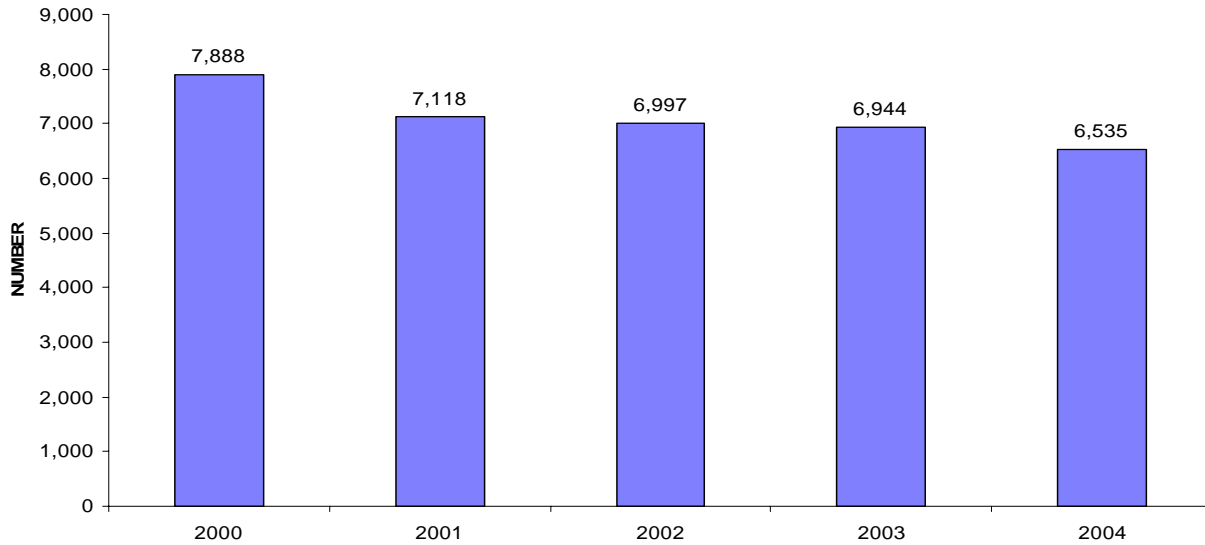
**FATALITIES SEATBELT USAGE**



**SEATBELT COMPLIANCE**

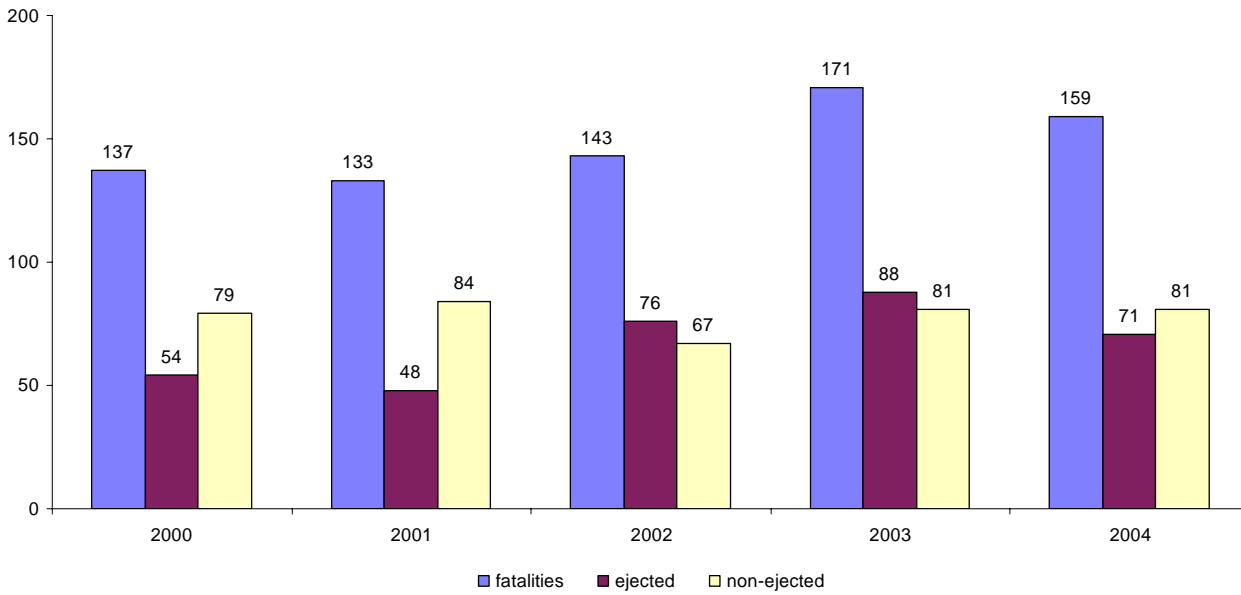


### MOTOR VEHICLE TRAFFIC CRASH INJURIES - SOUTH DAKOTA



In the past five years, the enforcement and promotion of stronger seatbelt laws and public education has increased the use of seatbelts. This trend has resulted in a steady decrease in the number of serious injuries caused by motor vehicle crashes. While this trend is a positive indication, continued efforts to increase seatbelt compliance are essential if we are to meet our goal of reducing fatalities and injuries on South Dakota roadways. Our goal is to increase seatbelt use from the current 2005 rate to 71% by the end of FFY 2006 and to 75% by the end of FFY 2007. Use of child safety seats is a primary law in South Dakota. By continuing our aggressive public awareness program and the Governor's Child Safety Seat Distribution Program, we project an increase in the seatbelt usage rate to 75% by the end of FFY 2006 and to 78% by the end of FFY 2007. We are challenged to find programs that will increase seatbelt usage of youth between 5–17 years of age. The 2004 State Seat Belt Survey documents an average compliance of 50.5% in this age group. By the end of FFY 2006, our goal is to increase compliance in the 5-17 year old age group to 56%, and by the end of FFY 2007, increase usage to 65%.

## FATALITIES EJECTED



South Dakota faces numerous obstacles in rural areas when trying to convince drivers to buckle up. Obstacles include the false belief that being unbuckled in a crash is safer than being belted or the social norms that wearing a seatbelt is a personal choice. Data consistently reinforces that one of the most effective factors in surviving a crash and reducing the severity of an injury is to be secured in a seatbelt. In the past five years, 46.1% of the occupant fatalities in motor vehicle crashes were either partially or totally ejected from their vehicle. By the end of FFY 2006, our goal is to reduce the percentage of ejected fatalities to 43% and to 41% by the end of FFY 2007. By improving seatbelt compliance, we will see a reduction in partial and/or total ejections resulting in fewer fatalities and reduced injuries caused by vehicle roll-over crashes.



## Alcohol and Drugs

Underage alcohol consumption continues to be a major problem in South Dakota. For many youth, access to and consumption of alcohol has been a "rite of passage". It's the responsibility of every community, neighborhood and family to support and participate in countermeasures that reduce underage alcohol use. Enforcement and judicial partners play a vital role in affecting the social norms and attitudes of communities regarding the access of alcohol to minors, enforcement of alcohol laws and the legal and social consequences of underage drinking. Alcohol abuse is not limited to underage youth. Drinking and driving is one of the leading contributing factors in motor vehicle crashes for all ages. South Dakota works closely with local, state, federal and tribal law enforcement agencies to enhance enforcement of existing drinking and driving laws. To achieve quantified goals is dependent not only on the work of law enforcement, but on the collaborative and ongoing efforts of governmental and private entities involved in reducing alcohol and drug abuse. A coordinated strategic plan involving the judicial system and alcohol treatment programs will help to insure alcohol offenders are placed into programs that will discourage repeat offenses. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



No single prevention approach has proven successful in eliminating drug and alcohol abuse issues for the State, local communities, Native American Reservations, and at-risk populations. A successful strategy includes an effective understanding of the drug and alcohol abuse issues, comprehensive collaborations, and implementation of effective prevention models and approaches. The rural and remote nature of South Dakota's geography poses an additional challenge to consider in our prevention strategy. To insure our programs implement evidence-based strategies, the OHS partners with the Department of Human Services to address drug and alcohol abuse with an effective prevention framework.

Communities in South Dakota realize the seriousness of drug and alcohol abuse and are working together to identify strategies that will effectively reduce the problem in their communities. Communities have accepted the responsibility and are taking the authority to monitor alcohol use, alcohol/drug related injuries, implement prevention strategies, and coordinate prevention efforts. Prevention has become an intricate part of a healthy community program. Communities will be partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness and reduce drug and alcohol abuse.

This partnership is designed to move South Dakota's prevention and enforcement efforts to a system of evidence-based prevention programming. We will utilize an epidemiologic approach to identify high-risk communities and populations. Once the factors are identified, an infrastructure can be developed to address the problems with evidence-based prevention programming. The collaborated efforts will develop a system that will facilitate a positive and effective effort that has the following benefits:

- The project will build upon current integrated needs assessments that will aid in identifying communities and at-risk populations to focus prevention efforts.

- An epidemiological work group will be established to lead the analysis of risk factors including use of geographical information systems for targeting high-risk populations.
- Establish an effective means for training community prevention and enforcement personnel and provide technical assistance for applying prevention strategies.
- Establish the data infrastructure to evaluate the process and monitor outcome data.

### **Performance Measures:**

1. Reduce alcohol/drug related fatalities by 5% from the three year average of 87 to 84 in FFY 2006.
2. Reduce alcohol/drug related injuries by 5% from the three year average of 976 to 927 in FFY 2006.

### **Strategies:**

- Continue to support target strategies to successfully reach specific population groups.
- Develop and disseminate targeted media campaigns to change public perception of underage drinking and driving problems.
- Strengthen compliance check programs for alcohol retailers.
- Develop partnerships and stakeholder groups with local, state, tribal and federal agencies to implement specific targeted and successful strategies.
- Establish community coalitions to foster public awareness and involvement.
- Identify and track repeat offenders and provide treatment that insures compliance, CHANGE DUI curriculum, 24/7 diversion program, and tracking of revoked/suspended licenses.
- Support training for judicial and law enforcement personnel.
- Provide support for sustained high visibility enforcement efforts.
- Provide server training to retail establishments.
- Provide programs offering alternative transportation choices to driving under the influence.
- Support youth oriented programs that discourage alcohol use.
- Develop a statewide alcohol strategic plan.
- Continue support and development of safe community coalitions.
- Support a statewide alcohol planning committee.

### **Actions:**

- Develop epidemiology group in partnership with Human Services to identify high-risk groups.
- Continue alcohol and drug counseling for high-risk population.
- Through a media contractor, develop supportive countermeasure campaigns.
- Provide technical support for South Dakota LEL's to coordinate strategic high visibility enforcement efforts.
- Develop database through Mountain Plains Evaluation to track alcohol related programs.
- Work with Division of Criminal Investigation (DCI) and Attorney General (AG) to provide training opportunities to law enforcement, prosecutors and judges.
- Partner with South Dakota Liquor Dealers to train 64 additional TAM instructors in FFY 2006.
- Implement the Safe Ride program in three additional communities in FFY 2006.
- Contract with the Attorney General's Office to provide a Traffic Safety Resource Prosecutor.
- Support a statewide alcohol planning committee.
- Increase the university based alcohol programs from three in FFY 2005 to four in FFY 2006.
- Coordinate and implement two additional Safe Community coalitions in FFY 2006.
- Coordinate data analysis with an alcohol epidemiology work group by 1/1/2006.
- Implement two new Safe Ride/alternative choice programs in FFY 2006.
- Provide one training seminar for judicial and law enforcement personnel by 4/1/2006.

Funding Source: 402/410/DOJ/164  
Program Area: Alcohol

Cost Summary

Personal Services	\$ 12,000
Operating Expenses	\$ 4,468
Travel	\$ 750
Capital Equipment	\$ 0
Contractual Services	\$127,782
Other (Paid Media)	\$ 0
Total	\$145,000

Federal Funds	\$145,000
State Funds	\$ 0
Local Funds	\$ 0
Total	\$145,000

Local Benefit \$104,782

Capital Equipment None

## Enforcement

High visibility enforcement of vehicle and traffic laws, along with public educational programs has continued to be a crucial element to South Dakota's safety plans. Additional resources will be obligated to expand these tasks reinforced by media to heighten public awareness of enforcement efforts and safety strategies. A strategic enforcement plan will be developed to implement a coordinated enforcement mobilization that is data based to insure high-risk populations and geographic locations are targeted. Law enforcement will partner with local, state, federal and tribal entities to promote safe driving strategies through public education and awareness campaigns. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



Alcohol involved crashes remain a significant problem for South Dakota. The problem of the impaired driver persists despite education efforts, high visibility enforcement, and changing social attitudes. South Dakota law enforcement will continue to focus enforcement efforts on the drinking driver in an effort to remove impaired drivers from the highway. The availability of funding will assist South Dakota implement a balanced strategic plan to provide essential equipment to law enforcement agencies to enhance and enforce South Dakota laws, weekend alcohol checkpoints, public education, community projects, school based events, activities promoting alcohol related judicial training and alcohol intervention projects. Funding will also assist with technical assistance and support for anti-drinking/drug organizations (such as MADD, SADD) and projects to facilitate community support for the enforcement of South Dakota's traffic laws. South Dakota law enforcement will utilize crash data to target communities that have high crash rates involving alcohol and excessive speed.

The South Dakota Highway Patrol will partner with local law enforcement and will be using three Blood Alcohol Testing (B.A.T.) units for sobriety checkpoints and special saturations. The B.A.T. unit is a cube van retrofitted with equipment to serve as a facility for testing blood alcohol levels and a mobile jail for holding prisoners arrested for DWI and other violations. Prisoners will be processed, tested, recorded, and jailed at the scene of the special operations. Laboratory technicians will administer blood tests to suspected DWI offenders at the scene of the sobriety checkpoint. The intent of the B.A.T. mobile is to keep officers at the scene of checkpoints and maintain sufficient manpower to run the DWI detection operation. Each of the three (3) Highway Patrol districts will schedule a minimum of eight (8) sobriety checkpoints and special impaired driving operations for FFY 2006.

South Dakota Highway Patrol provides matching funds for speed enforcement through the use of their aircraft and manpower working speed enforcement. Approximately 800 hours of in-air time will be utilized in conjunction with Troopers on the ground stopping violators of speed laws as identified by the pilot of the aircraft. These violators frequently employ radar detectors and would not be stopped without the use of the aircraft. South Dakota has identified excessive speed as one of the leading contributing factors in motor vehicle crashes. Tasks to address the problem of speed enforcement are covered in the FFY 2006 HSP under multiple programs.

**Performance Measures:**

1. Increase law enforcement participation in national mobilization enforcement campaigns from 70% in FFY 2005 to 75% in FFY 2006.
2. Increase the number of high visibility corridor enforcement campaigns from 12 in FFY 2005 to 16 in FFY 2006.
3. Reduce the percentage of alcohol related fatal crashes from the past five-year average of 44.98% to 33.06% in 2010. (Projected based on a 5% reduction from the average each year: 2005-42.73%; 2006-40.59%; 2007-38.56%; 2008-36.63%; 2009-34.8%; 2010-33.06%) The .08 law enacted in 2002 and the open container law will help in achieving this goal in addition to sustained enforcement coordinated with a strong media component.

**Strategies:**

- Enforce traffic laws with high visibility enforcement campaigns.
- Develop and implement a statewide sustained highly visible enforcement plan.
- Track revocation, suspension and restricted licenses to insure compliance.
- Analyze and interpret crash data to identify high-risk populations and locations.
- Plan high visibility enforcement efforts based on crash data analysis.
- Provide training, safety resources and media to support enforcement efforts.
- Fund manpower and equipment to support high visibility enforcement.
- Identify speed violators via continued aircraft enforcement.
- Support law enforcement training at OHS approved National Conferences.
- Enhance public awareness of high visibility enforcement strategies.
- Support law enforcement liaisons efforts to coordinate enforcement strategies in FFY 2006.
- Partner with Highway Patrol to utilize aircraft to support speed enforcement efforts.

**Actions:**

- Through the use of a media contractor, enhance public awareness of enforcement efforts that coincide with national enforcement campaigns through media and public education.
- Utilize South Dakota’s LEL’s to coordinate sustained enforcement at the local level.
- Support the Serious Traffic Offender Program “STOP”, a pilot program to track revoked/suspended licenses through coordinated and focused enforcement efforts.
- Contract with the South Dakota Highway Patrol to secure a data analyst to identify high risk factors, populations and geographic area to enable targeted prevention efforts.
- Through a data contractor, compile data analysis and strategic plans that will enable LEL’s to coordinate enforcement strategies based on data.
- Through the coordinated efforts of the DCI, Traffic Safety Resource Prosecutor and Drug Recognition Experts (DRE), utilize media to enhance public awareness of high visibility enforcement efforts.
- Provide funding to cover travel, registration and per diem to send law enforcement training officers to national training conferences.
- Provide public educational materials to be utilized in traffic enforcement stops.
- Support one judicial and law enforcement training in FFY 2006.
- Provide two statewide traffic enforcement trainings in FFY 2006.

Funding Source: 402/410/DOJ/164  
 Program Area: Police Traffic Services

Cost Summary	
Personal Services	\$270,000
Operating Expenses	\$ 50,255
Travel	\$ 21,150
Capital Equipment	\$ 0

Contractual Services	\$503,905
Other (Paid Media)	\$ 0
Total	\$845,310

Federal Funds	\$651,976
State Funds	\$ 90,000
Local Funds	\$103,334
Total	\$845,310

Local Benefit	\$494,471
---------------	-----------

Capital Equipment	None
-------------------	------

## Occupant Protection

In the past two decades, mandatory restraint laws in this country have reduced fatalities and injuries in motor vehicle crashes. However, non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as an effective way to reduce the risk of a fatality or serious injury in motor vehicle crashes. While a great deal of attention is focused on child restraint systems for infants and toddlers, we need to encourage and promote the use of booster seats for ages 5 through 8. Booster seats provide the added protection needed until youth reach the height and weight that allow for the proper fit of conventional seatbelts. South Dakota will continue to promote the use of safety restraints for all ages through public education and enforcement efforts.

Correct installation and use of child safety seats is a key component to youth riding safely in motor vehicles. Funds will continue to be utilized in FFY 2006 to provide child seat checkup events to promote the proper use and installation of child safety seats. Support for the child safety seat distribution program will help ensure children are in the correct child safety restraint and properly secured while riding in a motor vehicle. In FFY 2006, the distribution program will continue to provide infant, convertible and special needs seats with the primary focus placed on providing and promoting keeping your child in a booster seat up to 8 years of age. Child safety seats are distributed through community based distribution programs, law enforcement, fire/rescue squads, ambulance services and other organizations wishing to participate in this project.

The Office of Highway Safety will continue to work with the participating agencies to ensure child seats are provided to families requesting assistance. The SD Policy and Procedures Manual was updated in FFY 2003 to provide specific guidelines to regulate the program. Income guidelines for the program have been implemented to insure the seats are distributed to families requiring financial assistance.

To ensure an effective occupant protection program, citizens must be educated as well as motivated to use all available motor vehicle occupant protection systems. South Dakota will utilize a combination of legislative mandates, enforcement, public information, education, and incentives to achieve significant and lasting increases in occupant protection usage. South Dakota will utilize 402 Highway Safety, 403 and 157 incentive funds to carry out the following objectives.

### Performance Measures:

1. Increased compliance will be measured by comparing South Dakota's 2005 and 2006 annual seatbelt survey data. Increase seatbelt use rate from 68.77% in 2005 to 70% in 2006.

### Strategies:

- Provide support for sustained high visibility enforcement to promote seatbelts and save lives.
- Continue support of local, state, federal and tribal programs promoting occupant protection use.
- Support community programs providing local child safety seats, training, installation and seatbelt awareness projects.
- Support adoption of an all inclusive primary seatbelt law.
- Provide child safety seats to low income and needy families.

### Actions:

- Continue to support strategic enforcement efforts to increase seat belt/child safety seat compliance.
- Provide safe community safety advocates with projects and educational materials to promote seat belt and child safety seat use.
- Partner with the Department of Social Services to coordinate statewide public education and child safety seat fitting stations.
- Disseminate public education materials through a partnership with the South Dakota Department of Health, Department of Human Services and Department of Social Services.
- Provide data upon request for legislators introducing bills to pass seat belt legislation.

- Implement Project 8 promoting use of booster seats for children up to 8 years of age.
- Implement two high visibility enforcement campaigns during FFY 2006.
- Implement the Safe Ride Program in one Native American community in FFY 2006.

Funding Source: 402/157/403  
 Program Area: Occupant Protection

Cost Summary

Personal Services	\$ 0
Operating Expenses	\$176,900
Travel	\$ 4,000
Capital Equipment	\$ 0
Contractual Services	\$152,000
Other (Paid Media)	\$ 0
Total	\$332,900

Federal Funds	\$332,900
State Funds	\$ 0
Local Funds	\$ 0
Total	\$332,900

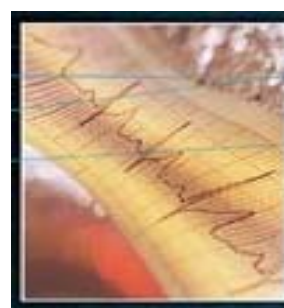
Local Benefit \$306,150

Capital Equipment None



## Emergency Response Services

In spite of efforts to reduce injuries and fatalities on South Dakota roadways, traffic crashes still occur. Timely response and appropriate training is crucial to successfully provide local emergency service. South Dakota is coordinating the development of a trauma system to reduce morbidity and mortality in our state. South Dakota has 130 ground, 9 air, and 9 out of state licensed ambulance services. Approximately 83% of South Dakota ambulances are operated utilizing a volunteer staff. This creates a unique challenge to insure ambulance services are staffed with trained personnel. The Office of Highway Safety, through a partnership with the State of South Dakota, Emergency Management and Homeland Security, provides equipment, training and quality education for emergency response teams.



In June of 2002, the National Highway Traffic Safety Administration conducted an assessment of South Dakota's EMS system. Recommendations from the assessment are being utilized to develop the 2006 EMS program objectives. The EMS objectives provide direction to aid in the training and development of a State Injury Prevention Program, recruitment and retention of ambulance personnel, EMT-Basic, Intermediate and Paramedic training, instructor coordinator course, enhance and sustain data collection, provide EMT refresher training and Trauma Systems Development.

In calendar year 2004, approximately 7,000 ambulance calls were in response to motor vehicle, motorcycle, pedestrian, all terrain vehicle, or bicycle injuries. In FFY 2006, the Office of Emergency Medical Services will train 500 new ambulance personnel, 100 national certified first responder personnel, and will recertify 1,200 EMT-Basic's. South Dakota's training follows the guidelines of the 1994 DOT-EMT-Basic and DOT 40 hour First Responder curriculum.

Injury Prevention is a major component of an overall EMS system. The EMS office is currently working with NTHSA, Maternal Child Health (MCH) and Emergency Medical Services for Children (EMSC) to develop a statewide Injury Prevention program designed to reduce the number of injuries to the residents of South Dakota.

Funds will be provided for travel to enhance the knowledge and training of EMS staff through attendance and participation in annual conferences and training seminars such as National Council of State EMS Directors, National Council of State EMS Training Coordinators and Lifesavers.

### Performance Measures:

1. Train 500 qualified ambulance personnel, 100 first responders and recertify 1,200 EMT basics in FFY 2006.
2. Conduct 25 defensive driving courses in FFY 2006.

3. Conduct 8 Basic Trauma Life Support or Pre-hospital Trauma Life Support Courses in FFY 2006.
4. Provide refresher training to 3,000 ambulance personnel in FFY 2006; this training will result in maintaining ambulance personnel staffing by recertifying 1,300 emergency medical technicians.

**Strategies:**

- Promote and support emergency education and training.
- Support new EMT training, testing and certification.
- Utilize statewide communication system to enhance community awareness.
- Develop partnerships between emergency response agencies to enhance public awareness of emergency care and safety/prevention strategies.
- Improve response time to emergency scenes.
- Promote medical direction and quality insurance of pre-hospital patient care.
- Interface injury and pre-hospital data to enhance public awareness and best practices.
- Secure sustained funding for search/rescue and emergency response training.
- Support OHS approved in/out of state travel, education and training for EMS staff.

**Actions:**

- The OHS and Office of EMS will promote the involvement of emergency response agencies in community prevention activities. We will continue to promote best practices and encourage community involvement. This will be measured through monthly progress reports and media promotions.
- Continue to support the Office of Emergency Medical Services in training, testing and certification of emergency response personnel.
- Continue to support the People Saving People program and encourage EMS personnel to support local prevention efforts.
- Continue to pursue linkage of crash data and ambulance reports to help identify injury factors.
- Partner with Homeland Security and Emergency Management and identify alternate funding to support continuing education for EMS personnel.
- Support the travel for EMS trainers to attend national training conferences to enhance trauma patient care.
- Implement bystander emergency training in two school systems in FFY 2006.

Funding Source: 402  
 Program Area: EMS

**Cost Summary**

Personal Services	\$263,960
Operating Expenses	\$ 41,888
Travel	\$ 32,000
Capital Equipment	\$ 0
Contractual Services	\$232,800
Other (Paid Media)	\$ 0
<b>Total</b>	<b>\$570,648</b>

Federal Funds	\$218,088
State Funds	\$349,060
Local Funds	\$ 3,500
<b>Total</b>	<b>\$570,648</b>

Local Benefit \$218,088

Capital Equipment None

## Safe Communities

A new discipline of injury prevention is emerging. South Dakota is promoting the coordination of “Safe Communities” throughout the state. When communities accept the responsibility and take authority to monitor injuries, implement prevention strategies, and coordinate prevention efforts, it is realistic to expect progress in reducing the number and severity of injuries affecting their community. South Dakota communities play a vital role in the safety of our highways. By coordinating efforts at the local, state, federal and tribal level, communities can implement coordinated strategies that will prevent the loss of life and injury on our roadways.



Trauma/injury is the leading cause of death in the United States for ages 1-44 with the majority of these directly related to motor vehicle crashes. In calendar year 2004, there were approximately 7,000 ambulance run reports that were the result of a motor vehicle, motorcycle, pedestrian, and all terrain vehicle or bicycle crash. The most effective and best treatment for injuries is prevention. Development of a good injury prevention program that incorporates efforts of an entire community is the most effective method of implementing a prevention plan that has a high probability of reducing injuries.

Many communities in South Dakota realize injuries can be prevented and are working to identify interventions that will effectively reduce injuries in their communities. Communities have accepted the responsibility and are taking the authority to monitor injuries and implement prevention strategies. Prevention has become an intricate part of a healthy community program. Communities are partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness.

Alcohol is the number one drug used by college youth. The residual effects of binge/underage drinking and driving are astounding! College campuses and their surrounding communities can play a vital role in changing policies and attitudes regarding access to alcohol by minors and the resulting consequences of binge/underage drinking and driving. Campuses are partnering with community organizations and enforcement officials using environmental approaches to create a safer environment for youth through enforcement of underage drinking laws, policy initiatives, and the proactive use of media advocacy to heighten public awareness of illegal alcohol/drug abuse.

Data from motor vehicle crash records from the last several years shows an over representation in the number of drivers involved in fatal and injury crashes having both alcohol and excessive speed as contributing factors. Additionally, individuals under the influence of alcohol and/or driving aggressively are less likely to be properly restrained in a seatbelt. It is the goal of the South Dakota Office of Highway Safety, in cooperation with local safe community coalitions and law enforcement, to reduce fatalities and injuries on South Dakota roadways by

promoting education and high visibility enforcement supported by enhanced public awareness through media. The efficiency of these efforts will be supported by incorporating resources from the Department of Justice “Enforcing Underage Drinking Laws” grant, 402 highway safety, 410 alcohol and 164 hazard elimination funds. These resources will be combined to develop a statewide strategic plan that incorporates public awareness, paid media, and high visibility enforcement.

**Performance Measures:**

1. Increase the number of active community coalitions with sustained participation in highway safety and underage drug/alcohol countermeasures from 7 in FFY 2005 to 12 in FFY 2006.

**Strategies:**

- Increase awareness of highway safety strategies through community involvement.
- Enhance local resources by coordinating the development and implementation of safety strategies.
- Continue to support and nurture partnership programs with tribal governments.
- Identify and continue to work with existing coalitions.
- Promote youth leadership skills and positive choices.
- Support programs targeting underage drug/alcohol use.
- Promote pedestrian safety.

**Actions:**

- Implement prevention countermeasures at the grassroots level.
- Provide projects and educational materials to local safe community coalitions to promote safety strategies.
- Work with the Native American population to coordinate cultural based prevention strategies.
- Provide technical support for safe community coalitions to access local funding.
- Provide system support and injury prevention resources to develop and implement prevention countermeasures at the local level.
- Partner with EMSC to promote “Don’t Thump Your Melon” programs at the community level.
- Support Teen Courts, Youth 2 Youth and youth advocacy groups such as MADD and SADD at the local level.
- Support University based prevention programs that promote highway safety and alcohol/drug countermeasures.
- Support TAM training and Safe Ride programs through partnerships with the South Dakota Liquor Dealers and local safety advocates.
- Support safe community coalitions to implement pedestrian safety projects, school crossings, crosswalks, and disseminate public safety information.
- Establish one new Safe Community in a title one city in FFY 2006.
- Establish two new Safe Community coalitions in rural communities in FFY 2006.
- Establish one new Safe Community coalition in a University or College in FFY 2006.
- Conduct one statewide Safe Community training program during FFY 2006.
- Establish one new Safe Community Coalition in a Native American Community in FFY 2006.

Funding Source: 402/DOJ/410/164  
 Program Area: Safe Communities

Cost Summary	
Personal Services	\$ 22,000
Operating Expenses	\$ 1,858
Travel	\$ 3,500
Capital Equipment	\$ 0
Contractual Services	\$120,000
Other (Paid Media)	\$ 0
Total	\$147,358

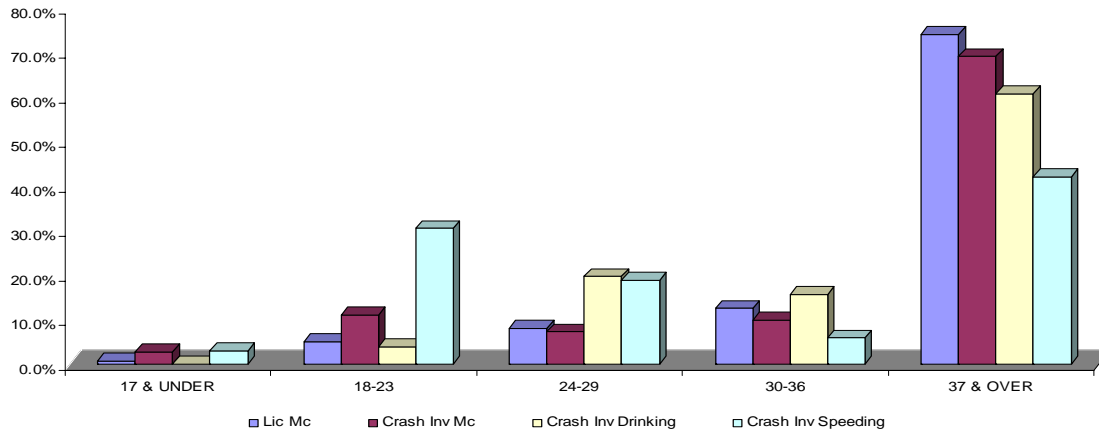
Federal Funds	\$147,358
State Funds	\$ 0
Local Funds	\$ 0
Total	\$147,358
Local Benefit	\$121,000
Capital Equipment	None

## Motorcycle Safety

In FY 2004, 26 motorcyclists were killed and 435 injured on South Dakota roadways. While the rate of highway fatalities has remained fairly constant in South Dakota, nationwide motorcycle fatalities and injuries have risen significantly over the past several years. This trend is cause for concern and reinforces our commitment to define the contributing factors and identify potential solutions for reducing motorcycle fatalities and injuries in South Dakota. The Sturgis Motorcycle Rally challenges South Dakota not only to address education and awareness, but to develop strategies to enhance the safety of hundreds of thousands of visiting motorcycle enthusiasts that visit South Dakota to participate in the rally.

The SD Motorcycle Training program is primarily funded through fees collected from motorcycle registrations in the state. Federal Highway Safety 402 funds provide training, educational materials, and public information for the South Dakota Motorcycle Rider Education Program. The past several years South Dakota has seen an overwhelming increase in the number of motorcycle riders participating in training. This growth has surpassed the availability of existing resources and generated a need to utilize 402 funds to increase the number of instructors and the number of courses offered in South Dakota communities. The 2005 legislature increased the registration contribution for this program from \$3.00 to \$7.00; this increase will provide the needed funds to continue the growth of this project.

**MOTORCYCLISTS 2004  
CRASH INVOLVED MOTORCYCLE & MOPED DRIVERS**



### Performance Measures:

1. Reduce motorcycle crashes 5% from the current three-year baseline of 486 to 462 in FFY 2006.
2. Reduce motorcycle fatalities 5% from the current three-year baseline of 21 to 19 in FFY 2006.
3. Reduce motorcycle injuries 5% from the current three-year baseline of 412 to 391 in FFY 2006.
4. Increase the number of Motorcycle Rider Education graduates 5% from 1,591 in 2005 to 1,670 in FFY 2006.

### Strategies:

- Encourage motorcycle safety training for all motorcycle licensees.
  1. Promote the Basic Rider Courses for novice riders.
  2. Promote the Experienced Rider Course for experienced riders.
- Work with insurance companies to encourage premium reductions for safety course graduates.
- Evaluate crash statistics and identify vehicle types: motorcycle, ATV, moped, etc.
- Provide awareness of special motorcyclist operating characteristics through media campaigns and joint task force actions (A Brotherhood for Awareness, Training and Education “ABATE” and American Motorcyclist Association “AMA”).
- Work with the Department of Transportation to provide early identification of road hazards.

- Enhance motorcyclist awareness of safety equipment such as protective clothing, helmets, etc.
- Address unlicensed motorcycle drivers.



**Actions:**

- Partner with the South Dakota Safety Council and ABATE to provide public education for motorcycle safety training.
- Support ABATE and the South Dakota Safety Council to encourage insurance premium discounts for individuals successfully completing motorcycle safety training.
- Work with Accident Records to query motorcycle crash data and provide reports to safety advocate groups.
- Provide support to ABATE for development and implementation of safety campaigns.
- Support Department of Transportation efforts to place signage in high-risk motorcycle traffic areas.
- Partnering with ABATE and the South Dakota Safety Council, provide safe community coalitions motorcycle safety tips to disseminate during the motorcycle season.

Funding Source: 402  
 Program Area: Motorcycle Safety

**Cost Summary**

Personal Services	\$ 0
Operating Expenses	\$ 0
Travel	\$ 0
Capital Equipment	\$ 0
Contractual Services	\$230,000
Other (Paid Media)	\$ 0
<b>Total</b>	<b>\$230,000</b>

Federal Funds	\$ 30,000
State Funds	\$ 0
Local Funds	\$200,000
<b>Total</b>	<b>\$230,000</b>

Local Benefit \$ 30,000

Capital Equipment None

## Data and Technology

The South Dakota Office of Highway Safety recognizes data as an essential element in our mission to make our highways safer. Highway Safety data and crash records must be treated as vital information sources critical for future development of policies and safety strategies. The South Dakota Crash Data System has historically provided crash data in an accurate and timely manner; however we must strive to include the implementation of completeness, uniformity, linkage and accessibility of additional data files to enhance our system capabilities. Implementation requires the cooperation of multiple agencies partnering to utilize multiple data sources for statewide safety use and analysis. South Dakota is committed to the development and maintenance of a comprehensive data resource system.

### Performance Measures:

1. By 1/1/06, contract with consultant to develop methodology for analysis of South Dakota crash data to enhance problem identification.
2. By the 3rd quarter of FFY 2006, provide local safety advocates crash data reports within 60 days of the crash.

### Strategies:

- Continue enhancement and support of a statewide safety database that will interface data sources and provide user-friendly reports.
- Identify and utilize new technology for data collection, analysis, maintenance and distribution.
- Work with Accident Records and Mountain Plains Evaluation to conduct traffic safety research and analysis.
- Conduct a State Data Assessment to support statewide efforts to upgrade and standardize crash record management.
- Evaluate the South Dakota crash data system to determine if a state data assessment is needed by the 3rd quarter of FFY 2006.

### Actions:

- The Office of Highway Safety will work with Accident Records to query requested data and provide data analysis and reports to local agencies.
- The Office of Highway Safety will provide equipment to law enforcement agencies to enhance their ability to collect local crash to identify contributing factors and develop effective countermeasures.
- Contract with a data analyst to provide in-depth analysis, research and reports to enhance development of countermeasure activity.
- Partner with NHTSA to determine if previous state data assessments meet current needs.
- Partner with CODES to identify useful data to enhance highway safety strategies.

Funding Source: 402  
Program Area: Data

Cost Summary	
Personal Services	\$ 0
Operating Expenses	\$ 8,500
Travel	\$10,000
Capital Equipment	\$ 0
Contractual Services	\$45,000
Other (Paid Media)	\$ 0
Total	\$63,500



Federal Funds	\$63,500
State Funds	\$ 0
Local Funds	\$ 0
Total	\$63,500
Local Benefit	\$31,750
Capital Equipment	None

## Engineering

The rate of traffic fatalities per 100 million vehicle miles traveled in South Dakota is among the highest in the nation. South Dakota has implemented a new research study entitled “Factors Contributing to Accidents and Fatalities in South Dakota”. This study will look at South Dakota and surrounding states to compare crash factors and prevention strategies to identify best practices. Through the Roadway Safety Improvement (RSI) process, data is analyzed annually to identify and evaluate crash patterns related to roadway design and/or signage problems. Roadway Safety Audits and Roadway Safety Audit Reviews are utilized periodically to evaluate engineering needs for South Dakota’s transportation system. South Dakota will continue to utilize the current and future studies to improve the safety of our roadways.

### Performance Measures:

1. Evaluations are done through Department of Transportation research projects and monthly progress reports submitted to the Office of Highway Safety. Studies are conducted through the Department of Transportation to measure cost versus benefit on engineering projects.

### Strategies:

- Improve traffic signal maintenance and management as identified through research.
- Evaluate and improve pavement markings and traffic control signs.
- Evaluate new software to identify dangers in work zones.

### Actions:

- Research and evaluate the effectiveness of rumble strips in the state.
- Identify safety priorities through Roadway Safety Audits and Roadway Safety Audit Reviews.
- Provide public education on traffic control devices and work zone traffic control.
- Expand media campaigns and electronic message boards to enhance public awareness of hazardous driving conditions through use of the Intelligent Transportation System (ITS).
- Provide public information on winter driving conditions and summer work zones.
- Explore the feasibility of promoting cameras for red light running.



Funding Source: 402  
Program Area: Traffic Engineering

Cost Summary

Personal Services	\$ 46,579
Operating Expenses	\$ 18,000
Travel	\$ 5,572
Capital Equipment	\$ 0
Contractual Services	\$ 40,000
Other (Paid Media)	\$ 0
Total	\$110,151

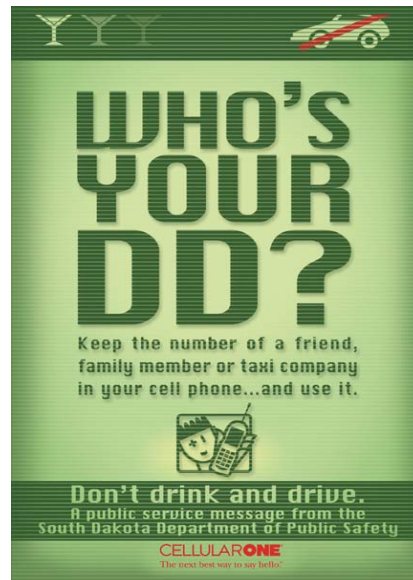
Federal Funds	\$110,151
State Funds	\$ 0
Local Funds	\$ 0
Total	\$110,151

Local Benefit	\$110,151
---------------	-----------

Capital Equipment	None
-------------------	------

## Media

Positive public response has been promoted through various media safety campaigns. Statewide campaigns enhance public awareness and promote community involvement. Media campaigns that enhance public awareness and support safety strategies are essential to the success of virtually every element of this plan. Research has indicated that safety strategies that are supported by media enhance program efficiency and effectiveness.



Goal: Saving Lives

**Objective:** To reduce death and injury from crashes on South Dakota Highways by educating the public on the benefits of occupant protection, the consequences of impaired driving and the traffic safety priority programs as outlined in the South Dakota Highway Safety Plan.

**Target Audience:** Primary, Drivers ages 14 – 24 Secondary, Drivers ages 18 – 38

### **Campaign Strategies:**

Our strategy for the 2006 fiscal year is to develop a sustained message by implementing media activity each month highlighting traffic safety issues. During the May Mobilization and the Labor Day You Drink & Drive You Lose campaigns we will schedule media to match the efforts of local law enforcement and national advertising campaigns.

### **Developing Business Partnerships:**

We will employ many tactics to blanket the state of South Dakota with our messages. One vital aspect of this campaign is to develop business partnerships throughout the state. During the past year we developed strategic business partnerships that allowed us to get the message out to the public through local businesses. This year, we will expand our existing partnerships increasing involvement frequency and the business relationship's effectiveness. We will work to expand and enhance current relationships and pursue new partnerships with local businesses and community organizations thus increasing the reach of our messages.

**Community Support:**

Working with Safe Communities is an important part of our plan. They are the key to implementing programs throughout the community. We will work closely with the Office of Highway Safety, key stakeholders and Safe Communities coordinators to enhance community based awareness of prevention strategies through the use of earned and if applicable paid media through the use of local television, radio and/or print media outlets to support local campaign that target high risk geographic areas that have been identified in statewide prevention strategies.

**Media Partnerships Statewide:**

It is important to involve the media in every way possible throughout this campaign. We will develop press releases to be distributed statewide on a regular basis. We will partner with statewide television outlet such as KELO or MidContinent Communications to promote human interest stories that enhance our prevention strategies. Additionally, we will partner with various radio groups to extend our advertising dollar through the added value of community buy-in they can provide.

Media Plan

**Media Objective:**

To effectively reach our demographic with the needed frequency that will influence and change behavior on South Dakota Highways.

**Media Strategy and Execution:**

Network broadcast television and cable television serves as primary mediums to deliver both the You Drink & Drive. You Lose. and the Seatbelt Mobilization message. Radio will be used as a secondary medium to build our message frequency. With the Internet use within our target demographic, and based on market research, we have added Internet marketing to our media plan. We will also develop media relationships and ask for support in getting our message out to the public in multiple creative formats. We are partnering with local and state law enforcement to develop bill boards that will promote specific safety messaging.

We will develop and produce new television and radio commercials as well as targeted email messaging. We feel it is necessary to create specific messages that will effectively reach the target demographic.

**Media Placement Budget Allocation:**

Following what research shows as the most effective mix of Television, Radio and Internet advertising, we anticipate using a mix similar to the following for our placement:

**May Mobilization**

- Broadcast and Cable television: 65%
- Radio: 28%
- Internet: 7%

***You Drink & Drive. You Lose.***

- Broadcast and Cable television: 65%
- Radio: 28%
- Internet: 7%

**Television :**

Based on a quote from the National Media Forum on Highway Safety – Tools of the Trade, “Television is almost always considered a primary medium, with the ability to deliver an advertising message to virtually everyone. However, with careful planning and analysis, television can be used to focus more sharply on specific target segments and particular communications objectives.” With this in mind, we feel television will be one of the most effective ways to reach our demographic. We will be placing dollars directly in programming that our target demographic has been proven to be watching.

- 1) Network Programming – We will be placing commercials on broadcast networks such as FOX and CBS.
- 2) Cable – Placing buys through cable programming allows us to gain both reach and frequency and identify time slots that will reach our target audience. When placing our dollars on Cable television we will utilize networks indexed high for our demographic, such as MTV, ESPN, Spike TV and the Speed Channel.

**Radio:**

Radio would be our next medium choice in targeting our key demographic. This is another medium that enables us to buy programming that reaches our demographic and increases our reach while generating high levels of frequency. Research shows that we are more likely to reach our target demographic by placing ads on “Pop” and “Rock” stations.

	Sioux Falls		Rapid City
	KKLS (104.7 FM)		KDDX (101.1/103.5 FM)
	KIKN (100.5 FM)		KRCS (93.1 FM)
Aberdeen		Pierre	
	KBFO (106.7 FM)		KLXS (95.3 FM)
	KSDN (94.1 FM)		

**Internet Marketing:**

According to an April 2004 report on Behavior Patterns of the Internet Generation from the Online Publishers Association (OPA), approximately 72 percent of all

18-34-year-olds are online, the highest percentage of any age group. Additionally this skew is even more pronounced among 18-34-year-old-men. With this in mind, we feel it is important to delegate a portion of the budget to Internet Marketing. Emails are a powerful e-marketing solution that combines many of the most beneficial features of Internet marketing. An email message is delivered directly into a consumer’s email box. We have a list of 53,000 persons in South Dakota, ages 18 – 34 that we can deliver a safety message directly into their email box. This is not a spam email; these are people that have actually signed up to receive these types of email. This group of individuals not only visits Websites frequently, but also tends to spend more time online than with any other medium. This is a great way to reach our demographic for a small portion of the budget.

**Earned Media:**

Another important part of this campaign is to solicit as much free media coverage as possible. We have already negotiated with television and radio stations to match our commercials one for one at no additional charge. We will also write and distribute media advisories, press releases and public service announcements. These will be distributed statewide, including American Indian Reservations. We will also aid in arranging interviews with radio personalities and television newscasts during prime mobilizations. Life and death highway safety stories involving true survivors and victims are pieces that grab the attention of the media. Working with individuals that have been personally impacted by a traffic crash will help develop human-interest stories that will enhance public awareness of the emotional, physical and financial impact traffic crashes have on South Dakota communities.

**Follow-Up Evaluation:**

Robert Sharp & Associates will also perform an evaluation to determine the effectiveness of the May Mobilization campaign. We will utilize phone and email surveys as well as the estimated number of individual exposed to each media outlet.

**Cost Proposal:**

Robert Sharp & Associates will implement a strategic and well-developed marketing campaign for the South Dakota Office of Highway Safety.

May Mobilization..... \$26,860

The media plan for May Mobilization will include television, radio and e-marketing. Television will be the primary medium for this campaign, with radio being secondary. During the May Mobilization campaign we will schedule media with more frequency to match the efforts of local law enforcement and national advertising campaigns.

You Drink & Drive. You Lose..... \$29,655

The media plan for You Drink & Drive. You Lose. campaign will include television, radio and e-marketing. Television will be the primary medium for this campaign, while radio is the secondary

medium. During this Labor Day campaign we will schedule media with more frequency to match the efforts of local law enforcement and national advertising campaigns.

Sustained Messaging ..... \$29,214

Occupant Protection, Impaired Driving, Speed and a number of other traffic safety issues will be addressed during 7 other campaigns throughout the year. Radio will be the primary medium used during these campaigns.

Production ..... \$1,985

Robert Sharp & Associates will produce new television and radio commercial and create a new e-marketing message.

Administrative Cost .....\$12,286

Development Costs \$6,286

Development of the marketing/media plan. This also includes negotiating earned media and placement of all media dollars.

Business Partnerships \$2,000

Robert Sharp & Associates will identify and develop Business Partnerships throughout the state of South Dakota. This includes phone conferences, face to face meetings and preparation of proposals to secure business partnerships. Based on approximately 22hours of work per major campaign @ \$45 per hour.

Follow-up Evaluation \$4,000

Robert Sharp & Associates will conduct evaluations to determine the effectiveness of the campaigns using phone and email surveys.

**Performance Measure:**

1. The OHS, through the use of a media contractor, will annually conduct a pre- and post- focus group assessment to identify strategies that will address and reach specific high risk target groups.

**Strategies:**

- Identify stable media funding as an essential element to the strategic safety plan.
- Utilize media campaigns to support safety countermeasures.
- Analyze multiple data resources and provide media with injury data to enhance public awareness of injury problems.
- Provide media coverage to reinforce high visibility enforcement.

**Actions:**

- Provide media coverage that focuses on high-risk populations in conjunction with national safety campaigns.
- Utilize available educational avenues to sustain public awareness through the media.
- Distribute and create safety resources to enhance public awareness.
- Develop media partnerships to enhance media coverage and expand safety promotions.
- Develop a comprehensive media plan that supports enforcement efforts.
- Create and support a sustained media calendar that will focus on primary targets throughout the year such as booster seats education, reduction of underage drinking, occupant protection, back-to-school safety, motorcycle and bicycle safety.

Funding Source: 402  
Program Area: Media

Cost Summary

Personal Services	\$ 0
Operating Expenses	\$ 0
Travel	\$ 0
Capital Equipment	\$ 0
Contractual Services	\$ 75,000
Other (Paid Media)	\$ 25,000
Total	\$100,000

Federal Funds	\$100,000
State Funds	\$ 0
Local Funds	\$ 0
Total	\$100,000

Local Benefit	\$ 75,000
---------------	-----------

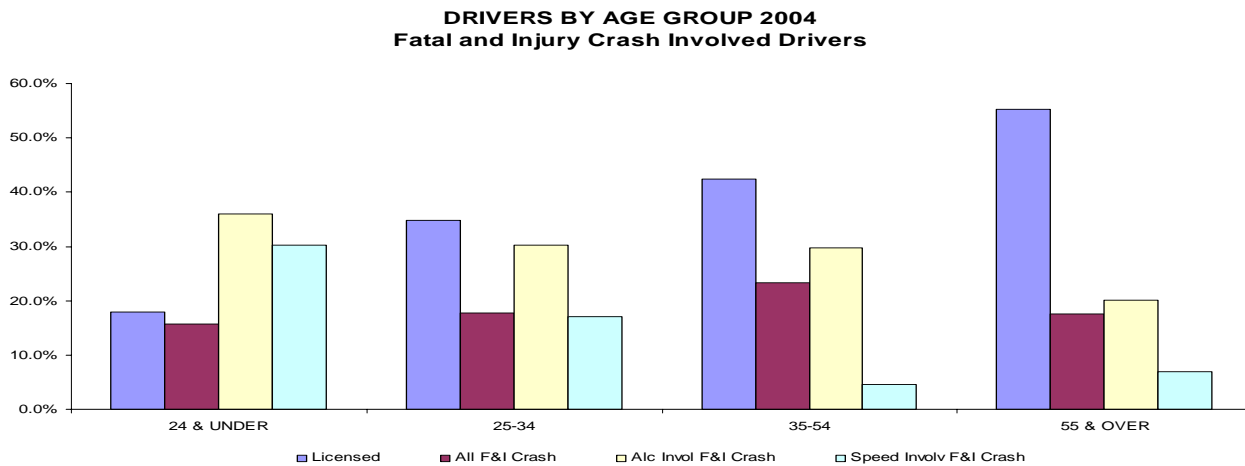
Capital Equipment	None
-------------------	------



## Driver Education

Our goal is to make driver awareness and education a continued process throughout the life of a driver. Providing an evaluation of a driver's ability to operate a motor vehicle will not only benefit that subject, but will also provide an advantage to fellow drivers who share the road. Inattentive drivers also create an unsafe environment on South Dakota roads. It is imperative that awareness and knowledge of distracted drivers be increased through media exposure.

Young drivers are over represented in fatality and injury crashes. The young driver is associated with a distinctive set of safety issues that need to be addressed. Historically, novice drivers represent the highest crash rate of any driver group. The lack of driving experience, immaturity and youthful drinking are all contributing factors to the higher crash rate.



### Performance Measures:

1. Reduce speed related fatal and injury crashes by 5% from the 3 year average of 1,042 to 990 in FFY 2006.
2. Reduce speed related fatal and injury crashes by 5% in the 14-20 age group from the three year average of 390 to 370 in FFY 2006.
3. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,819 to 2,678 by FFY 2006.
4. Reduce fatal and injury crashes by 5% in the 25-34 age group from the 3 year average of 1,377 to 1,308 in FFY 2006.
5. Reduce fatal and injury crashes by 5% in the 35-54 age group from 3 year average of 2,368 to 2,250 in FFY 2006.
6. Reduce fatal and injury crashes by 5% in the age group 55 and over from the 3 year average of 1,342 to 1,275 in FFY 2006.

### Strategies:

- Evaluate the effectiveness of the Graduated Driver's Licensing (GDL) program.
- Enhance public awareness through public education on aggressive, impaired, fatigued, and inattentive driving.
- Enhance visibility of safety strategies and promote mobilization campaigns that target data supported high risk populations with specific programming.
- Increase enforcement of traffic laws through high visibility enforcement campaigns, Operation Safe, saturation patrols and sobriety checkpoints.

**Actions:**

- Analyze crash data of youth 14 through 18 to determine change in trends compared to GDL implementation.
- Through partnering with the Department of Health, Department of Social Services, Department of Human Services, disseminate public education materials addressing prevention strategies.
- Partner with AARP and Driver Education to provide educational resources to target high risk younger and older drivers.
- Support sustained law enforcement strategies with education, training, overtime, equipment and media support.

Funding Source: 402  
Program Area: Driver Education

Cost Summary

Personal Services	\$ 0
Operating Expenses	\$10,000
Travel	\$ 0
Capital Equipment	\$ 0
Contractual Services	\$15,000
Other (Paid Media)	\$ 0
Total	\$25,000

Federal Funds	\$25,000
State Funds	\$ 0
Local Funds	\$ 0
Total	\$25,000

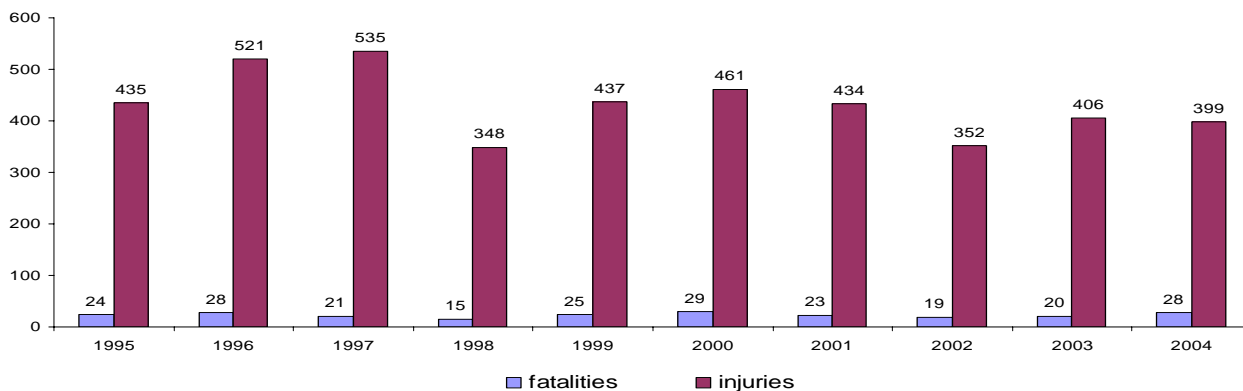
Local Benefit	\$25,000
---------------	----------

Capital Equipment	None
-------------------	------

## Commercial Motor Vehicles

When a heavy truck and smaller passenger vehicle are involved in a motor vehicle crash, there is a higher probability of severe injuries or fatalities to the occupants in the passenger vehicle. Annually, South Dakota averages approximately 442.1 injuries and 22.2 fatalities involving Commercial Motor Vehicles. The goal of the Highway Safety Plan is to reduce the number and severity of crashes and hazardous material incidents involving commercial motor vehicles (CMV). In CMV involved crashes, fatalities and injuries can be reduced through consistent, uniform and effective CMV safety programs that identify safety defects, public awareness, driver deficiencies and unsafe motor carrier practices. Attention will also be focused on the development and implementation of public education programs that promote best practices for sharing the road with motor carriers. Studies indicate commercial vehicle or large truck drivers frequently fail to buckle up. Strategies will be initiated to encourage seatbelt compliance for all drivers on South Dakota roadways.

**SOUTH DAKOTA  
FATALITIES AND INJURIES  
INVOLVING COMMERCIAL MOTOR VEHICLES**



### Performance Measure:

1. Reduce the motor vehicle crashes involving motor carriers by 5% from the current 3-year baseline of 908 to 863 in FFY 2006.
2. Reduce the number motor carrier involved fatalities by 5% from the current 3-year baseline of 20 to 18 in FFY 2006.

### Strategies:

- Increase safety partnerships between the trucking industry and the public.
- Provide public information awareness and resources on sharing the road with Commercial Motor Vehicle Carriers.
- Encourage Motor Carrier Safety Program and partners to target traffic enforcement around commercial motor vehicle inspection stations.
- Promote safety restraint compliance for motor carrier operators.

### Actions:

- Conduct two public awareness-training sessions in FFY 2006 on motor carrier safety.
- In partnership with FHWA and motor carriers develop one motor carrier safety brochure for public distribution in FFY 2006 to promote motor carrier safety.

Funding Source: 402  
Program Area: Commercial Motor Vehicles

Cost Summary

Personal Services	\$ 0
Operating Expenses	\$5,000
Travel	\$ 0
Capital Equipment	\$ 0
Contractual Services	\$ 0
Other (Paid Media)	\$ 0
Total	\$5,000

Federal Funds	\$5,000
State Funds	\$ 0
Local Funds	\$ 0
Total	\$5,000

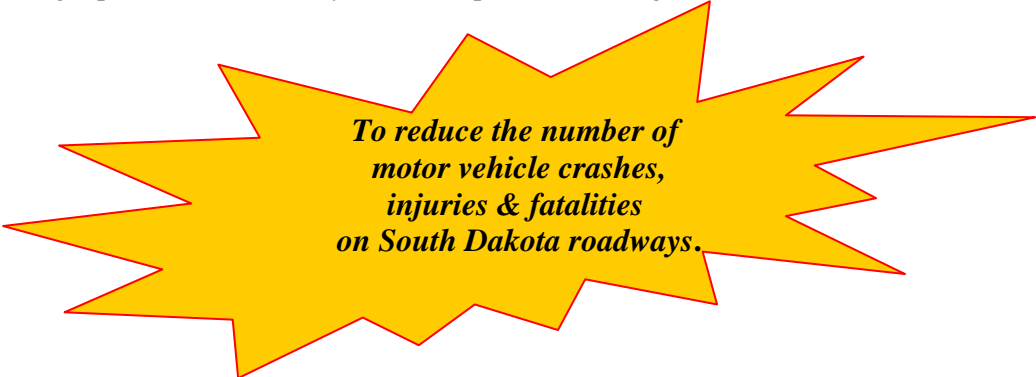
Local Benefit \$5,000

Capital Equipment None

## Roadway Safety Committee

The OHS recognizes that achievement of quantified goals is dependent not only on the work of one agency, but on the collaborative and ongoing efforts of a wide variety of governmental and private entities involved in improving highway safety. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by safety advocates, education, enforcement and engineering are all elements required to meet South Dakota's projected declines in crash related injuries and fatalities.

This task, within the Office of Highway Safety, will provide financial support for the coordination of the South Dakota Roadway Safety Committee (RSC). The RSC has representation from multiple agencies; these agencies are listed on page 2 of this document. Technical assistance will be provided through the cooperative efforts of the OHS and the RSC to state and local agencies for data analysis, needs assessment, countermeasure development, and public information and awareness efforts to promote traffic safety strategies. The RSC members will provide statewide community safety briefings promoting highway safety campaigns, engineering design, traffic laws, occupant protection projects, law enforcement strategies, as well as addressing alcohol countermeasures and gaining support for highway safety projects. Support is provided for the RSC for strategic planning and sub-committee meetings as needed, to develop media campaigns, traffic safety projects, enforcement efforts and a statewide strategic plan for traffic safety activities, policies, and legislation.



*To reduce the number of  
motor vehicle crashes,  
injuries & fatalities  
on South Dakota roadways.*

### Performance Measures:

1. This project will be evaluated through progress in the development, implementation and management of the State Highway Safety Plan, sub-committee progress reports and the evaluation of highway safety strategies implemented to reduce motor vehicle crashes, fatalities and injuries.

### Strategies:

- Develop and implement an annual comprehensive Highway Safety Plan.
- Identify perspective stakeholders with a vested interest in highway safety strategies.
- Analyze crash data and develop specific countermeasures to target high risk factors.

### Actions:

- Support travel and per diem for local, state and national training seminars.
- Support public education, media campaigns, educational materials and promotional items to heighten public awareness and enhance injury prevention projects.
- Support state and community safety advocates in the development and implementation of prevention projects.
- Analyze multiple data sources combined with epidemiological reports to identify risk factors and yearly trends that contribute to motor vehicle crashes.

Funding Source: 402  
Program Area: Safe Communities

Cost Summary

Personal Services	\$ 0
Operating Expenses	\$ 6,500
Travel	\$ 5,000
Capital Equipment	\$ 0
Contractual Services	\$ 5,000
Other (Paid Media)	\$ 0
Total	\$16,500

Federal Funds	\$16,500
State Funds	\$ 0
Local Funds	\$ 0
Total	\$16,500

Local Benefit	\$ 6,500
---------------	----------

Capital Equipment	None
-------------------	------

## Planning and Administration

This project provides the necessary staff time and expenses incurred by the OHS that are directly related to the planning, development, coordination, monitoring, auditing and evaluation of projects within the program area, and the development of the FFY 2006 South Dakota Highway Safety Plan. The Director of Highway Safety, Highway Safety Specialist, and Fiscal Manager provide staff support.

The Governor's Representative for Highway Safety has the overall responsibility for the coordination of South Dakota's Traffic Safety Program and the development of the Highway Safety Plan. He is the liaison between the Governor's Office and the Legislature, local and state agencies, and various councils and boards throughout the state. Funding is provided to support the South Dakota Governor's Representative to travel to highway safety related events.

The Director of the Office of Highway Safety supervises fiscal and program staff and has the overall responsibility in meeting the program requirements. The Fiscal Manager is responsible for the accounting and financial reports required for 402 reimbursement.

DOT policy requires that federal participation in Planning and Administration (P&A) activities shall not exceed 50% of the total cost of such activities or the applicable sliding scale rate (54.88% for South Dakota) in accordance with 23 USC 120. The federal contribution for P&A cannot exceed 10% of the total 402 funds the state receives. Accordingly, state funds have been budgeted to cover 45.12% of P&A costs.

### Performance Measures:

1. The South Dakota OHS will work with NHTSA Rocky Mountain Region to review the highway safety strategies and obligated funds to insure funds are obligated proportionately to the severity of injury factors based on South Dakota data analysis.
2. Utilize data analysis and project evaluations to determine if current strategies are successful in meeting projected goals and objectives.

### Strategies:

- Administer and disperse highway safety and OJJDP Enforcing Underage Drinking Laws funds to reduce death and injury from motor vehicle crashes and underage drug and alcohol use in South Dakota.
- Enhance public awareness and participation in highway safety strategies.

### Actions:

- Develop the FFY 2007 HSP/Performance Plan by September 1, 2006.
- Document problem identification to support justification of the FFY 2007 HSP projects.
- Develop, coordinate, monitor and administratively evaluate highway safety projects identified in the FFY 2006 HSP.
- Develop and implement a comprehensive public awareness campaign in FFY 2006.
- Submit an Annual Progress Report for FFY 2005 by January 1, 2006.
- Distribute statewide program and project task requests by March 30 2006 to aid in development of the FFY 2007 HSP.
- Meet with the Roadway Safety advisory group to review 2007 program and project task grant requests to identify FFY 2007 countermeasures and obligate funding levels based on problem identification.

Funding Source: 402  
Program Area: Planning and Administration

Cost Summary	
Personal Services	\$ 104,000
Operating Expenses	\$ 39,556
Travel	\$ 7,500

Capital Equipment	\$ 0
Contractual Services	\$ 0
Other (Paid Media)	\$ 0
Total	\$ 151,056

Federal Funds	\$ 82,900
State Funds	\$ 68,156
Local Funds	\$ 0
Total	\$151,056

Local Benefit	\$ 0
---------------	------

Capital Equipment	None
-------------------	------



## Hazard Elimination

According to the Section 164 legislation and interim regulations, any state that does not enact and enforce a conforming repeat intoxicated driver law will be subject to a transfer of funds. If a state does not meet the statutory requirements of this program on October 1, 2000, an amount equal to three percent of the funds apportioned to the state on those dates under 23 U.S.C. will be transferred to the state's apportionment under Section 402.

Directives regarding these transfer funds allow for the state to elect to use all or a portion of the transferred funds for hazard elimination activities under 23 U.S.C. 152. The South Dakota Department of Transportation has identified a sufficient number of hazard elimination activities to allow for a portion of the state's Section 164 transfer funds to be used for this purpose. The remaining funds are obligated to the Office of Highway Safety Section 402 to fund projects to reduce fatalities and injuries on South Dakota roadways.

The South Dakota Roadway Safety Committee will provide recommendations to the Office of Highway Safety and the South Dakota Department of Transportation to implement and/or expand countermeasures with a potential to reduce alcohol related crashes, fatalities and injuries in South Dakota.

Data provided in a 10 year longitudinal study, Youth Risk Behavior Survey, cited the following:

% of respondents who drank in the past 30 days- In SD=50.2% nationally=47.1%

% of respondents who binge drank in the past 30 days- In SD=36.5% Nationally=29.9%

In a 2000, Native American YRBS those rates were higher yet:

% of respondents who drank in the past 30 days- In SD=50.2% Nat'l=47.1% Native American=54%

% of respondents who binge drank in the past 30 days- In SD=36.5% Nat'l=29.9% Native American=44%.

The above data demonstrates the increased risk SD youth have versus the National data. In addition, in the 2005 South Dakota Highways Safety Plan data reported that in the past five years, drivers under the age of 21 represented 11.2% of the licensed drivers in the State, but represented 25.1% of the drivers involved in all fatal and injury crashes, 19.3% of the drinking drivers in fatal and injury crashes and 37.4% of the drivers in speed related fatalities and injury crashes. It is further reported in the YRBS(2003) that 36% of youth stated they had rode in the car of someone who had been drinking. This data demonstrates that the high risk alcohol and drug related behaviors identified by the Youth Risk Behavior Survey are prevalent in youth who are passengers and who operate a motor vehicle. The goal of the School Based and Community Based Prevention programming is to intervene with youth prior to the onset of alcohol and drug use so that the risk behaviors can be minimized so that the drinking and driving behavior will be decreased for this age group.

This startling information led to the 1999 partnership between the Division of Alcohol and Drug Abuse and Sioux Falls School District to implement prevention programming in the schools.

The continuum of prevention and intervention services provided to the schools and youth include but are not limited to the following:

- Implement researched based or promising practice model programs into schools.
- Work with school personnel to identify, screen and refer students in crisis due to alcohol and other drug-related issues to appropriate level of care.
- Complete assessments or screenings of students referred for potential alcohol, tobacco and other drug use.
- Provide individual, family, and group counseling for students experiencing difficulties related to alcohol and drug use.
- Conduct intensive prevention groups for students who have violated District alcohol and other drug use regulations. These groups include a parent participation component.

- Facilitate support groups for students with alcohol or drug abuse concerns and provided weekly interventions based on number of students and school/community needs.
- Assist district staff, as requested by building principal, in the supervision of prevention activities such as IMPROV, Youth to Youth, and SADD.
- Provide assistance to school staff to plan, organize and conduct prevention workshops for district personnel and assist with development and implementation of prevention strategies.
- Serve as a resource for parents, school counselors, and teaching staff.

To date the success of the school based prevention program in the Sioux Falls area is demonstrated by the reduction in the last 30 day use rate of students using alcohol/drugs from 64% to 45% at the high school level and from 28% to 16% at the middle schools.

Trend analysis data from the YRBS also shows a reduction in youth riding in the car of someone who had been drinking from 38.1% in 2001 to 36% in 2003.

We are requesting funding support to continue two existing programs and to expand this effective prevention strategy to one rural school system that will include students living on a Reservation in the Western part of the State and create a community mobilization program in the Northeastern part of the State who will also provide in-school services to that location and also provide services to students living on a Reservation. An integral part of the program this year would be the inclusion of a component to address the dangers of drinking and driving for youth. Infused lesson plans, "Steering Toward Safety: Developmental Boosters to Promote Healthy Driving Behavior", Catalano-Haggerty, would be incorporated. Out come data, pre and post test data will be collected and reported back to funding sources. The 164 Hazard Elimination funds will be combined with local funding and Enforcing Underage drinking funds to enhance and expand these programs.

Each school would be required to complete and submit an approved work plan with a list of goals and objectives. Common ones, for example, would be:

- Decrease # of students reporting alcohol, tobacco and other drug use.
- Improve truancy rates.
- Delay onset of use/abuse reported by students by one year.
- Increase the number of students who "believe use of alcohol/drugs is harmful". (change social norm)
- Increase opportunities for students involvement as active members of school and community in pro-social events.
- Decrease the number of students reporting riding with someone who had been drinking or drinking and driving themselves.

As an on going maintenance of the programs, data and outcomes would be required to the Division/funding sources. These would include but are not limited to:

- Program evaluation
- Pre/post tests
- Focus groups
- School surveys/tracking

Reporting would be provided to the Division in compliance with their data system requirements on a monthly basis and any other funding source.

**Performance Measures:**

1. Reduce alcohol/drug related fatalities by 5% from a three year average of 87 to 84 in FFY 2006.
2. Reduce alcohol/drug related injuries by 5% from the three year average of 976 to 927 in FFY 2006.
3. Increase school based alcohol programs from three in 2005 to four in FFY 2006.
4. Implement additional DUI campaigns during the July 4<sup>th</sup> and Thanksgiving holiday season in FFY 2006.
5. Coordinate data analysis with an alcohol epidemiology work group by 1/1/2006.
6. Implement two new Safe Ride/alternative choice programs in FFY 2006.

**Strategies:**

- Reduce alcohol related injuries and fatalities on South Dakota roadways.
- Reduce number of drivers under the influence of alcohol/drugs.
- Reduce underage drug and alcohol use.

**Actions:**

- Support local alcohol task force to reduce sales to minors and underage alcohol and drug use.
- Promote positive choices through early detection of high risk youth through school and community based assessments and interventions.
- Implement diversion programs that require 100% sobriety.
- Identify and utilize high visibility enforcement to deter driving under suspended or revoked license.
- Contract for a special traffic enforcement prosecuting attorney.
- Provide support and equipment for high visibility drug/alcohol enforcement.
- Implement a program to target high risk drivers with suspended or revoked licenses.

Funding Source: 164  
 Program Area: Hazard Elimination

Cost Summary	
Personal Services	\$ 0
Operating Expenses	\$ 0
Travel	\$ 0
Capital Equipment	\$ 0
Contractual Services	\$ 4,500,000
Other (Paid Media)	\$ 0
Total	\$ 4,500,000
Federal Funds	\$ 4,500,000
State Funds	\$ 0
Local Funds	\$ 0
Total	\$ 4,500,000
Local Benefit	\$ 4,500,000
Capital Equipment	None

## 2006 HSP Financial Budget

<b>Project Number</b>	<b>Project Name</b>	<b>Federal Funds</b>
	<b>ALCOHOL AND DRUGS</b>	
40-01	Alcohol Program Management	\$ 145,000
	<b>POLICE TRAFFIC SERVICES</b>	
41-01	Police Traffic Services Program Management	\$ 116,976
41-02	SDHP DWI Enforcement Project	\$ 225,000
41-03	Community Traffic Safety Programs	\$ 100,000
41-04	410 Alcohol Intervention Program	\$ 210,000
41-05	Speed Enforcement (State Match)	\$ 0
	<b>OCCUPANT PROTECTION</b>	
42-01	Occupant Protection Program Management	\$ 177,900
42-02	Child Safety Seat Distribution Program	\$ 155,000
	<b>EMERGENCY RESPONSE SERVICES</b>	
43-01	Emergency Medical Services Training	\$ 218,088
	<b>SAFE COMMUNITIES</b>	
44-01	Safe Communities	\$ 147,358
	<b>MOTORCYCLE SAFETY</b>	
45-01	SD Motorcycle Rider Education Program	\$ 30,000
	<b>DATA AND TECHNOLOGY</b>	
46-01	Traffic Data Program	\$ 63,500
	<b>ENGINEERING</b>	
47-01	Local Government Traffic Engineering Services	\$ 110,151
48-01	<b>MEDIA</b>	\$ 100,000
49-01	<b>DRIVER EDUCATION</b>	\$ 25,000
50-01	<b>COMMERCIAL MOTOR VEHICLES</b>	\$ 5,000
51-01	<b>ROADWAY SAFETY COMMITTEE</b>	\$ 16,500
52-01	<b>PLANNING AND ADMINISTRATION</b>	\$ 82,900
53-01	<b>HAZARD ELIMINATION PROJECT</b>	\$ 4,500,000
	<b>157 INCENTIVE FUNDS</b>	\$ 25,000
	<b>GRAND TOTAL</b>	<b>\$6,453,373</b>

## **STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
  
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
  
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
  
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
  
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
  
- Highway Safety Grant Funding Policy for Field-Administered Grants

### **Certifications and Assurances**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L.

92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
  - 1) The dangers of drug abuse in the workplace.
  - 2) The grantee's policy of maintaining a drug-free workplace.
  - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
  - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1) Abide by the terms of the statement.
  - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under

subparagraph (d) (2), with respect to any employee who is so convicted -

- 1) Taking appropriate personnel action against such an employee, up to and including termination.
  - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

### POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

### CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of



Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

### CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

#### Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant

learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection

with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the

method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2006 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Governor's Representative for Highway Safety

10-1-05  
Date