



**South Carolina  
Department of Public Safety**

Office of Highway Safety and Justice Programs

*Protecting. Educating. Serving.*

**2018 Annual Report**

Prepared by:

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

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## Contents

Executive Summary .....	2
Introduction.....	4
Statewide Performance Targets and Results.....	7
Annual Activity Performance Measures Tracker.....	9
Federal Grant Projects by Program Area .....	10
Planning and Administration Program Area.....	10
Alcohol Countermeasures Program Overview .....	19
Occupant Protection Program Overview .....	40
Police Traffic Services Program Overview .....	52
Police Traffic Services – Law Enforcement Coordination Project.....	60
FFY 2018 Grant Period Enforcement Report: 10/1/2017 – 9/30/2018.....	63
2018 Law Enforcement DUI Challenge Enforcement Report: 12/1/2017-9/3/2018.....	64
2017-18 Christmas/New Year’s <i>SOS</i> Enforcement Report: 12/15/2017-1/1/2018.....	65
2018 <i>BUSC</i> Enforcement Report: 5/21/2018-6/3/2018.....	66
2018 <i>Operation Southern Shield</i> Enforcement Report: 7/15/2018-7/21/2018.....	67
2018 Labor Day <i>SOS</i> Enforcement Report: 8/17/2018-9/3/2018.....	68
Police Traffic Services - Education/Training Projects.....	69
Police Traffic Services (PTS)/Speed Enforcement Program Area: Budget Summary.....	71
Traffic Records Program Overview.....	74
Community Traffic Safety Program Overview.....	78
Motorcycle Safety Program Overview .....	92
Vulnerable Roadway Users Program Overview .....	97
Paid Media Overview .....	101
2017-2018 Christmas/New Year’s Sober or Slammer! Campaign .....	101
2018 Spring Radio Sober or Slammer! Campaign.....	103
2018 Labor Day Sober or Slammer! Campaign.....	104
2018 Buckle Up, SC! It’s the law and it’s enforced. Campaign .....	107
2018 Motorcycle Safety Campaign: Spring 2018 .....	109
2017-2018 High School Ticket Campaign.....	111
Distracted Driving Radio Campaign (Fall 2017/Spring 2018).....	112
2018 Operation Southern Shield .....	113
Attitudinal Survey Results .....	115
Federal Funds Expended on Projects.....	121

## **Executive Summary**

### **Organizational Placement & Mission of the Office of Highway Safety and Justice Programs**

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

### **Major Functions of OHSJP:**

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$5 - \$10 million in highway safety grant funds from our Federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis and Research Section (SARS) for the agency which conducts statistical research and analysis to determine the specific causes, locations, and other information regarding traffic collisions. This information is used to determine where best to allocate our grant funds and focus our enforcement/educational efforts;
- Coordinates statewide highway safety enforcement and public information and education campaigns (e.g., *Sober or Slammer!*, *Buckle Up, South Carolina. It's the law and it's enforced.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click-it-or-Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement efforts, etc.;
- Supports the SC Law Enforcement Network (SCLN) system. The SCLN is comprised of 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts;

- Coordinates, with the assistance of appropriate state and federal partners, the development and implementation of the SC Strategic Highway Safety Plan.

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

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week

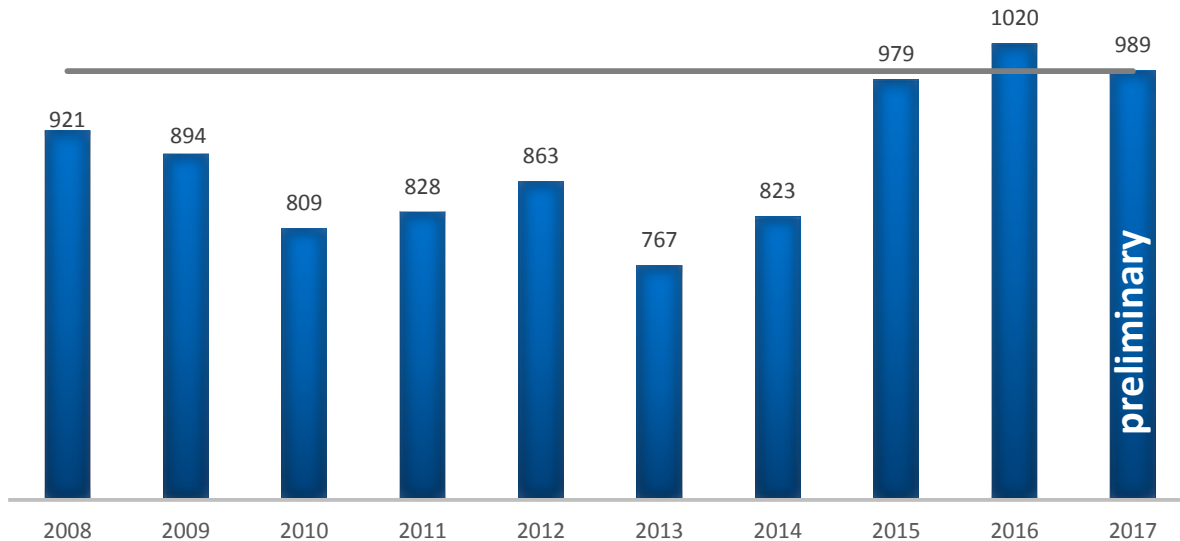
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. The OHSJP is divided into the following primary sections: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

## Introduction

### Statistical Summary

South Carolina experienced a spike in 2016 of 1,020 traffic fatalities. According to the Statistical Analysis and Research Section (SARS) of the OHSJP, the number of deaths decreased to 989 in 2017 (preliminary). Despite the decrease in traffic fatalities, the 2017 number still represents an increase in traffic fatalities compared to prior years (2008-2015).

### SOUTH CAROLINA TRAFFIC FATALITIES



Note: The number of total fatalities is provided by FARS 2008-2016 Final FARS. The 2017 preliminary fatality number is provided by SARS.

South Carolina's mileage death rate (MDR) rose from 1.65 in 2014 to 1.89 in 2015, but the MDR decreased by one percent in 2016 to 1.87. The MDR in 2013 of 1.57 represented the lowest point in the history of the state; however, the rise to 1.65 in 2014 was a 5.1% increase. From 2014 to 2015, the MDR rose by 14.5% to 1.89, the highest in the nation. The current projection for the 2017 MDR is 1% to 2% lower than that of 2016, and the downward trend is one that will hopefully continue in the years to come.

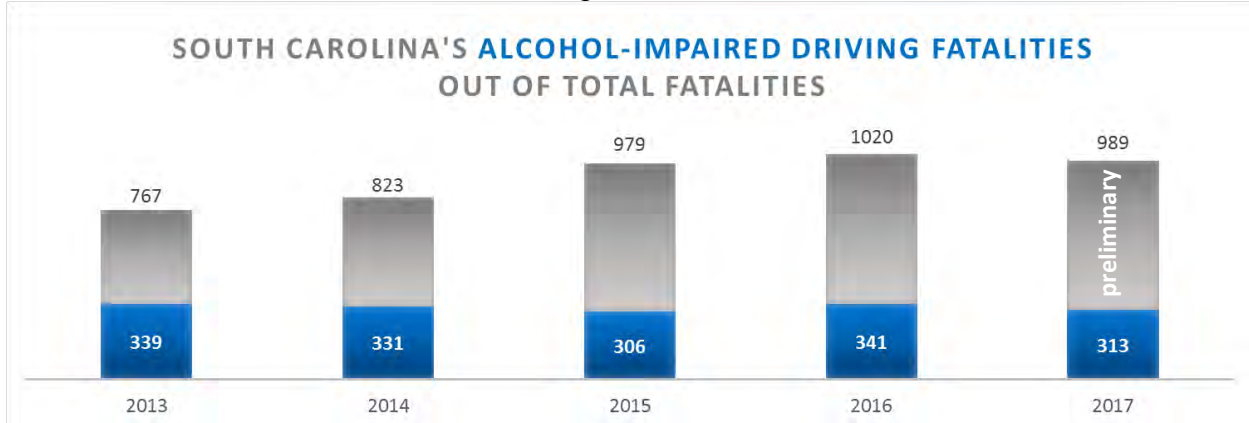
### SOUTH CAROLINA MILEAGE DEATH RATE



Note: The MDR is provided by FARS 2008-2016 Final FARS. The 2017 MDR currently not available.

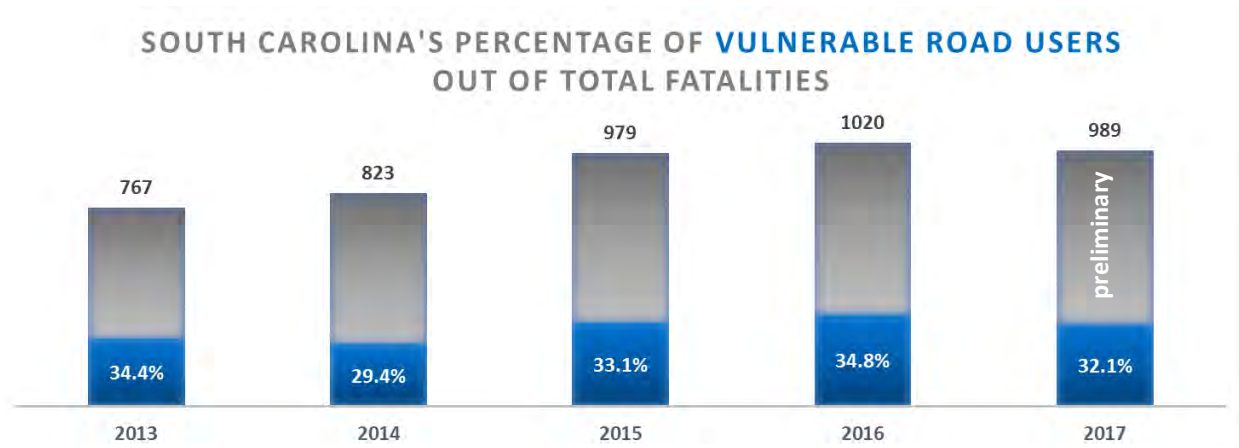
According to the National Highway Traffic Safety Administration (NHTSA), the number of alcohol-impaired driving traffic fatalities (a driver with a BAC of .08 or more involved in the colli-

sion) was 341 in 2016. South Carolina experienced a downward trend for three consecutive years for the number of alcohol-impaired driving traffic fatalities (a driver with a BAC of .08 or more involved in the collision) from 2013 to 2015. The downward trend ended in 2016. NHTSA’s Fatality Analysis Reporting System (FARS) Annual Report File (ARF) indicated 331 fatalities involving an alcohol-impaired driver in 2017, a decrease of 8.2% from 341 in 2016. In 2016, 33% of all traffic fatalities involved an alcohol-impaired driver, and in 2017 it decreased to 32%.



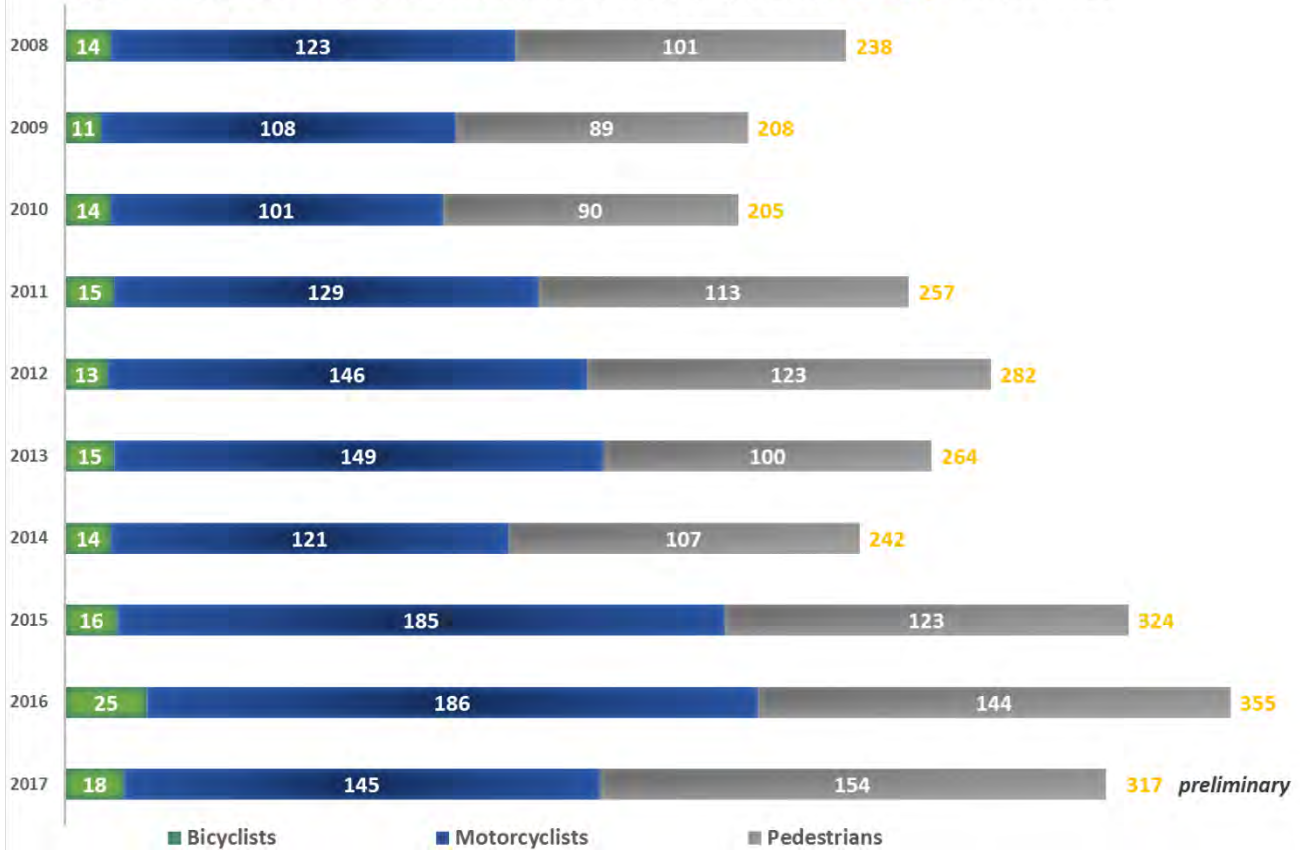
Note: The number of alcohol-impaired driving traffic fatalities is provided by FARS: 2013-2016 Final FARS and 2017 ARF. The number of total fatalities is provided by FARS 2013-2016 Final FARS. The 2017 preliminary fatality number is provided by SARS.

Bicyclists, motorcyclists, moped riders, and pedestrians are vulnerable road users (VRUs) and are of particular interest nationally. In South Carolina for the past five years, the percentage of VRUs out of the total traffic fatalities fluctuate between the lowest in 2014 at 29.4% to the highest in 2016 at 34.8%.



Note: The total number of VRUs fatalities is calculated using bicyclist, motorcyclists, and pedestrian fatalities provided by FARS: 2013-2016 Final FARS and 2017 ARF. FARS motorcyclist fatality numbers include Moped Riders. The number of total fatalities is provided by FARS 2013-2016 Final FARS. The 2017 preliminary fatality number is provided by SARS.

## SOUTH CAROLINA'S VULNERABLE ROAD USERS TOTAL FATALITIES



Note: The number of VRUs fatalities is provided by FARS: 2013-2016 Final FARS and 2017 ARF. FARS motorcyclist fatality numbers include Moped Riders.

Bicyclist fatalities are down to a preliminary number of 18 for 2017 from 25 in 2016. As of early November, there have been 19 bicyclists killed in South Carolina in 2018. SARS projections for 2018 estimate the number of bicyclist fatalities to be 19 and the 2014-2018 average number of bicyclist fatalities to be 18.

Motorcyclist fatalities decreased to 145 in 2017 (preliminary) from 186 in 2016. This is a 22% decrease in motorcyclist fatalities. The motorcyclist figures include moped rider data to be consistent with FARS reporting. The year 2018 is projected to show a reduction in the number of motorcyclist fatalities from 2017. The SARS predicts that the 2014-2018 average number of motorcyclist fatalities will be 153.

South Carolina experienced 154 pedestrian fatalities in 2017 (preliminary). This is a 6.9% increase from the 144 pedestrian fatalities that occurred in 2016. SARS projections for the year 2018 show an estimated 154 pedestrian fatalities and the 2014-2018 average number of pedestrian fatalities to be 136.



## Statewide Performance Targets and Results

Listed in the table below are South Carolina’s Highway Safety Performance Measures which were established in the 2018 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor’s Highway Safety Association (GHSA). The table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

<b>Performance Measures</b>	<b>Results</b>
<b>To decrease the upward trend of traffic fatalities from the 2016 preliminary number of 1,018 to 1,006 by December 31, 2018 with a five year average of 970 from 2014-2018.</b>	<b>Goal Met:</b> Based on current projections, the state is expected to meet its 2014-2018 average fatality goal of 970.
<b>To decrease serious traffic injuries by 5.4%, from the 2011-2015 baseline average of 3,241 to 3,067 for 2014-2018 by December 31, 2018.</b>	<b>Goal Met:</b> Based on current projections, the state is expected to meet its 2014-2018 average serious injures of 3,067.
<b>To decrease traffic fatalities/VMT by 9.5%, from the 2015 baseline average of 1.89 to 1.71 by December 31, 2018 with a five year average of 1.81 from 2014-2018.</b>	<b>Goal Met:</b> Based on current projections, the SARS predicts the state will meet its 2014-2018 average fatalities per vehicle mile traveled of 1.81 (unavailable in NHTSA/FARS data).
<b>To decrease traffic fatalities/VMT (Rural) 13.3% from the 2011-2015 baseline average of 2.85 to 2.47 by December 31, 2018.</b>	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
<b>To decrease traffic fatalities/VMT (Urban) 1.4% from the 2011-2015 baseline average of 0.70 to 0.69 by December 31, 2018.</b>	This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.
<b>To decrease unrestrained motor vehicle occupant fatalities by 0.4% from the 2011-2015 baseline average of 279 to 278 by December 31, 2018.</b>	<b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 unrestrained motor vehicle occupant fatalities goal of 278. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.
<b>To decrease the alcohol-impaired driving fatalities by 2.8% from the 2011-2015 baseline average of 326 to 317 by December 31, 2018.</b>	<b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 alcohol-impaired driving fatalities goal of 317. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

<p><b>To decrease speeding-related fatalities by 0.3% from the 2011-2015 baseline average of 315 to 314 by December 31, 2018.</b></p>	<p><b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 speed related fatalities goal of 314. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p>
<p><b>To decrease the un-helmeted motorcyclist fatalities by 0.9% from the 2011-2015 baseline average of 106 to 105 by December 31, 2018.</b></p>	<p><b>Goal Met:</b> Based on current projections, the state is expected to meet its 2018 un-helmeted motorcyclist fatalities goal of 104.</p>
<p><b>To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2011-2015 baseline average of 114 to 113 by December 31, 2018.</b></p>	<p><b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 SC drivers age 20 and under involved in fatal collisions goal of 113. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p>
<p><b>To decrease pedestrian traffic fatalities by 0.9% from the 2011-2015 baseline average of 113 to 112 by December 31, 2018.</b></p>	<p><b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 pedestrian fatalities goal of 112. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p>
<p><b>To decrease bicyclist traffic fatalities by 6.7% from the 2011-2015 baseline average of 15 to 14 by December 31, 2018.</b></p>	<p><b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 bicyclist fatalities goal of 14. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p>
<p><b>To decrease moped traffic fatalities by 3.1% from the 2011-2015 baseline average of 32 to 31 by December 31, 2018.</b></p>	<p><b>Goal Not Met:</b> Based on current projections, the state is not expected to meet its 2018 moped fatalities goal of 31. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p>

Annual Activity Performance Measures Tracker

<b>Seatbelt Citations</b>	2014: 198,071 2015: 167,761 2016: 142,422 2017: 128,800 2018: 117,972
<b>Impaired Driving Arrests</b>	2014: 23,064 2015: 21,512 2016: 20,144 2017: 18,884 2018: 18,007
<b>Number of Speeding Citations</b>	2014: 395,792 2015: 388,631 2016: 366,793 2017: 354,482 2018: 339,306

# Federal Grant Projects by Program Area

## Planning and Administration Program Area

### Primary activities of Program Administration include:

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

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

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

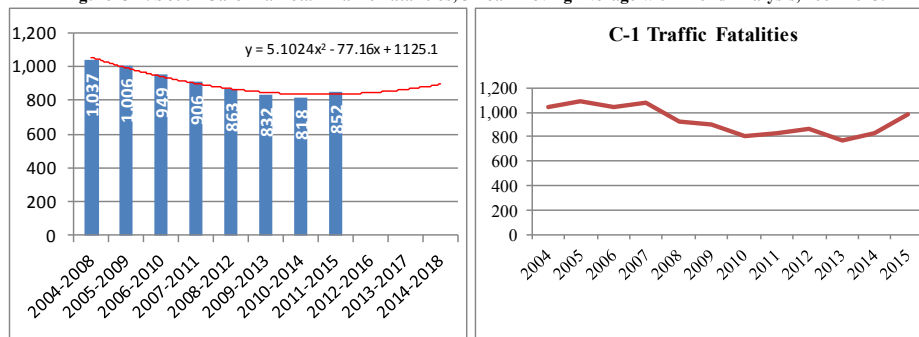
Public Information and Education: Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

### Planning and Administration Program Overview

#### Planning and Administration Program Goals:

1. To decrease the upward trend of traffic fatalities from the 2016 preliminary number of 1,018 to 1,006 by December 31, 2018 with a five year average of 970 from 2014-2018.

Figure C-1. South Carolina Total Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.

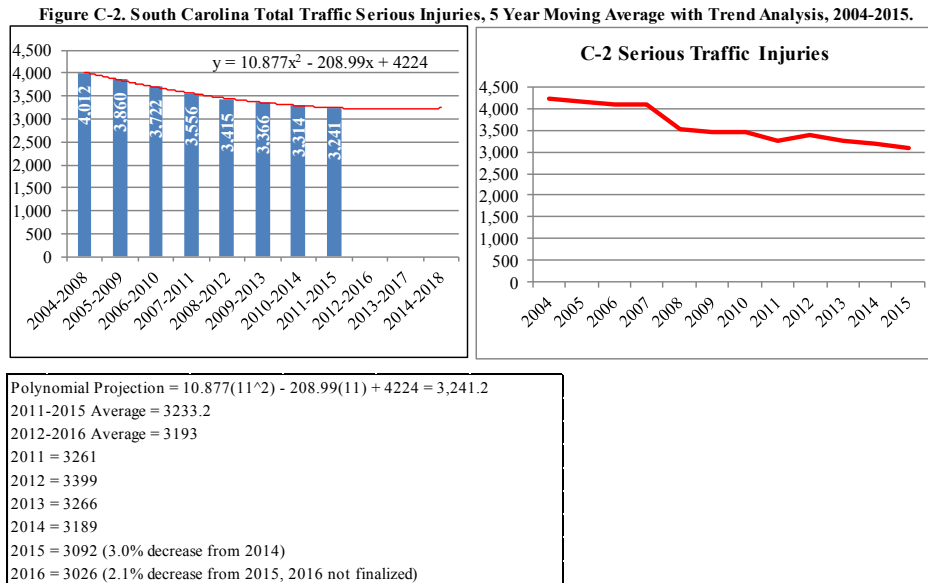


Polynomial Projection =  $5.1024(11^2) - 77.16(11) + 1125.1 = 893.7$   
 2011-2015 Average = 852  
 2012-2016 Average = 890  
 2011 = 828  
 2012 = 863  
 2013 = 768  
 2014 = 823  
 2015 = 979 (19% increase from 2014)  
 2016 = 1018 (4% increase from 2015, 2016 not FARS finalized)

Polynomial Annual Projection 2004-2016  
 =  $5.5794(x^2) - 93.167(x) + 1236.4$   
 2017 Projection = 1026  
 Estimated Lives Saved from Scheduled Engineering, Education, and Enforcement Projects = 20

The Office of Highway Safety and Justice Programs projects that the 2014-2018 average number of traffic fatalities will be 966. 1,020 traffic fatalities are predicted for 2018. Based on these projections, the state is expected to meet its 2014-2018 average performance target of 970, but not its performance target of 1006 fatalities for 2018. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.

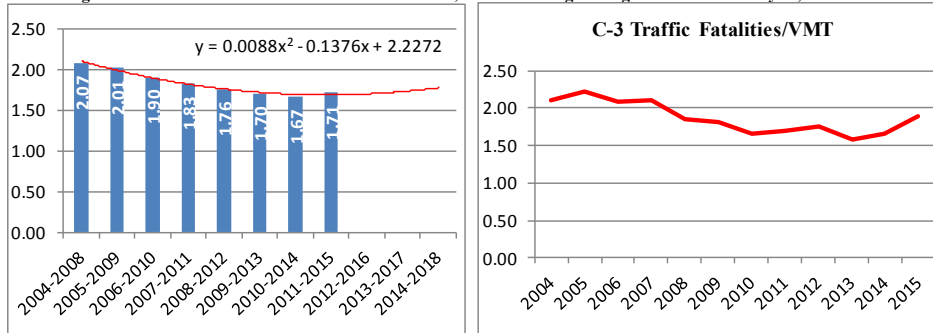
- To decrease serious traffic injuries by 5.4%, from the 2011-2015 baseline average of 3,241 to 3,067 for 2014-2018 by December 31, 2018.



OHSJP projects that the 2014-2018 average number of serious traffic injuries will be 3,006. 2,850 serious traffic injuries are projected for 2018. Based on these, the state is expected to meet its 2014-2018 average serious injuries performance target of 3,067.

- To decrease traffic fatalities/VMT by 9.5%, from the 2015 baseline average of 1.89 to 1.71 by December 31, 2018 with a five year average of 1.81 from 2014-2018.

Figure C-3. South Carolina Traffic Fatalities/VMT, 5 Year Moving Average with Trend Analysis, 2004-2015.

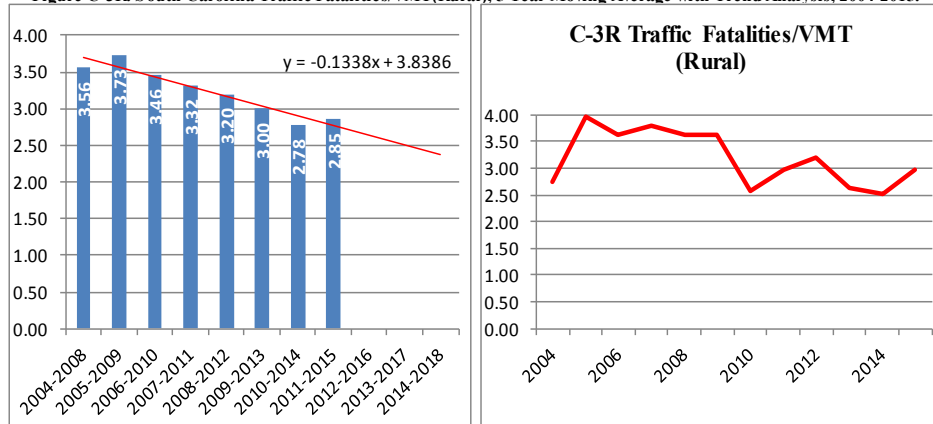


Polynomial Projection =  $0.0088(11^2) - 0.1376(11) + 2.2272 = 1.78$   
 2011-2015 Average = 1.71  
 2011-2015 Average = 1.76  
 2011 = 1.70  
 2012 = 1.76  
 2013 = 1.57  
 2014 = 1.65  
 2015 = 1.89 (14.5% increase from 2014)  
 2016 = 1.87 (1.1% decrease from 2015, 2016 not FARS finalized)

OHSJP projects that the 2014-2018 average fatality rate/100M VMT will be 1.80. The OHSJP predicts the 2018 fatality rate/100M VMT to be 1.83. Based on current projections, the state is expected to meet its 2014-2018 performance target of 1.81 average fatalities per vehicle mile traveled.

- To decrease traffic fatalities/VMT (Rural) 13.3% from the 2011-2015 baseline average of 2.85 to 2.47 by December 31, 2018.

Figure C-3R. South Carolina Traffic Fatalities/VMT(Rural), 5 Year Moving Average with Trend Analysis, 2004-2015.

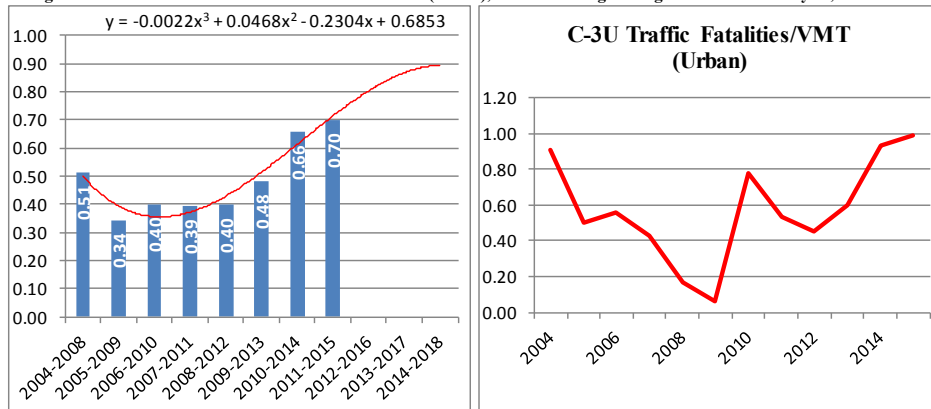


Linear Projection =  $-0.1338(11) + 3.8386 = 2.37$   
 2011-2015 Average = 2.85  
 2012-2016 Average = Unavailable  
 2011 = 2.97  
 2012 = 3.19  
 2013 = 2.63  
 2014 = 2.52  
 2015 = 2.96 (17.5% increase from 2014)  
 2016 = Unavailable

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

- To decrease traffic fatalities/VMT (Urban) 1.4% from the 2011-2015 baseline average of 0.70 to 0.69 by December 31, 2018.

Figure C-3U. South Carolina Traffic Fatalities/VMT(Urban), 5 Year Moving Average with Trend Analysis, 2004-2015.



Polynomial Projection =  $-0.0022(11^3) + 0.0468(11^2) - 0.2304(11) + 0.6853 = 0.89$   
 2011-2015 Average = 0.70  
 2012-2016 Average = Unavailable  
 2011 = 0.53  
 2012 = 0.45  
 2013 = 0.60  
 2014 = 0.93  
 2015 = 0.99 (6.5% increase from 2014)  
 2016 = Unavailable

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

## Planning and Administration Project:

**Subgrantee:** SC Department of Public Safety: Office of Highway Safety and Justice Programs

**Project Number:** PA-2018-HS-01-18

**Project Title:** Highway Safety Planning and Administration

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

In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were anticipated for the Planning and Administration grant: one (1) Director (30%), one (1) Highway Safety Administrator (70%), one (1) Grants Administration Manager (100%), and one (1) Data Base Technician.



## Planning and Administration Project Summary

<b>Activities Funded/Implemented</b>	<b>Results</b>
<b>To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.</b>	In Federal Fiscal Year 2018, OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Highway Safety Administrator (70%), one (1) Grants Administration Manager (100%), and one Data Base Technician (30%). The Grants Administration Manager was filled in February of 2018. During the interim, the Program Administrator covered the requirements of the position to ensure all necessary projects were completed.
<b>To plan and conduct a Project Management course for all new Highway Safety Project Directors.</b>	Two training courses were held to ensure all Highway Safety Project Directors and financial representatives were properly trained. The Pre-Work Conference, for continuation grants, was held on October 09, 2017, and the Project Management Workshop, for all newly awarded grant projects, was held on October 11, 2017.
<b>To plan and conduct workshops on the FFY 2019 SCDPS's Office of Highway Safety and Justice Programs' Funding Guidelines, to include how to write a highway safety grant.</b>	The Funding Guidelines Workshop was held at the SC Department of Public Safety's Headquarters in Blythewood on November 29, 2017. Approximately 50 people attended. Topics covered during the workshop included the grant funding cycle, funding limitations, general funding requirements, financial requirements, SC traffic crash statistics, priority funding areas, and an application overview with checklist. All attendees were provided a folder that included a copy of the agenda, PowerPoint Presentation, and FFY 2019 Highway Safety Funding Guidelines.
<b>To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council.</b>	The OHSJP received and reviewed 62 applications for funding. A three-part review process was conducted prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC) on May 18, 2018. The first segment of the staffing allowed OHSJP staff to review applications against established criteria and determine the written quality of grant applications. A formal process for discussion of every application was implemented. At the close of discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval. The second stage of the grant review process was based on discussions among the Grants Administration Manager, The

	<p>Highway Safety Administrator, the Business Manager, and the Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began.</p> <p>The information was then compiled in the Summaries and Recommendations document that was provided in advance of the meeting to the members of the SCPSCC.</p> <p>Fifty-three projects were recommended for funding in FFY 2019 (30 General Enforcement and 23 Impaired Driving Countermeasures Projects).</p>
<b>To develop an Annual Highway Safety Plan for submittal to NHTSA by July 1, 2018.</b>	<p>This year the HSP deadline was extended to July 9<sup>th</sup> due to difficulties experienced by users with the new GMSS system. However, SC's FFY 2019 Highway Safety Plan and relevant incentive grant applications were submitted to NHTSA on July 2, 2018.</p>
<b>To award all FFY 2019 approved grants by October 1, 2018, or upon receipt of the FFY 2019 Obligation Limitation from NHTSA.</b>	<p>The 53 approved FFY 2019 grants were awarded prior to October 1, 2018. Award notifications were provided via packets that were mailed on September 28, 2018. Email notifications were provided on September 25, 2018. There was a delay in mailing because of the office's closure on September 11-14, 2018 due to a hurricane.</p>
<b>To conduct programmatic and financial on-site monitoring visits on 100% of all current Highway Safety grants.</b>	<p>Program Coordinators for each program area, along with a Grants Administration Accountant, were responsible for organizing the programmatic and financial on-site monitoring visits for all Highway Safety Grants. The majority of subgrantees had at least one programmatic and financial on-site monitoring visit conducted by September 30, 2018. Some monitoring visits scheduled during the September 11-14 time period or near that date, did not occur as a result of a state of emergency caused by a hurricane. A notation was made to the grant file for applicable subgrantees.</p> <p>Routine desk-monitoring was conducted throughout the grant year for all subgrantees. On-site monitoring visits took place during the second, third, and fourth quarters.</p>
<b>To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials.</b>	<p>Technical assistance was provided to all subgrantees throughout the grant period, primarily from the Program Coordinators and the Senior Accountants, through monthly telephone calls, emails, on-site visits as needed, and dissemination of technical materials. Management staff</p>

	was always available throughout the grant period and assisted as needed.
<b>To provide technical training for the staff of the Office of Highway Safety and Justice Programs through participation in seminars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available.</b>	Staff members of the OHSJP attended multiple trainings during FFY 2018. Trainings attended, included but are not limited to the GHSA Annual Meeting, Transportation Safety Institute's (TSI): Program Management training, and the Lifesavers Conference.
<b>To prepare and submit an evaluation report on all FFY 2017 Highway Safety projects funded by 12-31-17.</b>	The Annual Report for FFY 2017 was submitted to NHTSA on December 29, 2017.
<b>To utilize a "Beeline" Contractor to maintain the Highway Safety portion of the Grants Management Information System (GMIS) by 9/30/17.</b>	OHSJP no longer uses a contractor to maintain Highway Safety portion of the Grants Management System. The system is maintained internally by the Department of Public Safety. On July 1, 2018, a contract was awarded to a new vendor and the old system is being replaced.

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
<b>PA-2018-HS-01-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$149,508	\$144,609.77	<b>FAST ACT NHTSA 402</b>
<b>PA-2018-HS-01-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$149,508	\$144,609.77	<b>State</b>
<b>Total All Funds</b>			<b>\$299,016</b>	<b>\$289,219.54</b>	
State Funds				<b>\$144,609.77</b>	State
NHTSA 402 Total				\$144,609.77	FAST ACT NHTSA 402

# Alcohol Countermeasures Program Overview

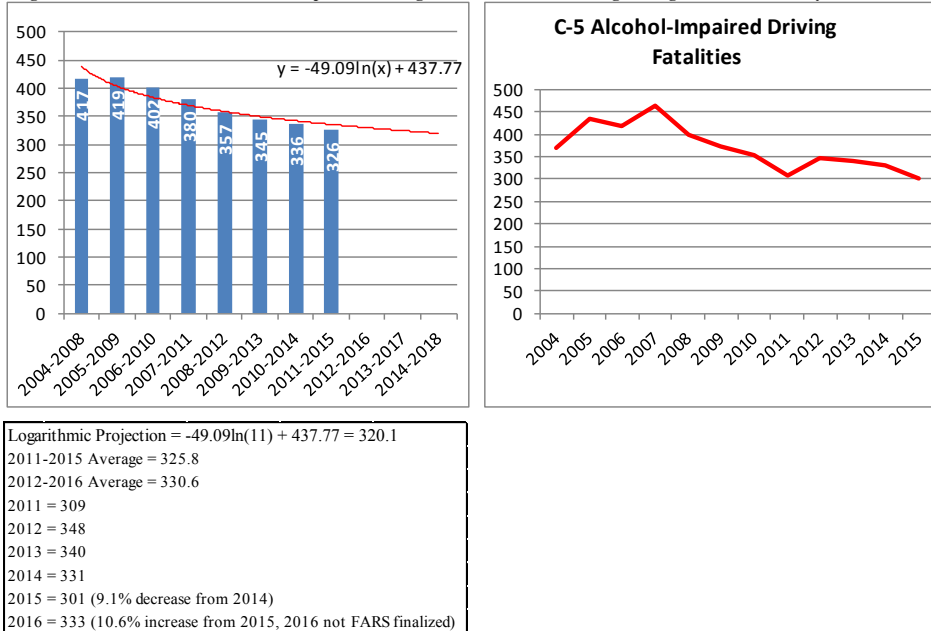
## Alcohol Countermeasures Program Area

The alcohol-impaired driving countermeasures grant program in South Carolina adopts and implements effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. In 2018, the State sought to implement a variety of programs and strategies to attack the state’s impaired driving problems through the following efforts: a high-visibility law enforcement campaign, the use of safety checkpoints or saturation patrols, the effective utilization of media support for campaign efforts, the funding of specialized DUI enforcement and prosecutorial efforts, maintaining a statewide impaired driving task force, and effective program management.

## Alcohol Countermeasures-Program Management Goals:

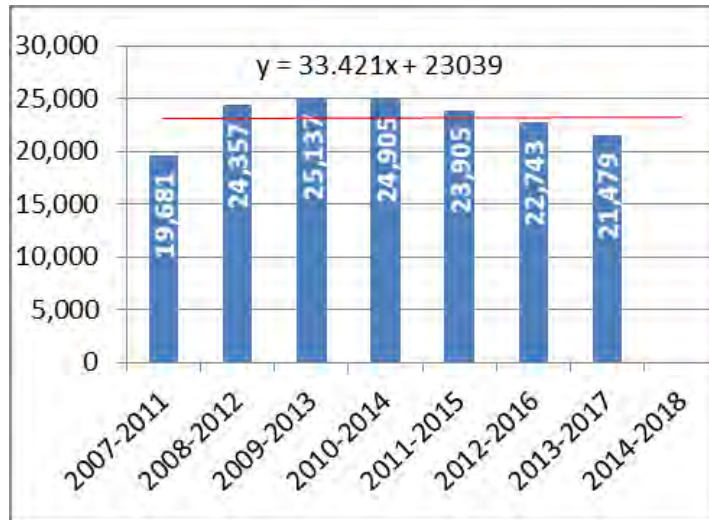
1. To decrease the alcohol-impaired driving fatalities by 2.8% from the 2011-2015 baseline average of 326 to 317 by December 31, 2018.

Figure C-5. South Carolina Alcohol-Impaired Driving Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.



The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of alcohol-impaired traffic fatalities will be 323. According to projections by SARS, it is estimated that 328 alcohol-impaired driving fatalities will occur in the state in 2018. Based on current projections, the state is not expected to meet its 2018 alcohol-impaired driving fatalities goal of 317. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

Activity Measure A-2 shows the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2018 Highway Safety Plan. Thus, Figure A-2 below is presented as demonstration of an overall upward trend of enforcement activity over the last six data points relative to this type of citation. This enforcement activity has likely contributed positively toward the state's steady decline in alcohol-impaired driving negative statistics over time and to a reduction in traffic fatalities over time.



**Figure A-2: South Carolina Number of Impaired Driving Arrests Made, Trend Analysis, 2007-2017**

Since 2014, the state has experienced a decline in the number of reported impaired driving arrests made. In 2015, there were 21,512 reported impaired driving arrests made, compared to 23,064 in 2014, which resulted in a 6.7% decrease from the 2014 number. In 2016, the number of arrests declined again to 20,144. The FFY 2018 number of DUI arrests, 18,007, represents a 4.6% decrease when compared to the number of DUI arrests in 2017 (18,884). A number of factors, including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Law Enforcement DUI Challenge, likely impacted the decline in overall citation data since 2010.

## Alcohol Countermeasures – Program Management Project

**Subgrantee:** SCDPS, Office of Highway Safety and Justice Programs  
**Project Number:** M4HVE-2018-HS-25-18  
**Project Title:** Impaired Driving Countermeasures Program Management

The Impaired Driving Countermeasures grant project provides funding for the employment of an Impaired Driving Countermeasures Program Coordinator (IDCPC) (100%), an Administrative Coordinator (20%), three (3) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Manager (2%), and one (1) Administrative Assistant (7.25%) to administer impaired driving highway safety grants during the course of the year.

Although the Impaired Driving Countermeasures Program Coordinator position became vacant in mid-November, all duties of the position were assumed by the Planning and Evaluation Coordinator and other staff members of the Office of Highway Safety and Justice Programs (OHSJP). Ongoing administration of impaired driving countermeasures grant projects funded through the highway safety program included providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, on-site monitoring, and responding to requests for grant revisions during the grant period. The Planning and Evaluation Coordinator and other staff members of the Office of Highway Safety and Justice Programs (OHSJP) continued the review of recommendations resulting from the 2016 Statewide Impaired Driving Assessment. Assistance was also provided to the Public Affairs Manager of the OHSJP, who worked with the agency's contractor to develop and implement a statewide DUI public information and education campaign to support law enforcement DUI mobilization crackdowns during the 2017-2018 Christmas/New Year's and 2018 Labor Day holiday time periods.

## Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p><b>To work with the SCDPS Contractor for the development and implementation of a statewide PI&amp;E campaign with an emphasis on impaired driving behaviors and issues during the grant year.</b></p>	<p>Throughout the FFY 2018 grant year, the Office of Highway Safety and Justice Programs (OHSJP) worked with the agency contractor for the development and implementation of a statewide PI&amp;E campaign that emphasized impaired driving-related behaviors and issues. The agency contractor, Fisher Communications (from October 2017 through June 2018) and BFG Communications (beginning in July 2018), distributed PSA's that brought awareness to impaired driving-related behaviors and issues. The PSA's were issued to correspond with DUI enforcement weekends spearheaded by the SC Highway Patrol, and to support the 2018 Law Enforcement DUI Challenge.</p>
<p><b>To work with state and local law enforcement agencies to develop and implement the enforcement aspect of the 2017-2018 Christmas/New Year's and 2018 Labor Day SOS campaigns.</b></p>	<p>The 2018 Law Enforcement DUI Challenge ran from December 1, 2017, through September 3, 2018. Approximately 60% of the state's local law enforcement agencies participated in the Challenge. The South Carolina Highway Patrol and State Transport Police, which both have statewide jurisdiction, also participated in the Challenge.</p> <p>During the 2018 Challenge, state and local law enforcement agencies that participated collectively reported 13,896 DUI arrests and issued 93,133 citations for seatbelt violations and 264,296 citations for speed violations.</p> <p>Of the 13,896 DUI arrests made during the Challenge period, 1,067 DUI arrests were made during the Christmas/New Year's 2017/2018 <i>Sober or Slammer! (SOS)</i> enforcement mobilization period and 1,042 DUI arrests were made during the 2018 Labor Day <i>SOS</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement in campaign efforts. They also participated in state-led press events regarding the enforcement emphases.</p> <p>The Challenge also included monthly specialized DUI enforcement</p>



	weekends led by the SC Highway Patrol during the months of December 2017 through August 2018, supported by radio advertising.
<b>To organize at least two meetings of the SC Impaired Driving Prevention Council during the grant period.</b>	Throughout the FFY 2018 grant period, meetings of the SC Impaired Driving Prevention Council (SCIDPC) were organized. The SCIDPC held one meeting during the grant period, on June 15, 2018. A second meeting was scheduled for September 14, 2018, but it was canceled due to Hurricane Florence and rescheduled for October 29, 2018. The Planning and Evaluation Coordinator and the Grants Administration Manager of the OHSJP provided on-going assistance in the coordination of each meeting.
<b>To work with the SCDPS Contractor in developing Diversity Outreach components for the 2017-2018 Christmas/New Year's and 2018 Labor Day SOS campaigns.</b>	During the FFY 2018 grant period, the agency contractor produced a diversity outreach component for the <i>SOS!</i> campaign initiatives occurring during the Christmas/New Year's and Labor Day Holiday periods. Through issued Scopes of Work, the development of a diversity outreach component for the campaigns was required. Therefore, the PSAs developed for the highway safety DUI campaigns were produced in English and Spanish, and advertising was secured to reach minority populations across the State. Additionally, the PSA's utilized the State's anti-DUI slogan and national slogan, <i>Drive Sober or Get Pulled Over</i> .
<b>To maintain the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period.</b>	The Impaired Driving Countermeasures Program Coordinator position was vacant from November 2017 until October 2018. The position was posted in November 2017, and interviews were held throughout the grant year as the OHSJP worked to fill the vacancy. All duties of the position were maintained by the OHSJP Planning and Evaluation Coordinator and the Grants Administration Manager.
<b>To continue to develop new impaired driving countermeasure project applications in problem areas and review all grant applications submitted by assigned deadlines.</b>	During the FFY 2018 grant period, the OHSJP received new impaired driving countermeasures project applications. The OHSJP held a Problem Identification meeting to identify locations that are problematic for impaired driving-related collisions, injuries, and fatalities. The identified problem areas were targeted for the development of impaired driving countermeasures highway safety grant projects. All grant applications submitted for a highway safety grant project were reviewed and

	considered by the OHSJP staff.
<b>To provide technical assistance to Impaired Driving Countermeasures programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested during the grant period.</b>	Throughout the FFY 2018 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures Program subgrantees. Technical assistance included: responding to correspondences and revision requests, making monthly contacts, and desk monitoring of projects. Other technical assistance was provided at the request of the subgrantee.
<b>To prepare the Impaired Driving Countermeasures sections of the annual Summaries and Recommendations, Highway Safety and Performance Plan, and the Annual Evaluation Report by assigned deadlines.</b>	During the FFY 2018 grant period, the Impaired Driving Countermeasures Program sections of the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report were completed and submitted by the established deadline.

Pictures below were taken during the DUI Award Ceremony on April 11, 2018



## Alcohol Countermeasures – DUI Enforcement Projects

There were fifteen (15) DUI enforcement projects funded during FFY 2018. The projects funded statewide include the following:

<b>Project Number</b>	<b>Agency</b>	<b>Grant-funded DUI Officers</b>
<b>M4HVE-2018-HS-24-18</b>	North Charleston Police Department	3
<b>M4HVE-2018-HS-28-18</b>	Berkeley County Sheriff's Office	1
<b>M4HVE-2018-HS-30-18</b>	Town of Mount Pleasant	2
<b>M4HVE-2018-HS-37-18</b>	City of Darlington	1
<b>M4HVE-2018-HS-43-18</b>	Town of Irmo	1
<b>M4HVE-2018-HS-44-18</b>	City of Cayce	1
<b>M4HVE-2018-HS-45-18</b>	City of Spartanburg	1
<b>M4HVE-2018-HS-46-18</b>	City of Goose Creek	1
<b>M4HVE-2018-HS-47-18</b>	Berkeley County Sheriff's Office	1
<b>M4HVE-2018-HS-48-18</b>	Florence County Sheriff's Office	1
<b>M4HVE-2018-HS-49-18</b>	Lancaster County Sheriff's Office	1
<b>M4HVE-2018-HS-50-18</b>	Town of Summerville	1
<b>M4HVE-2018-HS-51-18</b>	City of Beaufort	1
<b>M4HVE-2018-HS-52-18</b>	Town of Bluffton	1
<b>M4HVE-2018-HS-54-18</b>	City of Hartsville	1

The DUI enforcement grant projects referenced above developed or enhanced DUI enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized DUI enforcement was the priority for these enforcement projects; however, these projects also focused on other violations which, when manifested, lent themselves to a determination of possible impaired driving. There were eighteen (18) DUI enforcement officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, an impact was made in their communities. This impact is evidenced by the 1,169 DUI arrests, which removed 1,169 impaired drivers from South Carolina's roadways, as well as the 143 traffic safety presentations given to local schools, churches, and business/civic groups on the dangers of DUI. These efforts, and many others, all contributed to the effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

## Alcohol Countermeasures – DUI Enforcement Projects Summary

Activities Funded/Implemented	Results
<b>To conduct a minimum of 180 public safety checkpoints by September 30, 2018.</b>	During the FFY 2018 grant period, the grant-funded DUI enforcement officers collectively conducted 273 public safety checkpoints.
<b>To have an appropriate, corresponding increase in DUI arrests due to traffic enforcement efforts by the end of the grant period.</b>	The grant-funded DUI enforcement officers collectively made 1,169 DUI arrests throughout the FFY 2018 grant period.
<b>To have the grant-funded officers maintain a daily log of contacts made in the course of patrolling and submit a Monthly Enforcement Data Report Form by the 10<sup>th</sup> of each month for the previous month.</b>	During the FFY 2018 grant period, the grant-funded officers maintained a daily log of contacts during the course of patrol. The Monthly Enforcement Data Report Form was submitted monthly for FFY 2018 grant period.
<b>To participate actively in the local Law Enforcement Networks.</b>	The fifteen (15) DUI enforcement projects funded during FFY 2018 participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity.
<b>To train the DUI grant-funded officers in SFST through the SC Criminal Justice Academy.</b>	Grant-funded DUI enforcement officers who had not been previously trained in SFST received this training through the SC Criminal Justice Academy during the FFY 2018 grant period.
<b>To train the DUI grant-funded officers in DUI Trial preparation through the SC Commission on Prosecution Coordination.</b>	The grant-funded DUI enforcement officers were trained in DUI Trial preparation through the SC Commission on Prosecution Coordination during the FFY 2018 grant period.
<b>To conduct a minimum of 90 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.</b>	During the grant period, the grant-funded officers collectively conducted 143 traffic safety presentations during the grant year for schools, churches, and business/civic groups on the dangers of DUI and the activities of their respective DUI Enforcement Teams.
<b>To issue monthly press releases during the grant period.</b>	The DUI projects issued press releases during the grant period.
<b>To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.</b>	All agencies with grant-funded DUI enforcement projects reported public contact warnings according to SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.

## Alcohol Countermeasures – Education/Training Projects

**Subgrantee:** South Carolina Criminal Justice Academy  
**Project Number:** M4TR-2018-HS-26-18  
**Project Title:** Impaired Driving Countermeasures Training for Law Enforcement

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

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

The SIDC taught 40 classes to 1,181 students over the course of the grant year. This resulted in 20 officers being awarded Drug Recognition Expert certifications, and 4 officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs completed 345 DRE evaluations from October 1, 2017 through September 30, 2018. The DRE program not only provides the officers of the State of South Carolina with the knowledge to make the appropriate charges, but also enables the officers to work in proactive ways to reduce the collision rates and ultimately aid in reducing the number of overall fatalities in the state.

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

Activities Funded/Implemented	Results
<b>To increase the number of law enforcement officers that are Drug Recognition Expert (DRE) certified in South Carolina by 15% from 152 officers in 2016 to 175 by the end of the FFY 2018 grant period.</b>	During the grant period, the SIDC conducted 2 DRE classes and certified 20 new officers in the DRE Program. This represents an increase of 13.2%. The program goal was not met due to natural disasters that occurred during the grant period.
<b>To increase the number of law enforcement officers in South Carolina that are trained in Advanced Roadside Impaired Driving Enforcement (A-RIDE) by 20%, from 862 to 1,035, by the end of the FFY 2018 grant period.</b>	During the grant period, the SIDC conducted a total of 10 A-RIDE courses and trained 137 officers in A-RIDE. This resulted in an increase of 15.9% in the number of A-RIDE trained law enforcement officers in the state of South Carolina. The goal of a 20% increase was not met.
<b>To increase the number of Standardized Field Sobriety Testing (SFST) Instructors in the State by 15%, from 366 to 420, by the end of the FFY 2018 grant period.</b>	During the grant period, the SIDC assisted the SCCJA Traffic Safety Officer Instructors with ten (10) SFST Instructor classes. As a result of these ten (10) courses, 116 new SFST Instructors were trained. This is an increase of 31.7%.
<b>Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related crashes in the State by 3%, from 6,000 to 5,820, by the end of the grant period.</b>	There were 5,533 (preliminary) DUI-related collisions reported in the state during the grant period. This represents a 6.2% decrease from the 5,900 (preliminary) DUI-related collisions reported during the FFY 2017 grant period (October 1, 2016 - September 30, 2017).
<b>Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related fatalities (state data) in the State by 4%, from 310 (2015) to 288, by the end of the grant period.</b>	There were 223 (preliminary) DUI-related fatal collisions reported in the state during the grant period. This represents an approximate 36.1% decrease from the 349 fatal DUI-related collisions reported during the FFY 2017 grant period (October 1, 2016 – September 30, 2017).

**Subgrantee:** South Carolina Commission on Prosecution Coordination  
**Project Number:** M4CS-2018-HS-27-18  
**Project Title:** Traffic Safety Resource Prosecutor

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

The TSRP coordinated and conducted 5 DUI training programs during the grant period, with two of those entitled “Prosecuting the Impaired Driver.” Program topics included: *Case Law Update, Implied Consent, Effective Opening and Closing Arguments, DUI Issues at Trial, A Judge’s Perspective, Effective Cross-Examination and Evidence Presentation, Toxicology, Underage Drinking Trends and Prosecution, and the SC Drug Recognition Expert Program*. Approximately 296 attendees were present for the trainings. The TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration Summary Court Judges’ Intensive Training on August 13-14, 2018, to approximately 60 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table below.



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

Activities Funded/Implemented	Results
<b>To prepare newsletters for distribution over the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals dealing with DUI and traffic safety-related issues.</b>	The TSRP distributed approximately 2,500 newsletters entitled <i>Behind the Wheel</i> , to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals/agencies dealing with DUI and traffic safety-related issues.
<b>To coordinate with the American Prosecutors Research Institute (APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), Mothers Against Drunk Driving (MADD), National Association of Prosecutor Coordinators (NAPC), and other national and state organizations to obtain guest instructors, technical assistance, research data, and support for these courses.</b>	The TSRP is a member of the TSRP Yahoo group designed for all TSRPs and a few other National District Attorney Association and NHTSA personnel dealing with traffic safety issues. The TSRP has used the National Traffic Law Center for impaired driving materials in presentations at regional DUI trainings. The TSRP also called upon prosecutors involved in NAPC for assistance in presentations that can be used in the trial advocacy component of the DUI trainings.
<b>To market NDAA/APRI, NHTSA, NJC, MADD, and NAPC as training resources to statewide prosecutors, law enforcement, and judges.</b>	During the grant period, the TSRP distributed NHTSA and NAPC material to prosecutors upon request. Copies of NHTSA's <i>Standardized Field Sobriety Testing Manual</i> and the NDAA and NHTSA's <i>Cops in Court</i> program were disseminated, and the TSRP promotes NAPC/NHTSA-funded training webinars conducted by the TSRP group to law enforcement and prosecutors throughout the state.
<b>To attend and present impaired driving training at state prosecutor, law enforcement, and judicial conferences and seminars. The DUI regional trainings will be scheduled for dates from April to August. The TSRP also plans to assist in the summary court judges' orientation trainings scheduled for March and June 2018 and the summary court mandatory training scheduled for August 2018. The TSRP also plans to assist state DRE and SFST instructors in coordinating training for state prosecutors to become more familiar with each detection method and their use in prosecuting DUI cases.</b>	The TSRP coordinated and conducted 2 DUI training programs entitled "Prosecuting the Impaired Driver" during the grant year for solicitors and law enforcement officers, with 63 individuals in attendance. Courses were held on March 22, 2018 and May 31, 2018. On March 28, 2018 and July 25, 2018, the TSRP attended and presented an overview of DUI law and prosecution issues to 33 summary court judges at the SC Court Administration Magistrates' Orientation training. The TSRP also made presentations at a number of trainings on DUI law issues and traffic safety issues, most notably at the SC Court Administration Summary Court Judges' Intensive Training on August 13-14, 2018. Through these trainings and the presentations conducted at numerous LEN meetings, the TSRP was able to reach over 1,000 law enforcement officers, prosecutors, judges, and traffic-safety professionals.
<b>To assist in creating, sponsoring, and implementing multi-</b>	Due to conflicting schedules, the TSRPs in Region IV were unable to

<b>disciplinary felony DUI training for prosecutors, law enforcement, and other criminal justice professionals located in NHTSA Region 4.</b>	implement a multi-disciplinary felony DUI training during the FFY 2018 grant period. However, the TSRP worked towards this objective by attending the 2018 NHTSA Region IV Law Enforcement Liaison (LEL) Conference in Nashville, TN on February 4-7, 2018 where continued planning for a multi-state training to be held within the NHTSA region in the future occurred. Planning will continue to occur at upcoming NAPC and NHTSA meetings.
<b>To prepare a registration form for the training courses and distribute to prosecutors, law enforcement, and summary court judges.</b>	The TSRP prepared a registration form and sent it to the SC Law Enforcement Network, prosecutors' offices, and the SC Court Administration for distribution to summary court judges.
<b>To prepare and distribute course announcements, and select and notify attendees prior to each of the regional trainings. Select and coordinate training facilities prior to March 21, 2018.</b>	The TSRP coordinated facilities for the trainings as needed for each training. Other administrative logistics, such as the approval of course announcement(s) and registration(s), were also fulfilled and distributed to over 2,000 traffic safety professionals. Attendees were approved, registered, and notified within a proper time.
<b>To recruit, select, train, notify, and coordinate course instructors and presenters at least 30 days prior to the scheduled course.</b>	The TSRP coordinated with instructors and presenters for each training conducted during the grant year.
<b>To submit course agendas, locations, and speaker rosters to the South Carolina Commission on Continuing Legal Education and the South Carolina Criminal Justice Academy for approval for accreditation prior to each training course.</b>	The TSRP obtained accreditation for each training conducted throughout the grant year in a timely fashion prior to each of the trainings. The SC Commission on CLE, SC Criminal Justice Academy, and SC Court Administration accepted agendas, speaker biographies, and approval requests and provided accredited hours for each course, as appropriate, and attendees were given course approval information in their materials.
<b>To prepare a course evaluation for each training and maintain on file copies of completed course evaluations.</b>	Course evaluations were provided to the attendees at the trainings and the Magistrates' Intensive Training Seminar. The evaluations were shared with Court Administration and speakers in order to make any necessary changes for future trainings.
<b>To maintain a log of inquiries made by criminal justice professionals regarding criminal law, procedure, and/or special problems associated with the prosecution of (DUI) traffic-related cases.</b>	The TSRP has received inquiries from law enforcement personnel, judges, and prosecutors associated with traffic-related cases, particularly DUI cases. The TSRP maintains daily correspondences regarding case law, DUI in particular.
<b>To provide technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers.</b>	The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers. The TSRP consulted on multiple DUI and Felony

	<p>DUI cases originating out of the 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> judicial circuits and has agreed to serve as second-chair for the prosecution of a Felony DUI case originating in the 3<sup>rd</sup> circuit in the future. Additionally, the TSRP maintains a database of files for problem areas and issues that arise during the prosecution of DUI cases, which allows the TSRP to provide case law and legal strategies to prosecutors and law enforcement.</p>
<p><b>To develop, maintain, and update a TSRP website to include current legal issues, case law updates, course information and registration, and contact information for the TSRP office.</b></p>	<p>The TSRP continued to work with the Executive Director of the SC Commission on Prosecution Coordination in the development, updates, and maintenance of the agency website, which includes a TSRP section. The TSRP has completed the initial work on this objective; however the website has not “gone live” to date. The TSRP section on the SC Commission on Prosecution Coordination is <a href="http://www.sctsrp.com">http://www.sctsrp.com</a>.</p>
<p><b>To provide specialized training in basic trial advocacy, basic and felony DUI prosecution, legal updates, and collision reconstruction for approximately 500 law enforcement officers, prosecutors and summary court judges by providing at least four regional training programs statewide and at least one DUI training seminar for summary court judges only.</b></p>	<p>On March 28 and July 25, 2018, the TSRP attended and presented at the SC Court Administration Magistrates Orientation trainings, covering recent case law issues. Approximately 33 judges were in attendance. Additional training programs were conducted with approximately 203 in attendance. On August 13-14, 2018, the TSRP attended and presented at the SC Court Administration Summary Court Judges’ Intensive Training to approximately 60 judges. Through these trainings and the presentations made to approximately 698 officers present at the various LEN meetings, to include the LEN Coordinators meeting, the TSRP was able to make contact with over 1,000 law enforcement officers, prosecutors, judges, and traffic-safety professionals.</p>

## Alcohol Countermeasures- Adjudication/Prosecution Projects

**Subgrantees:** Special DUI Prosecutors in Berkeley County and the Sixth Circuit Solicitor's Office (composed of Chester, Lancaster, and Fairfield Counties)

**Project Numbers:** M4CS-2018-HS-20-18: SCDPS-SCHP Berkeley County  
M4CS-2018-HS-39-18: Sixth Circuit Solicitor's Office  
M4CS-2018-HS-53-18: Berkeley County Sheriff's Office

**Project Title:** DUI Prosecutors

The Special DUI Prosecutor Projects provided funding for three (3) Special DUI Prosecutors during FFY 2018: one for the SC Highway Patrol (SCHP) in Berkeley County; one for the Berkeley County Sheriff's Office, and one for the Sixth Judicial Circuit (serving Lancaster, Fairfield, and Chester Counties). Based on FARS and State data, each agency is located in counties that have been identified as a focus county for DUI Countermeasures strategy efforts for FFY 2018. The Special DUI Prosecutor projects are designed to increase the conviction rate of DUI offenders in priority counties, where there is a backlog of DUI cases as well as a problem of effectively prosecuting DUI jury trials.

During the grant period, the Sixth Circuit Solicitor's Office, the Berkeley County Sheriff's Office, and the SCHP in Berkeley County each maintained a Special DUI Prosecutor who tended to the day-to-day direction of case preparation, interviewing of potential witnesses and victims, corresponding with counsel for the defense, researching legal issues and coordinating the logistics of the actual trial.

These projects allowed the SCHP Troopers and Law Enforcement Officers in the counties served by these prosecutors to spend more time in enforcement activity as opposed to preparing cases for court. The prosecutors funded under each grant worked to reduce the backlog of DUI cases made by SCHP in Berkeley County and the backlog of cases made by arresting officers in the other counties served.

## Alcohol Countermeasures – DUI Court Projects Summary

Activities Funded/Implemented	Results
<p><b>To hire/maintain Special DUI prosecutors to actively work to prosecute DUI-related cases in Berkeley County, SC and SC’s Sixth Judicial Circuit (composed of Chester, Fairfield, and Lancaster counties).</b></p>	<p>Special DUI prosecutors were hired by the Sixth Circuit Solicitor’s Office and the Berkeley County Sheriff’s Office to actively work towards the prosecution of DUI-related cases in Berkeley, Chester, Fairfield, and Lancaster Counties. The Highway Patrol in Berkeley County maintained the Special DUI Prosecutor hired under their grant until the Prosecutor’s resignation on May 31, 2018. The Highway Patrol ended grant funding and is now supporting a Special DUI Prosecutor for the SC Highway Patrol in Berkeley County with State Government funds.</p>
<p><b>To adequately and efficiently review and prepare for court pending drug and alcohol-related driving offense arrests made by charging Law Enforcement Officers in Berkeley, Chester, Fairfield, and Lancaster.</b></p>	<p>All grant-funded Special DUI Prosecutors carefully reviewed all pending drug and alcohol-related driving offense arrests made by charging <b>Law Enforcement Officers in Berkeley, Chester, Fairfield, and Lancaster before preparing those cases for court. The Special DUI Prosecutors worked to identify the oldest cases and prepare them to be resolved first in an effort to reduce the backlog within their respective regions, and they continually worked to add new cases to their respective dockets to reduce the length of time it takes to move drug and alcohol-related cases through the judicial system. Collectively, grant-funded Special DUI Prosecutors have disposed of over 380 DUI-related cases.</b></p>
<p><b>To meet with charging Law Enforcement Officers to conduct pre-trial conferences of scheduled trials for drug and alcohol related driving offenses.</b></p>	<p><b>The grant-funded Prosecutors met with charging Law Enforcement Officers monthly about DUI-related cases as those cases appeared on the dockets. The Prosecutors also met with larger groups of Law Enforcement Officers throughout the grant period to discuss various legal issues and to provide guidance and input on why previous cases have been dropped so as to prevent the same issues from re-occurring in the future.</b></p>
<p><b>To maintain a tracking system for the cases handled by the prosecutor. This system will be utilized throughout the grant period.</b></p>	<p>All grant-funded DUI prosecutors developed and maintained systems to track all cases handled. The systems were utilized throughout the grant period.</p>
<p><b>To submit quarterly progress reports and a Final Narrative Report to the OHSJP by established deadlines.</b></p>	<p>All grant-funded DUI prosecutor projects submitted quarterly progress and Final Narrative reports to the OHSJP by established deadlines.</p>

## Alcohol Countermeasures – Task Force

### **South Carolina Impaired Driving Prevention Council (SCIDPC)**

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is composed of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs [OHSJP] , SC Highway Patrol, and State Transport Police), the South Carolina Department of Corrections, the State Senate, the Governor’s Office, the State House of Representatives, and 20 additional Federal, State, local, and private entities. The SCIDPC held one meeting during the FFY 2018 grant period, on June 15, 2018. A second meeting was scheduled for September 14, 2018, but that meeting was canceled due to Hurricane Florence and rescheduled for October 29, 2018. Major topics of discussion during the grant period included the following: South Carolina’s alcohol exclusion law, the Ignition Interlock Bill, Alli’s Law: Responsible Alcoholic Beverage Server Training Act, South Carolina’s amended moped law, and recommendations identified during the 2013 and 2016 NHTSA Statewide Impaired Driving Assessments. Using the 2013 and 2016 Impaired Driving Assessments as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

### Alcohol Countermeasures: Budget Summary

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>M4HVE-2018-HS-25-18</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$168,532	\$78,491.12	<b>405d</b>
<b>M4PEM-2018-HS-25-18</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$900,000	\$327,516.24	<b>405d</b>
<b>M1*AL-2018-HS-25-18</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$400,000	\$400,000.00	<b>405b</b>
<b>M4HVE-2018-HS-37-18</b>	City of Darlington Police Department	DUI Enforcement	\$89,738	\$89,738	<b>405d</b>
<b>PT-2018-HS-37-18 Radar</b>			\$2,206	\$2,206	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-24-18</b>	City of North Charleston	North Charleston DUI Team	\$408,881	\$342,374	<b>405d</b>
<b>PT-2018-HS-24-18-Radar</b>			\$9,600	\$8,240	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-28-18</b>	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$71,173	\$71,173	<b>405d</b>
<b>M4X-2018-HS-23-18</b>	Mothers Against Drunk Driving South Carolina	MADD SC Court Monitoring Program	\$81,540	\$54,248	<b>405d</b>
<b>M4CS-2018-HS-39-18</b>	Sixth Circuit Solicitor's DUI Office	DUI Prosecutor	\$96,956	\$70,895	<b>405d</b>
<b>M4CS-2018-HS-20-18</b>	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor	\$114,917	\$55,276.01	<b>405d</b>
<b>M4TR-2018-HS-26-18</b>	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$197,602	\$170,308.74	<b>405d</b>
<b>M4HVE-2018-HS-30-18</b>	Town of Mount Pleasant	DUI Enforcement and Education	\$171,896	\$136,234	<b>405d</b>
<b>M4CS-2018-HS-27-18</b>	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$125,182	\$109,979.40	<b>405d</b>

<b>M4X-2018-HS-42-18</b>	Mothers Against Drunk Driving South Carolina	SC Coastal Court Monitoring Program	\$72,002	\$37,603	<b>405d</b>
<b>M4CS-2018-HS-53-18</b>	Berkeley County Sheriff's Office	Special DUI Prosecutor	\$36,000	\$36,000	<b>405d</b>
<b>M4HVE-2018-HS-43-18</b>	Town of Irmo	DUI Enforcement Unit	\$146,326	\$109,146	<b>405d</b>
<b>PT-2018-HS-43-18-Radar</b>			\$5,500	\$4,298	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-44-18</b>	City of Cayce	DUI Enforcement Unit	\$121,804	\$103,372	<b>405d</b>
<b>PT-2018-HS-44-18-Radar</b>			\$1,995	\$1,895	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-45-18</b>	City of Spartanburg	Reduction in Impaired Driving	\$113,816	\$95,708	<b>405d</b>
<b>PT-2018-HS-45-18-Radar</b>			\$2,670	\$3,213	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-46-18</b>	City of Goose Creek Police Department	DUI Enforcement Officer	\$117,295	\$117,155	<b>405d</b>
<b>PT-2018-HS-46-18-Radar</b>			\$3,145	\$3,285	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-47-18</b>	Berkeley County Sheriff's Office	2018-Building DUI Enforcement Capacity	\$139,480	\$109,891	<b>405d</b>
<b>PT-2018-HS-47-18-Radar</b>			\$3,851	\$3,952	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-48-18</b>	Florence County Sheriff's Office	Traffic Safety Unit/DUI Enforcement	\$117,378	\$114,842	<b>405d</b>
<b>PT-2018-HS-48-18-Radar</b>			\$4,800	\$4,214	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-49-18</b>	Lancaster County Sheriff's Office	Enhanced Impaired Driving Unit	\$153,535	\$126,779	<b>405d</b>
<b>PT-2018-HS-49-18-Radar</b>			\$3,581	\$4,842	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-50-18</b>	Town of Summerville	DUI Counter-measures & Education for Young People	\$135,916	\$118,177	<b>405d</b>
<b>PT-2018-HS-50-18-Radar</b>			\$1,994	\$1,873	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-51-18</b>	City of Beaufort Police Department	DUI Enforcement Officer	\$162,317	\$6,423	<b>405d</b>
<b>PT-2018-HS-51-18-Radar</b>			\$1,500	\$0	<b>NHTSA 402</b>



<b>M4HVE-2018-HS-52-18</b>	Bluffton Police Department	Bluffton PD Traffic Enforcement Unit	\$120,299	\$115,542	<b>405d</b>
<b>PT-2018-HS-52-18-Radar</b>			\$4,392	\$5,244	<b>NHTSA 402</b>
<b>M4HVE-2018-HS-54-18</b>	City of Hartsville	City of Hartsville Impaired Driving and Traffic Safety Enforcement Effort	\$98,136	\$81,596	<b>405d</b>
<b>PT-2018-HS-54-18-Radar</b>			\$2,500	\$2,013	<b>NHTSA 402</b>
<b>Total All Funds</b>			<b>\$4,408,455</b>	<b>\$3,123,742.51</b>	<b>All funds</b>
<b>Section 405d Impaired Driving High/Paid and Earned Media MAP-21</b>			<b>\$3,960,721</b>	<b>\$2,678,467.51</b>	<b>405d</b>
<b>Section 405b Occupant Protection High MAP-21</b>			<b>\$400,000</b>	<b>\$400,000</b>	<b>405b</b>
<b>Section 402 Radar</b>			<b>\$47,734</b>	<b>\$45,275</b>	<b>NHTSA 402</b>

# Occupant Protection Program Overview

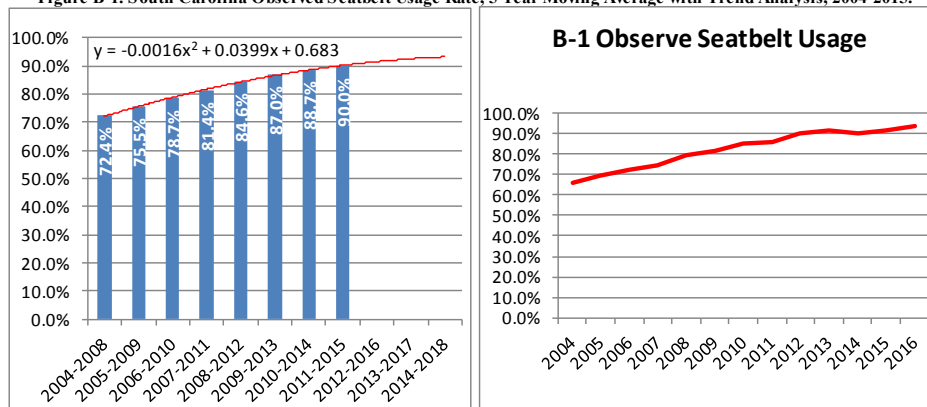
## Occupant Protection Program Area

The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina populace, and, thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years. The state achieved a safety belt usage rate of 90% in 2014 before increasing to 91.6% in 2015. The state rate increased again to 93.9% in 2016, a historic high for the state. However, in 2017, the state saw a 1.6% decline in safety belt usage to an observed usage rate of 93.2% and continued to trend downward to 89.7% in 2018. Much work remains to be done to ensure safety on the state’s roadways. The following is a synopsis of progress made in this priority area during FFY 2018.

### Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate by 2.4 percentage points from the 2015 calendar base year 91.6% to 94.0% by December 31, 2018.

Figure B-1. South Carolina Observed Seatbelt Usage Rate, 5 Year Moving Average with Trend Analysis, 2004-2015.

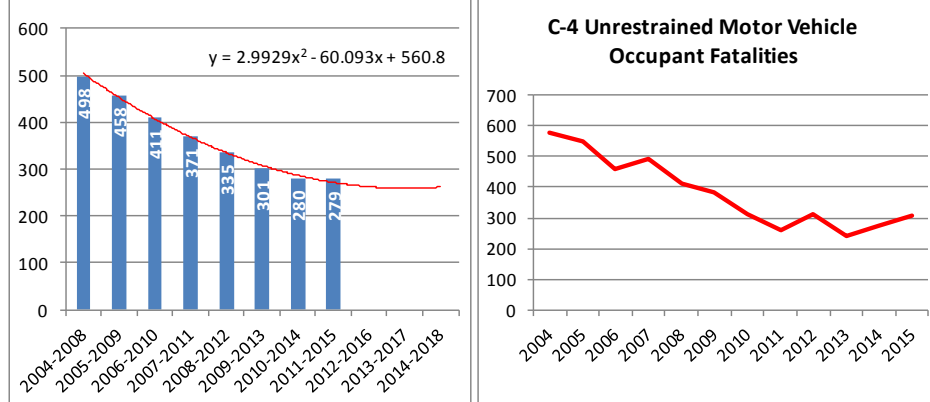


Polynomial Projection = $-0.0016(11^2) + 0.0399(11) + 0.683 = 92.8\%$
2011-2015 Average = 90.0%
2012-2016 Average = 91.5%
2011 = 86.0%
2012 = 90.5%
2013 = 91.7%
2014 = 90.0%
2015 = 91.6%
2016 = 93.9%

The statewide safety belt survey conducted by the University of South Carolina concluded that 89.7% of South Carolina drivers and passengers used shoulder style safety belts in June 2018. This represents a 2.8 percentage point decrease from 92.3% in June 2017, and 2.0 percentage points below the 2014-2018 average of 91.5%. Based on the 2018 observed seatbelt usage rate of 89.7%, the state did not meet its 2018 observed seatbelt usage rate of 94%. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.

- To decrease unrestrained motor vehicle occupant fatalities by 0.4% from the 2011-2015 baseline average of 279 to 278 by December 31, 2018.

Figure C-4. SC Unrestrained Motor Vehicle Occupant Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.



Polynomial Projection =  $2.9929(11^2) - 60.093(11) + 560.8 = 261.9$   
 2011-2015 Average = 278.8  
 2012-2016 Average = 292.0  
 2011 = 258  
 2012 = 313  
 2013 = 242  
 2014 = 275  
 2015 = 306 (11.3% increase from 2014)  
 2016 = 324 (5.9% increase from 2015, 2016 not FARS finalized)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of unrestrained passenger vehicle occupant fatalities in all seating positions will be 309. The projected number of unrestrained motor vehicle occupant fatalities for 2018 is 330. Based on current projections, the state is not expected to meet its 2018 unrestrained motor vehicle occupant fatalities goal of 278. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.

### Activity Measure A-1

Activity Measure A-1 shows the number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2010-2014 data point, in terms of the number of safety belt citations written by law enforcement. According to NHTSA, there is no target required for this activity measure for the FFY 2018 Highway Safety Plan. Thus, the figure below is presented as demonstration of an overall downward trend in enforcement activity over the last six data points relative to this type of citation. This enforcement activity could be associated with budget cuts and personnel reductions throughout local and state agencies.

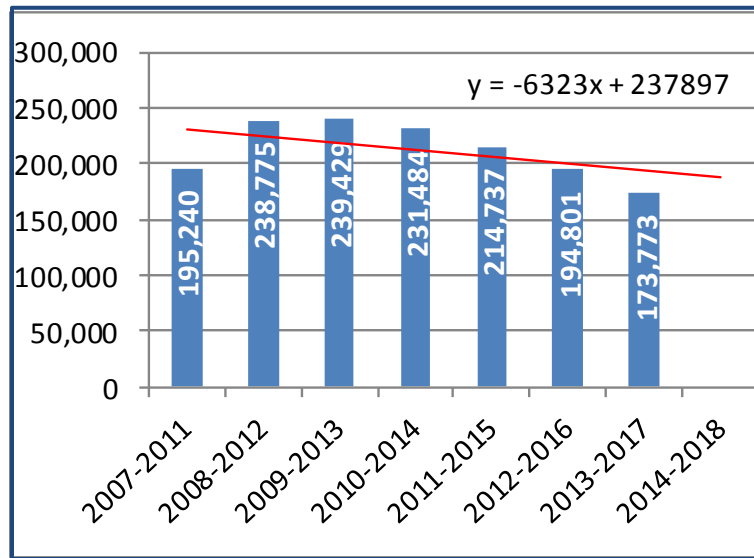


Figure A-1: South Carolina Number of Seatbelt Citations Issued, Trend Analysis, 2007-2017

There were 117,972 seatbelt citations issued during FFY 2018. This represents an 8.4% decrease as compared to the FFY 2017 number of citations issued (128,800).

## Occupant Protection – Program Management Project

**Subgrantee:** SC Department of Public Safety:  
Office of Highway Safety and Justice Programs  
**Project Number:** OP-2018-HS-02-18  
**Project Title:** Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. The PTS/OPPC position is responsible for reviewing, monitoring, and providing technical assistance to project personnel. The project funds one (1) PTS/OPPC (50%), one (1) Planning and Evaluation Coordinator (20%), one (1) Administrative Assistant (7.25%), one Administrative Coordinator (20%), one (1) Administrative Manager (2.38%), and three (3) Senior Accountants (25% each).

Specific activities of the program included planning, coordinating, and participating in special public information events during major campaign periods, such as the *Buckle Up, South Carolina* public information, education, and enforcement campaign during the NHTSA “Click it or Ticket!” campaign and enforcement period in the days up to and including the Memorial Day holiday of 2018 and *National Child Passenger Safety Awareness Week* in September 2018.

Occupant Protection – Program Management Project Summary

Activities Funded/Implemented	Results
<b>To maintain the employment of an Occupant Protection Program Coordinator (OPPC) throughout the grant period.</b>	The employment of the Occupant Protection Program Coordinator (OPPC) was maintained for the duration of the FFY 2018 grant period.
<b>To participate in at least three (3) Child Passenger Safety (CPS) events by the end of the grant period.</b>	The OHSJP staff participated in five (5) CPS events during the FFY 2018 grant period. The OPPC participated in three (3) Car Seat Safety Checks sponsored by Buckle Buddies and the Lexington Police Department. The OHSJP Public Affairs Manager attended two (2) Car Seat Safety Checks during CPS Week.
<b>To participate in the planning and coordination of highway safety campaigns such as, <i>Buckle Up South Carolina (BUSC)!</i> and National Child Passenger Safety Week (September).</b>	<p>A high-visibility statewide enforcement and education campaign (<i>Buckle up, SC. It's the law and it's enforced.</i>) was conducted around the Memorial Day holiday of 2018. The campaign corresponds with the national <i>Click-it-or-Ticket</i> mobilization and its purpose was to emphasize the importance of occupant restraints. The campaign included diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations; and a focus on nighttime safety belt enforcement in an attempt to reduce unrestrained traffic fatalities and injuries. During FFY 2018, the OHSJP sponsored new paid advertisement to promote <i>BUSC</i>, including social media, gas stations and billboards (see illustration, Page 43). The social media campaign theme was <i>#WhatMakesYouClick</i>. South Carolinians were encouraged on social media to share a picture of something that makes them buckle up. The stepped-up enforcement component of <i>BUSC</i> ran from May 21 – June 3, 2018 and all traffic sub-grantees were reminded to emphasize nighttime seatbelt strategies.</p> <p>In preparation for National Child Passenger Safety Week, OHSJP staff worked with SCDPS's Communications Office to produce Child Passenger Safety Cards to be distributed around the state containing the newly passed Child Passenger Safety</p>

	Seat Law (see illustration, Page 43). Additionally, the OHSJP Public Affairs Manager attended two (2) Child Safety Seat Checks during CPS Week.
<b>To administer all occupant protection projects funded through the OHSJP, to include on-site programmatic monitoring of grant projects; providing technical assistance to sub-grantees as requested; and conducting monthly desk reviews of assigned projects.</b>	Throughout the FFY 2018 grant period, OHSJP staff, to include the OPPC, worked in the development and administration of all occupant protection programs funded through the highway safety program. All OP grant projects were monitored 100% by on-site visits and monthly desk reviews. Technical assistance was provided as requested during the grant period.
<b>To contract with the University of South Carolina to conduct a statewide observational safety belt usage survey by June 2018.</b>	During the FFY 2018 grant period, the OHSJP contracted with the University of South Carolina to conduct a statewide observational safety belt usage survey, which was completed in June 2018. Results from the survey determined that 89.7% of South Carolina drivers and passengers use shoulder style safety belts.

The following images are of the FFY 2018 *BUSC* social media campaign and the educational material that was created to inform the public about the Child Passenger Safety Seat Law that was updated in May 2017.



## Is your child buckled safely?



To view the complete text of the SC Child Passenger Safety Law and to learn more about safety belt laws in South Carolina, visit: [www.buckleupsc.com](http://www.buckleupsc.com)

## South Carolina Child Passenger Safety Seat Law

South Carolina law "Section 56-5-6410" Every driver of a motor vehicle (passenger car, pickup truck, van, or recreational vehicle) operated on the highways and streets of this State when transporting a child under eight years of age upon the public streets and highways of the State must properly secure the child in the vehicle as follows:

- An infant or child under two years of age must be properly secured in a rear-facing child passenger restraint system in a rear passenger seat of the vehicle until the child exceeds the height or weight limit allowed by the manufacturer of the seat.
- A child at least two years of age or a child under two years of age who has outgrown his rear-facing child safety seat must be secured in a forward-facing child safety seat with a harness in a rear passenger seat of the vehicle until the child exceeds the highest height or weight requirements of the seat.
- A child at least four years of age who has outgrown his forward-facing child safety seat must be secured by a belt-positioning booster seat in a rear seat of the vehicle until he can meet the height and fit requirements for an adult safety seat belt (see next item). The belt-positioning booster seat must be used with both lap and shoulder belts. A booster seat must not be used with a lap belt alone.
- A child at least eight years of age or at least fifty-seven inches tall may be restrained by an adult safety seat belt if the child can be secured properly by an adult safety seat belt. A child is properly secured by an adult safety seat belt if:
  - (a) the lap belt fits across the child's thighs and hips and not across the abdomen;
  - (b) the shoulder belt crosses the center of the child's chest and not the neck; and
  - (c) the child is able to sit with his back straight against the vehicle seat back cushion with his knees bent over the vehicle's seat edge without slouching.
- If a motor vehicle lacks a rear passenger seat or if all of its rear seating positions are occupied by children under eight years of age, a child under eight years of age may be transported in the front seat of the motor vehicle if the child is secured properly in an appropriate child safety seat or belt-positioning booster seat.

To view the full text of the law, visit [www.buckleupsc.com/safety\\_seat\\_law.asp](http://www.buckleupsc.com/safety_seat_law.asp)



## **Occupant Protection – Education**

**Subgrantee:** SC Department of Health and Environmental Control  
**Project Number:** OP-2018-HS-17-18  
**Project Title:** Operation Safe Ride SC III

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

### Occupant Protection - Operation Safe Ride SC Project Summary

<b>Activities Funded/Implemented</b>	<b>Results</b>
<b>To maintain two (2) full time Program Assistants (certified Child Passenger Safety (CPS) Technician and Instructor) throughout the grant period and purchase all CPS training supplies before the end of the grant period.</b>	Two full-time Program Assistants, who maintain CPS Technician Instructor certifications, were maintained throughout the duration of the grant year. All necessary training supplies were purchased before the conclusion of the FFY 2018 grant period.
<b>To conduct at least 50 educational presentations on the State's Primary Seat Belt law and the proper usage of seatbelts and child restraint devices by September 30, 2018.</b>	During the grant year, a total of 57 educational presentations on the State's Primary Seat Belt law and the proper usage of seatbelts and child restraint devices were conducted. Through these presentations, the subgrantee was able to reach 686 individuals.
<b>To conduct at least 18 NHTSA Certified CPS Technician classes by September 30, 2018.</b>	During the grant year, a total of 20 NHTSA Certified CPS Technician classes were conducted, resulting in a total of 217 Technicians trained.
<b>To conduct at least six (6) continuing education classes to recertify CPS technicians by September 30, 2018.</b>	During the grant year, a total of seven (7) continuing education classes were conducted.
<b>To establish at least five (5) new CPS Fitting Stations in the state by September 30, 2018.</b>	During FFY 2018, a total of 44 new CPS fitting stations were established within the state. New stations were established at the following sites: Charleston FD, Sumter County EMS, Jasper County First Steps, West Columbia PD, Lancaster EMS, McCormick Health Department, Clover PD, Isle of Palms FD, Edgefield County DSS, Lexington County EMS, Williamsburg County FD, Fairfield County EMS, Fairfield County Sheriff's Department, Jenkinsville FD, Saluda County Sheriff's Department, Abbeville County Health Department, Allendale County First Steps, Lake City FD, Irmo PD, Walhalla FD, Clear Springs FD, Special Needs Clinic of Greenville, Greenville Memorial Hospital, Fountain Inn FD, Summerville Fire & Rescue Station 2, Summerville Fire & Rescue Station 3, Summerville Fire & Rescue Station 4, Summerville Fire & Rescue Station 5, North Charleston PD, Mount Pleasant PD, Charleston County EMS, Awendaw-McCellanville FD, St. Andrews FD, Berkeley County Sheriff's Department, Anderson City FD Station 2, Anderson City FD Station 3, Laurens County Health Department, Boiling Springs FD Station 11, Boiling Springs FD Station 12, Boiling Springs FD Station 14, Mauldin FD, Simpsonville

	FD, Bennettsville FD, and Manning FD. During the grant year, DHEC staff distributed 388 convertible child safety seats and 64 booster seats to participating child passenger safety permanent fitting stations statewide.
<b>To conduct at least 50 child safety seat events by September 30, 2018.</b>	During the FFY 2018 grant year, 54 child safety seat events were conducted, resulting in a total of 438 seats checked.
<b>To fully participate in the 2018 statewide seat belt enforcement and public information and education campaign, <i>Buckle up South Carolina (BUSC), it's the law and it's enforced</i> (May).</b>	DHEC's grant staff actively participated in all aspects of the <i>BUSC</i> campaign. During the FFY 2018 campaign period, the grant staff conducted educational presentations, school transportation safety assessments, CPS technical trainings, and CPS booth events that emphasized the importance of using proper child passenger safety seats.
<b>To plan and conduct educational activities in support of the 2018 National Child Passenger Safety Week (September).</b>	During the grant period, the project staff planned and conducted educational activities in support of <i>National Child Passenger Safety Week</i> (September). These activities included seven (7) safety seat inspection events; eight (8) observational seatbelt surveys; and submission of CPS Week information to DHEC Public Health Outreach for inclusion on the DHEC Facebook page, Twitter and Public Health Blog.
<b>To conduct at least (12) Safety Seat convenience surveys throughout the state by September 30, 2018.</b>	Twelve (12) Safety Seat convenience surveys were conducted statewide during the grant year.
<b>To coordinate at least one (1) CPS roundtable meeting with CPS partners and stakeholders by September 30, 2018.</b>	During the grant period, the subgrantee conducted a CPS Roundtable meeting with SC CPS Instructors. The Roundtable meeting was held on August 14, 2018 and the topics covered included the following: new curriculum updates; car seat availability for fitting stations; fitting station agreement forms; recruiting agencies to become CPS Technicians; CPS outreach to underserved counties; funding for future statewide CPS summits; CPS state and national certification rates; CPS Week and provision of technical assistance to statewide fitting stations; and capturing data from CPS events throughout the state.

## Occupant Protection – University of South Carolina Safety Belt Survey

The statewide safety belt survey conducted by the University of South Carolina concluded that 89.7% of South Carolina drivers and passengers used shoulder style safety belts in June 2018. This represents a 2.8 percentage point decrease from 92.3% in June 2017, and 2.0 percentage points below the 2014-2018 average of 91.5%.

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

**Percentage Safety Belt Use By Demographic Category**

	6/08	6/09	6/10	6/11	6/12	6/13	6/14	6/15	6/16	6/17	6/18
Male	74.2	77.1	82.3	81.8	87.6	89.8	88.3	88.6	92.5	89.7	88.2
Female	85.8	87.8	90.6	89.4	93.3	93.9	91.6	95.0	95.5	94.9	91.6
Driver	79.1	81.3	86.0	86.4	90.0	91.0	89.9	91.5	93.4	91.6	89.5
Passenger	78.2	82.1	85.4	85.6	90.0	94.6	89.3	91.3	95.8	95.7	90.5
Urban	80.3	82.3	87.4	85.6	91.4	91.0	89.0	91.7	93.7	91.7	89.5
Rural	76.0	79.5	80.5	87.0	88.5	94.2	93.1	91.3	94.2	94.3	90.3
White	82.4	84.7	88.5	86.5	91.3	93.1	91.6	92.6	93.9	94.1	91.7
Non-white	70.9	74.1	80.6	82.2	87.8	87.5	85.1	87.5	93.6	86.8	86.1
Cars	81.1	84.3	86.6	88.2	92.0	92.3	90.7	93.1	94.5	92.8	89.9
Trucks	73.3	75.0	81.7	78.7	86.0	90.0	86.9	85.0	90.4	89.7	89.4
Overall	79.0	81.5	85.4	86.0	90.5	91.7	90.0	91.6	93.9	92.3	89.7

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina decreased by 2.8% from 92.3% in 2017 to 89.7% in 2018. The survey showed that women continue to be more likely than men to use safety belts (91.6% to 88.2%), but both had a decrease in use from 2017 (3.5% and 1.7%). Passengers are more likely than drivers to use safety belts (90.5% to 89.5%) and rural occupants are more likely than urban occupants to use safety belts (90.3% to 89.5%). White occupants continue to have a higher rate of use than non-white occupants (91.7% to 86.1%), and car occupants continue to be more likely to use safety belts than truck occupants (89.9% to 89.4%).

<b>Occupant Protection: Budget Summary</b>					
<b>Project Number(s)</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>OP-2018-HS-02-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$104,328	\$107,651	<b>FAST ACT NHTSA 402</b>
<b>M1HVE-2018-HS-02-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$418,075	\$309,384.73	<b>405b</b>
<b>M1OP-2018-HS-02-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Seatbelt Survey	\$81,925	\$81,925	<b>405b</b>
<b>OP-2018-HS-17-18</b>	SC Department of Health and Environmental Control	Operation Safe Ride SC	\$152,714	\$138,497.45	<b>402</b>
<b>FAST Act/NHTSA 402 Total</b>			<b>\$257,042</b>	<b>\$246,148.45</b>	<b>402</b>
<b>Section 405b OP High MAP-21 Total</b>			<b>\$500,000</b>	<b>\$391,309.73</b>	<b>405b</b>
<b>Total All Funds</b>			<b>\$757,042</b>	<b>\$637,458.18</b>	All funds

## **Police Traffic Services Program Overview**

### **Police Traffic Services (PTS) Program Area**

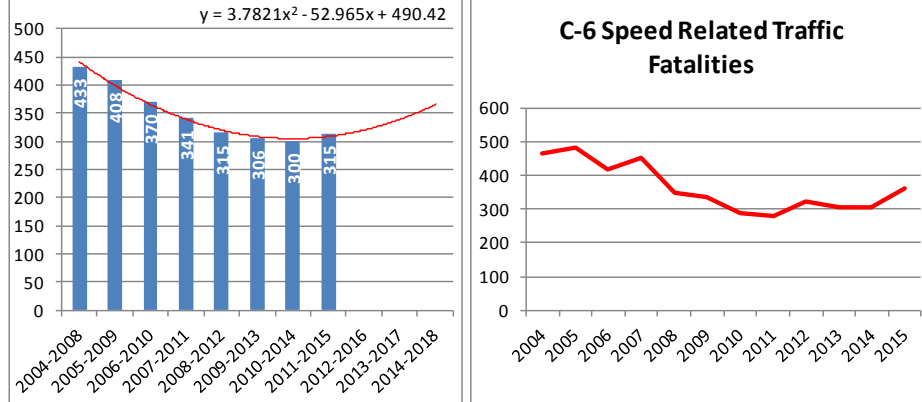
Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible traffic enforcement, public information, education, and training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

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

## Police Traffic Services – Program Management Goals:

1. To decrease speeding-related fatalities by 0.3% from the 2011-2015 baseline average of 315 to 314 by December 31, 2018.

Figure C-6. South Carolina Speed Related Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.

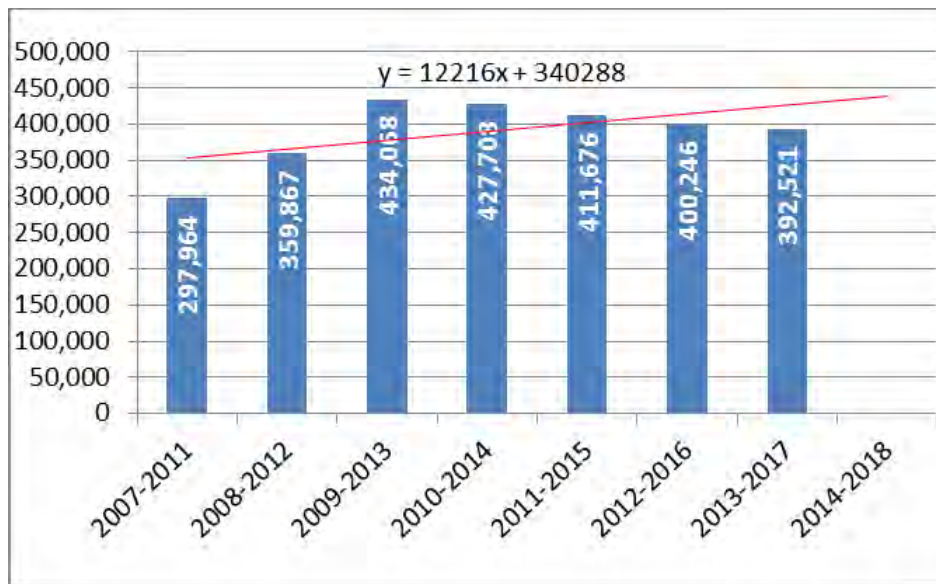


Polynomial Projection =  $3.7821(11^2) - 52.965(11) + 490.42 = 365.4$   
 2011-2015 Average = 314.6  
 2012-2016 Average = 334.8  
 2011 = 278  
 2012 = 322  
 2013 = 305  
 2014 = 307  
 2015 = 361 (17.6% increase from 2014)  
 2016 = 380 (5.3% increase from 2015, 2016 not FARS finalized)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of speeding-related fatalities will be 374. The SARS predicts 393 speeding-related fatalities for 2018. Based on current projections, the state is not expected to meet its 2018 speed related fatalities goal of 314.

### Activity Measure A-3

Activity measure A-3 shows the number of speeding citations issued in South Carolina. The chart below demonstrates that the state of South Carolina has been trending downward, since the 2009-2013 data point, in terms of the number speeding citations written by law enforcement. The National Highway Traffic Safety Administration (NHTSA) does not require a target to be established for this activity measure; however, the data below demonstrates that the state is experiencing an overall upward trend in speeding citations issued over the last seven data points seen below.



**Figure A-3: South Carolina Number of Speeding Citations Issued, Trend Analysis, 2007-2017.**

In FFY 2018, the number of speeding citations issued was 339,306. This number represents a 4.3% decrease from the 354,482 speeding citations issued in 2017. A number of factors including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the law enforcement challenge likely impacted the overall citation data.



**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PT-2018-HS-05-18  
**Project Title:** Police Traffic Services (PTS) Program Management

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

This grant project provides oversight, monitoring, project development activities, and technical support for a variety of Police Traffic Services projects statewide. The project funds one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator II (20%), one (1) Administrative Coordinator (20%), one (1) Administrative Assistant (7.25%), three (3) Senior Accountants (25% each), and one (1) Administrative Manager (2%)

## Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
<p><b>To provide ongoing technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk-monitoring projects, and providing needed training and technical assistance to local project staff as requested.</b></p>	<p>Throughout the FFY 2018 grant period, on-going technical assistance was provided to all PTS sub-grantees. Technical assistance included responding to correspondence and grant revision requests, making monthly contact via telephone and email, and conducting desk-monitoring of all PTS projects.</p>
<p><b>To assist in the development of new PTS grant project applications in targeted areas during the grant period.</b></p>	<p>During the FFY 2018 grant period, the OP/PTS Program Coordinator assisted in the development and implementation of PTS projects throughout South Carolina in areas that demonstrated a significant problem with the occurrence of alcohol and/or speed-related traffic collisions and fatalities. PTS projects were implemented in the following counties: Aiken, Beaufort, Berkeley, Charleston, Colleton, Dorchester, Florence, Greenville, Kershaw, Lancaster, Laurens, Lexington, Richland, Spartanburg, and York. The South Carolina Criminal Justice Academy also received funding to implement a statewide project that provided training to law enforcement officers throughout the state of South Carolina.</p>
<p><b>To prepare the PTS section of major documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report by assigned deadlines.</b></p>	<p>During the grant period, the PTS section of major highway safety documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report were completed by the respective deadlines.</p>
<p><b>To monitor 100% all Police Traffic Services (PTS) grant projects funded by the highway safety program by the end of the grant period.</b></p>	<p>Police Traffic Services (PTS) grant projects funded through the highway safety program during FFY 2018 were monitored 100%, with the exception of two subgrantees. Each PTS grant project was desk monitored on a continuous basis throughout the grant period. All continuation grant projects received at least one (1) on-site visit, and all first year grant projects received two (2) on-site visits, except for one. Due to events out of the control of the OHSJP, the second onsite monitoring visits for the Charleston County Sheriff's Office and Aiken Public Safety were not conducted.</p>
<p><b>To work with the OHSJP Public Affairs Manager in the development and implementation of a PI&amp;E campaign for national and</b></p>	<p>During the first quarter of the grant period, the OP/PTS Program Coordinator (OP/PTSPC) worked with the OHSJP Public Affairs Manager to</p>

**statewide highway safety campaigns such as *BUSC* (May 2018), and *Sober or Slammer!* (December 2017 and August 2018).**

develop the Highway Safety campaign for *Sober or Slammer!*, which was successfully implemented in December 2017. In the second quarter, an aggressive social media campaign for *BUSC* was approved and was implemented in the third quarter.

On May 18, 2018 (3<sup>rd</sup> Quarter), SCDPS kicked off events for the *BUSC* campaign. Simultaneous news conferences were held in Columbia, Greenville and Charleston by SCDPS, local law enforcement, and other state partners. This was to bring awareness, education, and the promotion of increased safety belt use with the goal of a resultant decrease in traffic fatalities and serious injuries in South Carolina. This campaign was conducted in conjunction with the “*Click it or Ticket*” national campaign. The increased enforcement component of *BUSC* ran from May 21, 2018 – June 3, 2018 and was supported by a new outdoor advertising and social media campaign: #WhatMakesYouClick. Through #WhatMakesYouClick, SCDPS encouraged the motoring public to share photos and videos on social media platforms, such as Facebook and Twitter, showing the reasons they buckle up and drive safely. The goals of the campaign were: to increase safety belt usage; to see a decrease in traffic fatalities and serious injuries; and promote a greater awareness about the role safety belts play in keeping motorists safe on the road. Special attention was paid to nighttime enforcement checks, as statistics show the safety belt usage rate drops during the hours between 6 p.m. and 6 a.m.

In September 2018, Child Passenger Safety (CPS) week was promoted on the Agency’s website, through news releases and paid social media releases. Also, handouts that included graphics and statistical information about Child Passenger Safety were developed and issued to different agencies and sub-grantees.

## Police Traffic Services Program Overview

There were twenty-one (21) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2018. The twenty-one (21) grant-funded projects are listed below:

<b>Project Number</b>	<b>Agency</b>	<b>Grant-Funded Officers</b>
PT-2018-HS-08-18	Charleston County Sheriff's Office	2
PT-2018-HS-09-18	City of Columbia Police Department	2
PT-2018-HS-11-18	Mauldin Police Department	1
PT-2018-HS-12-18	City of Cayce Department of Public Safety	2
PT-2018-HS-13-18	Dorchester County Sheriff's Office	1
PT-2018-HS-14-18	Simpsonville Police Department	1
PT-2018-HS-15-18	Beaufort Police Department	1
PT-2018-HS-16-18	Charleston Police Department	2
PT-2018-HS-18-18	Summerville Police Department	2
PT-2018-HS-19-18	Bluffton Police Department	2
PT-2018-HS-21-18	Florence County Sheriff's Office	3
PT-2018-HS-22-18	Aiken DPS	2
PT-2018-HS-31-18	Laurens Police Department	1
PT-2018-HS-32-18	York Police Department	1
PT-2018-HS-33-18	Lancaster County Sheriff's Office	2
PT-2018-HS-34-18	Colleton County Sheriff's Office	2
PT-2018-HS-35-18	Lexington Police Department	2
PT-2018-HS-36-18	Spartanburg County Sheriff's Office	2
PT-2018-HS-38-18	Fort Mill Police Department	1
PT-2018-HS-40-18	Moncks Corner Police Department	1
PT-2018-HS-41-18	Kershaw County Sheriff's Office	1

The above-referenced projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding-related enforcement was a priority, these projects were also required to focus on DUI, occupant protection enforcement, other moving violations that contribute to traffic collisions, and public information/education regarding traffic issues. There were thirty-four (34) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, 392 public safety checkpoints were conducted, 41,308 traffic violation citations were written, and approximately 24,488 people were reached during 333 safety presentations. These efforts, and many others, produced an impact in individual communities and contributed to the overall effectiveness of the grant program and the OHSJP's mission of reducing and eventually eliminating fatal crashes and injuries.

## Police Traffic Services – Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of one (1) public safety checkpoint per sub-grantee per month by September 30, 2018.	Grant-funded officers conducted 392 public safety checkpoints by September 30, 2018.
To have a corresponding, appropriate increase in citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2018, due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 14,404 traffic violation citations were written by the grant-funded officers for violations such as failure to yield right-of-way, following too closely, disregarding a signal/sign, improper turn, improper lane change, and other moving violations as a result of enforcement activities to detect impaired drivers.
To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2017, due to enhanced traffic enforcement efforts over the grant period.	Grant-funded officers issued 18,882 speeding citations by September 30, 2018, due to enhanced traffic enforcement efforts over the grant period.
To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2018, due to enhanced traffic enforcement efforts over the grant period.	Due to enhanced traffic enforcement efforts over the grant period, 44,192 citations for seat belt violations, and 355 child restraint violation citations were issued by September 30, 2018.
To conduct twelve (12) traffic safety presentations per project for area schools, businesses, military installations, churches, or civic groups by September 30, 2018.	Grant-funded officers conducted 333 traffic safety presentations for 24,488 people in area schools, businesses, military installations, churches, and civic groups by September 30, 2018.
To plan and conduct special enforcement and education activities in support of national and statewide highway safety initiatives, to include <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).	Agencies that implemented a Police Traffic Services or Occupant Protection project during the grant period were instructed to participate in special enforcement and education activities in support of national and statewide highway safety initiatives, including <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).
To participate actively in the local Judicial Circuit Law Enforcement Network (LEN).	During the grant period, all subgrantees participated in their local Judicial Circuit LENS.
To participate in all aspects (enforcement, education, and media) of the <i>Sober or Slammer!</i> sustained DUI enforcement campaign, to include at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year’s 2017-2018 and Labor Day 2018 enforcement crackdowns.	Subgrantees participated in all aspects (enforcement, education, and media) of the <i>Sober or Slammer</i> sustained DUI enforcement campaign, including at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year’s 2017-2018 and Labor Day 2018 enforcement crackdowns.
To comply with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).	The subgrantees complied with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).

## **Police Traffic Services – Law Enforcement Coordination Project**

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PT-2018-HS-06-18  
**Project Title:** Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project also provided Law Enforcement Network grants to established networks around the state. The networks were established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provide needed training for the more than 300 agencies within the state. The project funds one (1) Law Enforcement Liaison (100%), one (1) Law Enforcement Manager (90%), three (3) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Coordinator (20%), one (1) Administrative Assistant (7.25%), and one (1) Administrative Manager (2%).

## Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
<p><b>To assist in developing and implementing statewide enforcement campaigns during the course of the grant period, to include all Target Zero efforts, such as <i>Buckle Up, South Carolina. It's the law and it's enforced</i>, Christmas/New Year's and Labor Day <i>Sober or Slammer!</i> initiatives, and <i>Operation Southern Shield</i>.</b></p>	<p>Through the coordinated efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina law enforcement began a sustained impaired driving enforcement campaign on December 1, 2017. The campaign concluded on September 3, 2018. Also, South Carolina local and state law enforcement agencies participated in the Christmas/New Year's <i>Sober or Slammer!(SOS)</i> mobilization which ran from December 15, 2017–January 1, 2018; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization which ran from May 21, 2018 through June 3, 2018; <i>Operation Southern Shield</i> mobilization which ran from July 15, 2018 through July 21, 2018, and the Labor Day <i>Sober or Slammer! (SOS)</i> mobilization which ran from August 17, 2018 through September 3, 2018. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization, and the <i>BUSC</i> mobilization mirrored the national <i>Click-It-or-Ticket</i> effort. The OHSJP Law Enforcement Liaison (LEL) and the Law Enforcement Manager assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.</p>
<p><b>To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.</b></p>	<p>The Law Enforcement Liaison and the Law Enforcement Manager provided technical and program assistance for traffic safety and enforcement to the 47 county law enforcement agencies (46 county sheriffs' offices and 1 county police department) and 280 state, municipal, military, hospital, and college/university law enforcement agencies during the grant period.</p>
<p><b>To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.</b></p>	<p>The Law Enforcement Liaison and the Law Enforcement Manager requested and secured participation (approximately 60% of local law enforcement agencies statewide) in the sustained impaired driving and high-visibility enforcement mobilizations through letters, emails, face-to-face conversations, and phone calls.</p>
<p><b>To continue to develop and maintain Law Enforcement Networks (LEN) throughout the state.</b></p>	<p>Each of the 16 judicial circuits statewide has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLLEN. Each LEN has a coordinating agency which</p>

	received a small grant award to fund LEN activities, such as meetings, reporting, and participation incentives for member law enforcement agencies, and enforcement/media activities. The Law Enforcement Liaison and the Law Enforcement Manager attended the monthly or bi-monthly meetings held by each LEN.
<b>To coordinate the awarding of Law Enforcement Network Support Grant Awards in the state.</b>	Each of the Law Enforcement Networks received a \$10,000 grant. The grant funds are used to maintain the Network.
<b>To attend at least 75% of Law Enforcement Network meetings statewide during the course of the grant year.</b>	The Law Enforcement Liaison and the Law Enforcement Manager attended 84% of the LEN meetings held throughout the grant period. Some networks met monthly and some met bi-monthly (every other month). At each meeting, the Law Enforcement Liaison or the Law Enforcement Manager presented information on the high-visibility enforcement mobilization, possible grant application periods, traffic death statistics and trends, and other related traffic safety information. Attendance at the LEN meetings is an important part of the Law Enforcement Liaison's duties.
<b>To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.</b>	The Law Enforcement Liaison and the Law Enforcement Manager provided technical assistance and leadership for the 16 Law Enforcement Network Coordinators throughout the grant period. Through conversations with the LEN Coordinators and Assistant Coordinators, the Law Enforcement Liaison and the Law Enforcement Manager provided assistance in obtaining speakers for the monthly or bi-monthly meetings.
<b>To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.</b>	The Law Enforcement Manager submitted Quarterly Reports and a Final Narrative Report for the FFY 2018 grant period.



## FFY 2018 Grant Period Enforcement Report: 10/1/2017 - 9/30/2018

### Agencies Reporting:

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>1</b>
<b>Local Agencies:</b>	<b>120</b>		<b>County Agencies:</b>	<b>36</b>
<b>Other Agencies:</b>	<b>15</b>			

### Total Enforcement Activity:

<b>Number of Safety Checkpoints Conducted:</b>	<b>4,785</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>4,746</b>

### Total Enforcement:

<b>DUI Arrests:</b>	<b>18,007</b>	<b>Speeding:</b>	<b>339,306</b>
<b>Assisted DUI Arrests:</b>	<b>771</b>	<b>Reckless Driving:</b>	<b>6,381</b>
<b>Safety Belt Citations:</b>	<b>117,972</b>	<b>Other Violations:</b>	<b>318,674</b>
<b>Child Safety Citations:</b>	<b>5,590</b>		

## 2018 Law Enforcement DUI Challenge Enforcement Report: 12/1/2017-9/3/2018

### Agencies Reporting:

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>1</b>
<b>Local Agencies:</b>	<b>118</b>		<b>County Agencies:</b>	<b>33</b>
<b>Other Agencies:</b>	<b>15</b>			

### Total Enforcement Activity:

<b>Number of Safety Checkpoints Conducted:</b>	<b>3,989</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>3,667</b>

### Total Enforcement:

<b>DUI Arrests:</b>	<b>13,896</b>	<b>Speeding:</b>	<b>264,296</b>
<b>Assisted DUI Arrests:</b>	<b>606</b>	<b>Reckless Driving:</b>	<b>4,862</b>
<b>Safety Belt Citations:</b>	<b>93,133</b>	<b>Other Violations:</b>	<b>244,785</b>
<b>Child Safety Citations:</b>	<b>4,428</b>		

**2017-18 Christmas/New Year's SOS Enforcement Report: 12/15/2017-1/1/2018**

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>107</b>		<b>County Agencies:</b>	<b>32</b>
<b>Other Agencies:</b>	<b>15</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>376</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>359</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>1,067</b>	<b>Speeding:</b>	<b>14,238</b>
<b>Assisted DUI Arrests:</b>	<b>54</b>	<b>Reckless Driving:</b>	<b>236</b>
<b>Safety Belt Citations:</b>	<b>4,221</b>	<b>Other Violations:</b>	<b>13,330</b>
<b>Child Safety Citations:</b>	<b>240</b>		

**2018 BUSC Enforcement Report: 5/21/2018-6/3/2018**

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>99</b>		<b>County Agencies:</b>	<b>29</b>
<b>Other Agencies:</b>	<b>15</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>292</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>219</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>625</b>	<b>Speeding:</b>	<b>11,150</b>
<b>Assisted DUI Arrests:</b>	<b>31</b>	<b>Reckless Driving:</b>	<b>258</b>
<b>Safety Belt Citations:</b>	<b>5,160</b>	<b>Other Violations:</b>	<b>11,260</b>
<b>Child Safety Citations:</b>	<b>246</b>		

**2018 Operation Southern Shield Enforcement Report: 7/15/2018-7/21/2018**

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>81</b>		<b>County Agencies:</b>	<b>23</b>
<b>Other Agencies:</b>	<b>15</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>49</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>156</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>334</b>	<b>Speeding:</b>	<b>6,364</b>
<b>Assisted DUI Arrests:</b>	<b>14</b>	<b>Reckless Driving:</b>	<b>145</b>
<b>Safety Belt Citations:</b>	<b>2,272</b>	<b>Other Violations:</b>	<b>5,145</b>
<b>Child Safety Citations:</b>	<b>88</b>		

## 2018 Labor Day *SOS* Enforcement Report: 8/17/2018-9/3/2018

### Agencies Reporting:

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>87</b>		<b>County Agencies:</b>	<b>31</b>
<b>Other Agencies:</b>	<b>14</b>			

### Total Enforcement Activity:

<b>Number of Safety Checkpoints Conducted:</b>	<b>313</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>312</b>

### Total Enforcement:

<b>DUI Arrests:</b>	<b>1,042</b>	<b>Speeding:</b>	<b>17,550</b>
<b>Assisted DUI Arrests:</b>	<b>41</b>	<b>Reckless Driving:</b>	<b>319</b>
<b>Safety Belt Citations:</b>	<b>7,333</b>	<b>Other Violations:</b>	<b>16,757</b>
<b>Child Safety Citations:</b>	<b>353</b>		

## **Police Traffic Services - Education/Training Projects**

**Subgrantee:** South Carolina Criminal Justice Academy (SCCJA)  
**Project Number:** PT-2018-HS-07-18  
**Project Title:** Traffic Safety Officer Program

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

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

### Police Traffic Services – Traffic Safety Officer Program Project Summary

Activities Funded/Implemented	Results
<b>To maintain the 4 grant-funded TSO Instructors throughout the grant period and purchase all needed equipment within 90 days of the grant award.</b>	The 4 grant-funded Instructors were maintained throughout the grant period and the requested USB Flash Drive Duplicator was purchased within the first quarter of the grant year.
<b>To conduct at least 13 training classes in the field of Traffic Collision Reconstruction by the end of the grant period.</b>	During the grant period, 10 Traffic Collision Reconstruction courses were taught to 139 officers. Two (2) classes were cancelled due to scheduling issues.
<b>To conduct at least 55 training classes in the field of DUI Detection and Breath Testing Certification by the end of the grant period.</b>	During the grant period, TSO Instructors taught 68 classes in the field of DUI Detection and Breath Testing Certification to 2,971 officers.
<b>To conduct at least 30 additional training classes to officers in the field on court procedures and DUI-related issues.</b>	A total of 56 training classes in the field of court procedures for Speed Measurement Devices and DUI-related issues were taught by TSO Instructors during the FFY 2018 grant period.
<b>The grant-funded TSO Instructors will attend highway safety-related trainings, conferences and approved seminars, which will enable the TSO Instructors to develop more modern and up-to-date training classes and materials for law enforcement officers in the State of South Carolina.</b>	<p>During the FFY 2018 grant period, The TSO instructors attended several trainings intended to provide them with additional knowledge in Traffic Safety Issues. Trainings attended by grant-funded TSO Instructors are listed below.</p> <ul style="list-style-type: none"> <li>-Mike Flitter and Bobby Mullinax attended the “SC Association of Reconstruction Specialists Conference” (SCARS) in Mt. Pleasant, SC on July 22-27, 2018.</li> <li>-Bobby Mullinax attended “Energy Methods &amp; Damage Analysis in Traffic Crash Reconstruction” in Jacksonville, FL on August 27-31, 2018.</li> <li>-Bobby Mullinax attended “Commercial Vehicle Crash Investigation” in Phoenix, AZ on September 24-28, 2018.</li> <li>-Bobby Mullinax was invited to attend and teach the “Reconstruction from Body Worn Camera Videos” seminar at the locations listed below at no cost to the agency or grant: <ul style="list-style-type: none"> <li>• Pennsylvania: October 31-November 2, 2017</li> <li>• Washington: March 6, 2018</li> <li>• Tennessee: June 6, 2018</li> </ul> </li> </ul>
<b>To train and certify at least five (5) Traffic Safety Instructors by the end of the grant period.</b>	The Traffic Safety Officer Conference will be held mid-year 2019. This training will allow for the certification of a projected 8 Traffic Safety Instructors.



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

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>PT-2018- HS-05-18</b>	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$98,458	\$98,458	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-06-18</b>	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$478,729	\$357,557.33	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-07-18</b>	SC Criminal Justice Academy	Traffic Safety Officer Program	\$375,583	\$340,460.21	<b>NHTSA 402</b>
<b>PT-2018- HS-08-18</b>	Charleston County Sheriff's Office	Charleston County Traffic/Service Speed Enforcement Unit	\$310,611	\$294,525	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-09-18</b>	City of Columbia Police Department	FY 2018 Enhancement of Traffic Division	\$244,982	\$244,982	<b>FAST ACT /NHTSA 402</b>
<b>PT-2018- HS-11-18</b>	Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	\$70,828	\$66,269	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-12-18</b>	City of Cayce	City of Cayce Traffic Safety Unit	\$222,429	\$214,807	<b>NHTSA 402</b>
<b>PT-2018- HS-13-18</b>	Dorchester County Sheriff's Office	Dorchester County Traffic Division Enhancement	\$150,536	\$133,786	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-14-18</b>	Simpsonville Police Department	Simpsonville Police Department Traffic Unit	\$62,665	\$46,358	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-15-18</b>	City of Beaufort	City of Beaufort Traffic Enforcement Team	\$107,539	\$79,700	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-16-18</b>	City of Charleston	City of Charleston Speed Enforcement Initiative	\$139,465	\$139,465	<b>NHTSA FAST ACT 402</b>

<b>PT-2018- HS-18-18</b>	Town of Summerville	Town of Summerville Traffic Enforcement Unit	\$250,853	\$215,602	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-19-18</b>	Bluffton Police Department	Bluffton Police Department Traffic Enforcement Program	\$157,564	\$157,564	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-21-18</b>	Florence County Sheriff's Office	Traffic Safety Unit	\$192,071	\$192,071	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-22-18</b>	Aiken Department of Public Safety	Aiken Public Safety Police Traffic Safety Unit	\$242,910	\$199,452	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-31-18</b>	Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	\$48,648	\$48,648	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-32-18</b>	City of York	City of York Traffic Enforcement Unit	\$70,753	\$65,212	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-33-18</b>	Lancaster County Sheriff's Office	Traffic Enforcement Unit	\$163,626	\$156,127	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-34-18</b>	Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	\$178,539	\$143,843	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-35-18</b>	Lexington Police Department	Town of Lexington Police Traffic Services Enhancement	\$195,292	\$144,321	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-36-18</b>	Spartanburg County Sheriff's Office	Spartanburg County Traffic Unit Enhancement	\$132,332	\$127,497	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-38-18</b>	Fort Mill Police Department	Fort Mill Police Department Traffic Safety Unit	\$112,931	\$97,003	<b>NHTSA FAST ACT 402</b>
<b>PT-2018- HS-40-18</b>	Moncks Corner Police Department	Traffic Enforcement	\$112,067	\$112,067	<b>NHTSA FAST ACT 402</b>

<b>PT-2018- HS-41-18</b>	Kershaw County Sheriff's Office	Traffic Services Enforcement Education	\$122,638	\$96,716	<b>FAST ACT /NHTSA 402</b>
402 Total			\$4,242,049	\$3,772,490.54	

## **Traffic Records Program Overview**

### **Traffic Records and Data Program Area**

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

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

## Traffic Records and Data Program - Program Management

**Subgrantee:** SC Department of Public Safety: Office of Highway Safety and Justice Programs

**Project Number:** TR-2018-HS-03-18

**Project Title:** Traffic Records Improvements

The Traffic Records Improvements grant project continues to focus its efforts on the improvements of the South Carolina Collision and Ticket Tracking System (SCCATTS) and the South Carolina Uniform Traffic Ticket Information Exchange System (SCUTTIES) projects. These programs, along with others outlined in the *South Carolina Traffic Records Strategic Plan* (TRSP), serve as the backbone of the South Carolina Traffic Records System (TRS). The SCCATTS initiative began with the implementation of the e-Collision report in 2010. Currently, 94% of all collision reports submitted to the state are processed electronically through SCCATTS. In 2013, the e-Public Contact/Warning was deployed to the system. The process for electronic submission of citations issued for traffic violations began with a SCCATTS pilot program in July 2015. From that pilot program, mandatory submission of all citations into SCUTTIES was developed. Electronic submission of all citations is now required by SC Statute 56-07-0030. This program, which was part of the *2015, 2016 and 2017 TRSPs*, grew into an electronic information exchange system between SCDPS's SCCATTS, SCDMV's SCUTTIES, SCJD's Case Management System (CMS), and other approved Local Law Enforcement and Courts Records Management Systems (RMS). The interface allows for electronic submission of citations from violation issuance to disposition from both web based portals and direct link interfaces between agency systems. The program continues to be the forefront of the SC Traffic Records Improvements programs. The South Carolina Department of Public Safety's Office of Highway Safety and Justice Programs' (OHSJP) Traffic Records staff oversees SCCATTS. The project funds one (1) SCCATTS Project Coordinator (100%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Manager (100%), one (1) Assistant Traffic Records Data Analyst (100%), one (1) SCCATTS Records Analyst/Trainer (100%), one (1) Database Administrator I (50%), one (1) Database Administrator II (25%) and one (1) Statistician (50%). The positions were approved by the Traffic Records Coordinating Committee (TRCC) and were listed as a priority in the state's TRSP.

## Traffic Records and Data Program – Traffic Records Improvements Project Summary

Activities Funded/Implemented	Results
<p><b>Citation Database Interface Project /Interface between SCCATTS, the SCDMV’s South Carolina Uniform Traffic Ticket Information Exchange System and SCJD’s Case Management System.</b></p>	<p>A TRCC-Working Group initiated this project. Members of the SC Department of Public Safety (SCDPS), SC Department of Transportation (SCDOT), SC Judicial Department (SCJD), and SC Department of Motor Vehicles (SCDMV) are leading this project.</p>
<p><b>The previous goal was to increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80%.</b></p>	<p>The total percentage of electronically-produced collision reports has increased to 94%. The future goal is to mandate the electronic reporting of all collision reports to achieve 100% electronically.</p>
<p><b>To increase from 84% of vehicle identification numbers captured to 95% by September 30, 2018.</b></p>	<p>Currently, 90.74% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 6% from the beginning of FFY 2018.</p>
<p><b>To increase the reporting of all Commercial Driver’s License (CDL) holders traffic violations to the licensing state. At the beginning of the Citation Database Interface Project SCDMV was reporting at a rate of less than 9%. The goal was to increase the reporting to 80% by September 30, 2018.</b></p>	<p>The TRCC coordinated the implementation of the SCCATTS-South Carolina Uniform Traffic Tickets Information Exchange System (SCUTTIES) e-Citation Database Interface Project between SCDPS, SCDMV, and the SCJD for the transmission of citations issued and dispositions rendered for traffic violations committed in the state. The Pilot test began in June 2015 and moved into live submission in July 2016. As of September 30, 2017, the submission rate of CDL holder’s violations had risen to 29%. With the mandated e-Citation reporting requirement implemented January 1, 2018, the electronic submission of e-Citations and the collection of dispositions substantially increased the reporting rate to 93% by June 2018.</p>

### Traffic Records Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
TR-2018-HS-03-18	<b>SC Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Traffic Records</b>	<b>\$67,650</b>	<b>\$26,189.48</b>	NHTSA 402
M3DA-2018-HS-03-18	<b>SC Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Traffic Records</b>	<b>\$760,656.57</b>	<b>\$760,656.57</b>	Section 405c Data Program Funds MAP-21
M3DA-2018-HS-03-18	<b>SC Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Traffic Records</b>	<b>\$1,716,078.43</b>	<b>\$288,039.34</b>	Section 405c Data Program Funds FAST-ACT
Total All Funds			<b>\$2,544,385</b>	<b>\$1,074,885.39</b>	
NHTSA 402			<b>\$67,650</b>	<b>\$26,189.48</b>	
Section 405c Data Program Funds MAP- 21			<b>\$760,656.57</b>	<b>\$760,656.57</b>	
M3DA-2018-HS-03- 18 FAST-ACT			<b>\$1,716,078.43</b>	<b>\$288,039.34</b>	

# Community Traffic Safety Program Overview

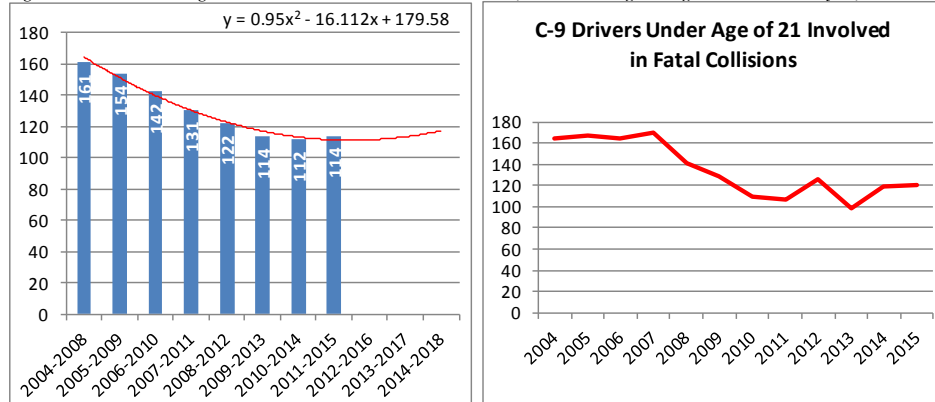
## Community Traffic Safety Program

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

### Community Traffic Safety Program Goals:

To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2011-2015 baseline average of 114 to 113 by December 31, 2018.

Figure C-9. SC Drivers Age 20 & under Involved in Fatal Collisions, 5 Year Moving Average with Trend Analysis, 2004-2015.



Polynomial Projection =  $0.95(11^2) - 16.112(11) + 179.58 = 117.3$   
 2011-2015 Average = 114.2  
 2012-2016 Average = 113.6  
 2011 = 107  
 2012 = 126  
 2013 = 98  
 2014 = 119  
 2015 = 121 (1.7% increase from 2014)  
 2016 = 105 (13.2% decrease from 2015, 2016 not FARS finalized)

The OHSJP projects that the 2014-2018 average number of drivers age 20 or younger involved in fatal crashes will be 120. The OHSJP predicts 132 drivers age 20 or younger will be involved in fatal crashes for 2018. Based on current projections, the state is not expected to meet its 2018 SC drivers age 20 and under involved in fatal collisions goal of 113. The OHSJP will examine 2018 data to determine whether adjustments are needed in South Carolina's upcoming Highway Safety Plan Performance Targets.



**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** SA-2018-HS-04-18  
**Project Title:** Public Information, Outreach, and Training

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

OHSJP subgrantees received training throughout this grant project. The Program Coordinators, Grants Administration Accountant, and Grants Administration Manager met with the Project Directors and Financial Representatives during Pre-Work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the annual Funding Guidelines Workshop was held in November 2017 in Columbia to assist applicants in preparing applications for FFY 2019.

In July 2018, the OHSJP began work with a new agency contractor, BFG Communications LLC, based out of Bluffton, SC. The agency’s previous contractor was Fisher Communications, based in Columbia, SC. Due to contract and time restraints, it was necessary for some of the planned campaigns and safety programs originally planned for FFY 2018 to be abbreviated or postponed until FFY 2019.



[#WhatMakesYouClick BUSC Social Media ad](#)

During FFY 2018, the OHSJP worked with the agency contractors to further develop and broaden the agency’s social media and digital media presence. SCDPS first utilized paid social media during FFY 2017, through its former contractor Fisher Communications and a subcontractor DuBose Web Group. Fisher Communications and DuBose Web Group continued and expand-

ed this partnership in FFY 2018 for the annual *Sober or Slammer!* Christmas/New Year’s campaign in December 2017, as well as the annual *Buckle Up, South Carolina*, enforcement and public education campaign in May 2018. A “hashtag” concept –“#WhatMakesYouClick”-- was developed by SCDPS Communications Office for the *BUSC*

campaign and was promoted through paid social media on Facebook and Twitter, as well as billboards posted throughout the state. DuBose Web Group reached out to influential South Carolinians – including South Carolina Governor Henry McMaster and local news anchors – to spread the campaign on their personal social media accounts.

The new agency contractor, BFG Communications, has a deep understanding of social and digital media trends and utilized a variety of new paid media outlets for the *Operation Southern Shield* enforcement initiative in July 2018 and the annual *Sober or Slammer!* Labor Day enforcement and public education campaign in August and September 2018. Social and digital advertising included animated ads for Facebook and Instagram, targeted digital banner ads on popular websites (e.g. ESPN and USA Today), and the agency’s first ad buy on YouTube. The OHSJP plans to expand the agency’s digital advertising presence even further in FFY 2019.



*Sober or Slammer!* graphic

To assist the development of future safety campaigns, the OHSJP, through Fisher Communications and a subcontractor Market Search, conducted a series of online survey focus groups with participants ages 16-35, in May 2018. The survey groups consisted of members of mixed gender and race (White, African American, Hispanic) and assessed the reactions and awareness of this age group to agency campaign messages from the last five years (2013-2017). The results of this survey were shared with the agency’s new contractor, BFG Communications. Total expenditures for the research surveys were \$31,800.

The OHSJP also addressed the issue of distracted driving twice in FFY 2018 through funding the production and placement of radio ads in November 2017 and in April 2018, to complement distracted driving enforcement efforts by the SC Highway Patrol. The radio spots featured SCHP Colonel Christopher Williamson and focused on attentive driving. The budgets for these campaigns were \$25,000 in November 2017 and \$36,600 in April 2018.



In July 2018, the OHSJP continued its participation in the NHTSA Region 4 speed enforcement and safe driving campaign, *Operation Southern Shield*. This is the second year of the campaign. Funding was used to support a paid media campaign to complement the enforcement efforts. Paid media included digital billboards, radio advertising, and social/digital advertising. Expenditures for this campaign were \$40,000. The OHSJP plans to include *Operation Southern Shield* as part of its annual paid media campaigns and its Law Enforcement Challenge beginning in FFY 2019.

(Left) Animated Facebook Ad for *Operation Southern Shield*

Beginning in March 2018, the OHSJP joined Georgia, North Carolina, and Tennessee, to form the All South Highway Safety Team. The project was developed by the Georgia Governor’s Office of Highway Safety. A series of television spots were shot with representatives from law enforcement in each state. The spots were aired during Atlanta Braves’ baseball games on Fox Sports South and Fox Sports Southeast throughout the 2018 regular baseball season, as well as on digital displays during the games. The spots focused on three areas of highway safety: [DUI](#), [Seat Belts](#), and [Speed](#) (the spots can be viewed by clicking on the hyperlinks). An in-game billboard with the logos of each agency was also posted on the digital displays during the games. Expenditures for this project were \$26,950.



**In-Game Billboard for Atlanta Braves**



**2017-2018 High School Ticket Artwork**

Young drivers, as well as their families, were reached through the use of a high school ticket campaign during the 2017-2018 academic school year. The High School Ticket Campaign was estimated to deliver approximately five million imprints with highway safety messaging on tickets distributed at major events at the majority of the state’s high schools, such as athletic contests, proms, plays, and other significant events. These messages targeted teen drivers, as well as their parents and friends, who attended these events, and built upon the Target Zero and “Highways or Dieways” campaign messaging. Expenditures from FFY 2018 for the

2017-2018 academic year were \$52,950.00. The OHSJP and its new agency contractor, BFG Communications, decided to discontinue this program for school year 2018-2019, but plans for a new outreach program are being re-evaluated for the next school year, 2019-2020.

The project also continued a statewide motorcycle safety campaign in April and May 2018. The campaign included two (2) Myrtle Beach bike rallies in May and emphasized the seventeen (17) priority counties with the highest number of motorcyclist fatalities in 2016. The campaign utilized the “Look,” “Ride Smart,” and “Share the Road” themes. The campaign’s new 2017 billboard image is pictured at right. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to bikers at the Myrtle Beach rallies. In addition, the SCDPS partnered with the South Carolina Department of Transportation (SCDOT) to use SCDOT’s variable message signs statewide to display the message, “Ride Smart. Look for Motorcycles.” and “Drive Smart. Look for Motorcycles.”



**2018 Motorcycle Billboard**

The OHSJP staff worked with the agency contractor(s) to ensure that placement of all paid media efforts included Spanish-language channels, as well as other networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for all major mobilizations and campaigns.

The major *Target Zero* campaigns (*Buckle Up, SC., Sober or Slammer!, etc.*) emphasized placement of radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.

The OHSJP also continued participation in several public outreach projects during FFY 2018. The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives during various weeks throughout August 2018 in support of *School Zone Safety Week*. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety. The OHSJP supported social media education during this time period.

The project also developed and implemented an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2017. The 31<sup>st</sup> Annual Victims' Memorial Service was held at Lexington Baptist Church in Lexington, SC, on April 27, 2018. The service included a special "Message of Hope" from the pastor of Lexington Baptist Church and a video tribute, accompanied by the Lexington Baptist Orchestra, to those who lost their lives on our roadways. The service drew about 500 people, including state and local law enforcement. Media coverage was received to promote and cover the event.

Below are some photos from the Memorial Service



Other outreach efforts included the coordination of a booth display at the SC State Fair, which was held from October 11-22, 2017. The booth was hosted by SChP and focused on recruitment, but educational materials relevant to vulnerable roadway user safety and other significant high-way safety issues were distributed. Non-NHTSA funds were used to support the booth.

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

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

Activities Fund- ed/Implemented	Results
<p><b>To send individuals to specialized highway safety-related programs by September 30, 2018.</b></p>	<p>Overall this project has provided travel and/or registration fees for employees to attend highway safety training programs around the country. During this grant period, funds were provided for individuals within and outside the OHSJP to attend one or more of the following:</p> <p><b>During the quarter from October 2017 to December 2017:</b></p> <ul style="list-style-type: none"> <li>• Registration fees for the Impaired Driving Countermeasures Program Coordinator to attend SC Law Enforcement Officers’ Association (SCLEOA) Marijuana Summit;</li> <li>• The Public Affairs Manager to attend the 2017 Strategic Communications Forum in Washington, D.C.;</li> <li>• Two (2) accountants to attend the Government Finance Officers Administration (GFOA) Conference;</li> <li>• And the Occupant Protection and Police Traffic Services Coordinator to attend the Managing Highway Safety Programs training in Baltimore, MD.</li> </ul> <p><b>During the quarter from January 2018 to March 2018:</b></p> <ul style="list-style-type: none"> <li>• Registration fees for two (2) accountants to attend the GFOA Spring Conference;</li> <li>• The registration and flights for four (4) members of the SC Highway Patrol to attend the Lifesavers Conference;</li> <li>• And travel for the Office of Highway Safety and Justice Programs Director to attend the Governor’s Highway Safety Association Executive Board Meeting.</li> </ul> <p><b>During the quarter from April 2018 to June 2018:</b></p> <ul style="list-style-type: none"> <li>• Travel (per diem and lodging) for two (2) SCHP Troopers to attend the Lifesavers Conference;</li> <li>• Travel (per diem, baggage fees, and lodging) for two SCHP Troopers to attend the Lifesavers Conference;</li> <li>• Travel (per diem, lodging, baggage fees, shuttle, and parking) for the Highway Safety Programs Administrator to attend the Lifesavers Conference;</li> <li>• And per diem for the SCHP Community Relations Officer Commander to attend Bike Week in Myrtle Beach, SC.</li> </ul> <p><b>During the quarter from July 2018 to September 2018:</b></p>

	<ul style="list-style-type: none"> <li>• Travel expenses for three accountants to attend the Governors Finance Office Association of South Carolina fall conference;</li> <li>• Travel expenses for the Grants Administration Manager to attend the GHSA Executive Seminar;</li> <li>• Travel expenses for the Police Traffic Services/Occupant Protection Program Coordinator to attend the Kidz in Motion Conference;</li> <li>• Travel expenses for the Law Enforcement Support Services Manager, the OHSJP Director, and the Highway Safety Programs Administrator to attend the GHSA Conference;</li> <li>• And travel expenses for the SCHP Community Relations Officers to attend the Uniformed Safety Education Officers Workshop</li> </ul>
<p><b>To plan, schedule, and conduct a Project Management Course for all Highway Safety and Justice Programs Project Directors by the end of the first quarter of the grant period.</b></p>	<p>A Project Management workshop was held in November 2017 at Headquarters (HQ) in Blythewood. Covered topics included highway safety system relationships, roles, and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, and evaluation of statewide campaigns.</p>
<p><b>To coordinate statewide public information and outreach efforts to promote compliance with occupant protection and impaired driving laws.</b></p>	<p>The OHSJP continued to promote educational efforts, campaigns, and initiatives under the umbrella theme <i>Target Zero</i>. Specific targeted campaign efforts aimed to increase seat belt compliance rates (<i>Buckle Up, SC. It's the law and it's enforced.</i>) and to combat impaired driving (<i>Sober or Slammer!</i>) were held throughout the grant period. An emphasis was also placed on reducing the number of fatalities through the use of paid media for NHSTA Region 4's <i>Operation Southern Shield</i> campaign in July 2018 and the fall and spring Distracted Driving radio campaigns.</p>
<p><b>To improve observed safety belt usage rates in South Carolina through the <i>Buckle Up, SC. It's the law and it's enforced.</i> enforcement and education campaign.</b></p>	<p>OHSJP staff worked with local project personnel and law enforcement officials to implement the <i>Buckle Up, SC. It's the law and it's enforced.</i> program throughout South Carolina during the 2018 Memorial Day holiday period in an effort to improve safety belt usage rates within the state. The BUSC campaign was supported by a statewide billboard and social media campaign using the slogan “#WhatMakesYouClick”. Unfortunately, the state's safety belt usage rate decreased by 2.6 percentage points from 2017, from 92.3 to 89.7 percent. This is the first time in seven years that South Carolina has been below a 90 percent safety belt usage rate.</p>

Below is an example of the billboards.



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

The OHSJP staff, along with inter-agency and outside stakeholders, continued to disseminate information on the state's primary enforcement safety belt law through community events and partnerships. A *Buckle Up. It's the law.* message appeared statewide on SCDOT's variable message boards on designated dates, coupled with corresponding enforcement activities. The OHSJP and SCDPS also participated in NHTSA's *Child Passenger Safety Week*, which was held September 23-29, 2018, attending seat check events in local communities and taking part in the *National Seat Check Saturday* (Saturday, September 29, 2018). Messages about safety belt usage were also pushed to the public through social media platforms and agency releases/press events.

The OHSJP also partnered with the SCHP and SCDPS Human Resources Office to sponsor a lunchtime walk for employees on Friday, September 28, 2018. During the walk, SCHP performed a safety demonstration with information on how to properly install a child safety seat.

At these events, the OHSJP distributed and disseminated safety cards printed in 2017 featuring a graphic and the South Carolina Seat Belt Law prior to Child Passenger Safety Week in September. The OHSJP plans to order more cards in FFY 2019. A copy of the card can be viewed on Page 43 of this document.



Pictures from the events the OHSJP assisted with and sponsored during CPS Week are below.



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

The OHSJP staff implemented the 2018 Law Enforcement DUI Challenge, which continued similar elements from FFY 2017. The Challenge ran from December 2017 through September 2018, and while statewide enforcement was utilized, the Challenge focused on the priority counties which were identified by NHTSA FARS data and South Carolina state data as having significant problems with DUI-related crashes, injuries, and fatalities. Counties were chosen based on a combination of state and FARS data, examining fatal and severe injury alcohol-impaired data in the state of South Carolina for the time period 2012-2016, as identified by the 2018 South Carolina Highway Safety Plan. The state chose to focus the campaign in the counties which had the worst fatality and severe-injury alcohol-impaired statistical data. Those counties were Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Laurens, Orangeburg, Lancaster, Beaufort, Dorchester, Pickens, Darlington, Sumter, and Kershaw. Paid and earned media efforts were garnered during the two (2) annual *Sober or Slammer!* enforcement crackdowns, which occurred during the Christmas/New Year's 2017-2018 and Labor Day 2018 holiday periods. Heavy emphasis was placed on impaired driving reduction efforts through partnerships with approximately 200 SC

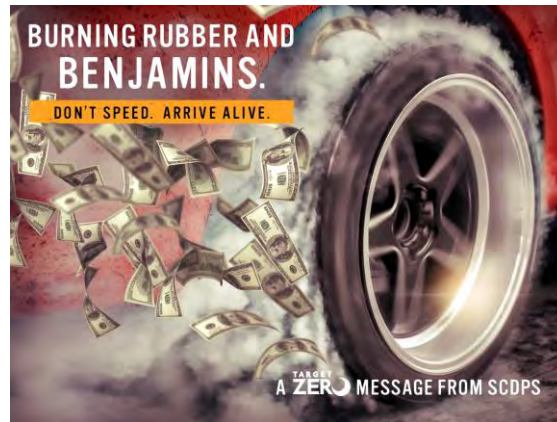
	<p>law enforcement agencies, which included the use of multi-jurisdictional checkpoints, saturation patrols, and high-visibility enforcement.</p> <p>Due to agency contracts and time restraints, the sustained DUI radio campaign took place during the months of March and April, and resumed in August prior to the Labor Day period.</p>
<p><b>To reach diverse populations throughout the state in all <i>Target Zero</i> major mobilization efforts.</b></p>	<p>The OHSJP staff worked with the agency contractor(s) to ensure that placement of all paid media efforts included Spanish-language channels, as well as other various networks that appealed to a broad representation of all SC citizens. Advertising was distributed in English and Spanish for all major mobilizations and campaigns. Young drivers, as well as their families, were reached in the 2017-2018 school year through the use of a High School Ticket Campaign. The High School Ticket Campaign was estimated to deliver approximately 5 million imprints with highway safety messaging on tickets distributed at major events at the majority of the state's high schools, such as athletic contests, proms, plays, and other significant events.</p> <p>To further assist in the audience reach of future safety campaigns, the OHSJP, through its agency contractor and a subcontractor, conducted a series of online survey focus groups with participants ages 16-35, in May 2018. The survey groups consisted of members of mixed gender and race (White, African American, Hispanic) and assessed the reactions and awareness of this age group to agency campaign messages from the last five years (2013-2017).</p> <p>Other major <i>Target Zero</i> campaigns (<i>Buckle Up, SC., Sober or Slammer!, etc.</i>) emphasized placement of advertising to outlets that would reach African American, Hispanic, youth, and rural male audiences.</p>
<p><b>To conduct a Traffic Victims Memorial Service for families of highway crash victims lost in the year 2017 by May 2018.</b></p>	<p>A memorial service was held April 28, 2018, at Lexington Baptist Church in Lexington, SC. The service included a special message from Lexington Baptist pastor, Mike Turner, and a video tribute accompanied by the Lexington Baptist Orchestra. The service drew approximately 500 family members of persons killed in traffic collisions in 2017. State and local law enforcement agencies were well-represented at the service as well. News outlets promoted and covered the event, including television and print earned media opportunities.</p>
<p><b>To coordinate activities during a <i>School Zone Safety Week</i> during the late summer of 2018.</b></p>	<p>The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information. Graphics and posts promoting back-to-school safety were shared and posted heavily on the agency social</p>

	media accounts during August 2018.
<b>To conduct a statewide motorcycle safety campaign, focusing on the counties having the majority of motorcyclist fatalities in 2016.</b>	The agency contractor was utilized to conduct a motorcycle safety campaign that included paid advertising during the month of May for the Myrtle Beach Bike Weeks. In addition, the OHSJP conducted a statewide media effort in April and May 2018 in fifteen (15) priority counties (including Horry County) that experienced the highest number of motorcyclist fatalities in 2016. This portion of the campaign included billboard and radio advertising. The advertising was developed to include a <i>Share the Road</i> message.
<b>To coordinate Highway Safety booths and exhibits at various statewide events.</b>	The OHSJP staff coordinated a booth display for the SC Highway Patrol at the SC State Fair, which was held October 11-22, 2017. Though the booth focused primarily on recruitment, vulnerable roadway user safety and other significant highway safety issues were distributed. In addition, the booth featured a Highway Patrol BMW motorcycle. Non-NHTSA funds were used to support the booth.
<b>To conduct workshops to assist applicants in preparing applications for the FFY 2018 grant year.</b>	The FFY 2018 Funding Guidelines Workshop was held in November 2017 at HQ in Blythe-wood.
<b>To conduct a safety campaign in the approximately 200 high schools in the state utilizing highway safety messages printed on tickets for athletic and other special events, and public address announcements/printed advertising at sporting events during FFY 2018.</b>	Through the PIOT grant, a high school ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2017-2018 academic year. The OHSJP, in conjunction with the agency contractor, printed four (4) different messages for use throughout the year focusing on speeding, DUI, safety belt use, and distracted driving.
<b>To coordinate a campaign to address speed-related collisions in partnership with the SC Highway Patrol.</b>	In summer 2018, the OHSJP participated in NHTSA's <i>Operation Southern Shield</i> speed enforcement campaign which included enforcement and social media portions.  The OHSJP funded a comprehensive paid media campaign to support the <i>Operation Southern Shield</i> enforcement which included paid social media on Facebook and Instagram, as well as

radio ads on over-the-air and streaming audio services.

The OHSJP plans to incorporate speed enforcement and *Operation Southern Shield* into its annual Law Enforcement Challenge in 2019.

Below is an example of one of the paid social media ads:



**Public Information, Outreach and Training Program Area: Budget Summary**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>SA-2018-HS-04-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$487,869	\$383,566.73	<b>FAST ACT NHTSA 402</b>
<b>PS-2018-HS-04-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	\$40,000	\$0	<b>NHTSA 402</b>
<b>M9MA-2018-HS-04-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$73,325.15	<b>405f</b>
<b>MC-2018-HS-04-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcycle Safety	\$50,000	\$0	<b>NHTSA 402</b>
Total All Funds			<b>\$657,869</b>	<b>\$456,891.88</b>	
FAST ACT NHTSA 402			<b>\$487,869</b>	<b>\$383,566.73</b>	
Section 405f Motorcyclist Awareness MAP-21			\$80,000	\$73,325.15	

## Motorcycle Safety Program Overview

### Motorcycle Safety Program

In 2016, there were 148 motorcyclist fatalities on South Carolina’s roadways, the highest number of fatalities on record. In an effort to decrease fatalities, the Office of Highway Safety and Justice Programs (OHSJP) implemented a paid media campaign that complemented enforcement efforts throughout March and April and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May: Myrtle Beach Bike Week (May 11-20, 2018), and Atlantic Beach Bike Fest (May 25-28, 2018). Because of a change in agency contractors, the sustained campaign was abbreviated and ran from April to May, with a focus on 15 priority counties that experienced the highest number of motorcyclist fatalities in 2016; Horry, Greenville, Charleston, Richland, Spartanburg, Anderson, Lexington, Berkeley, York, Beaufort, Dorchester, Pickens, Aiken, Sumter, and Florence. The campaign theme built upon the previously-utilized “Look!” and “Ride Smart/Drive Smart” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists, as well as the agency-wide Target Zero messaging.

The campaign utilized radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation (SCDOT) variable message signs, and displays placed and distributed at motorcycle rallies and events. The campaign used a comprehensive paid media campaign that complemented enforcement efforts during April and May and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2018. The campaign continued a billboard campaign, launched in 2013 and updated in 2017, based simply on the word “Look.” The “Look” billboards used vivid colors against a black background to create a compelling visual. The contractor also distributed radio spots with a “Share the Road” message which aired during the campaign. The campaign budget for this project was \$80,000. In addition to the above campaign components, the OHSJP continued its partnership with the SCDOT to use its variable message signs around the state during designated time periods throughout the campaign effort. The alternating messages shown on the message signs were, “Ride Smart. Motorcycles are Everywhere.” and “Drive Smart. Motorcycles are Everywhere.” This messaging was made available to the campaign at no additional cost, and proved to be extremely valuable to the campaign effort, as literally hundreds of thousands of motorists were exposed to the messaging while in the act of driving and/or riding on South Carolina’s roadways.



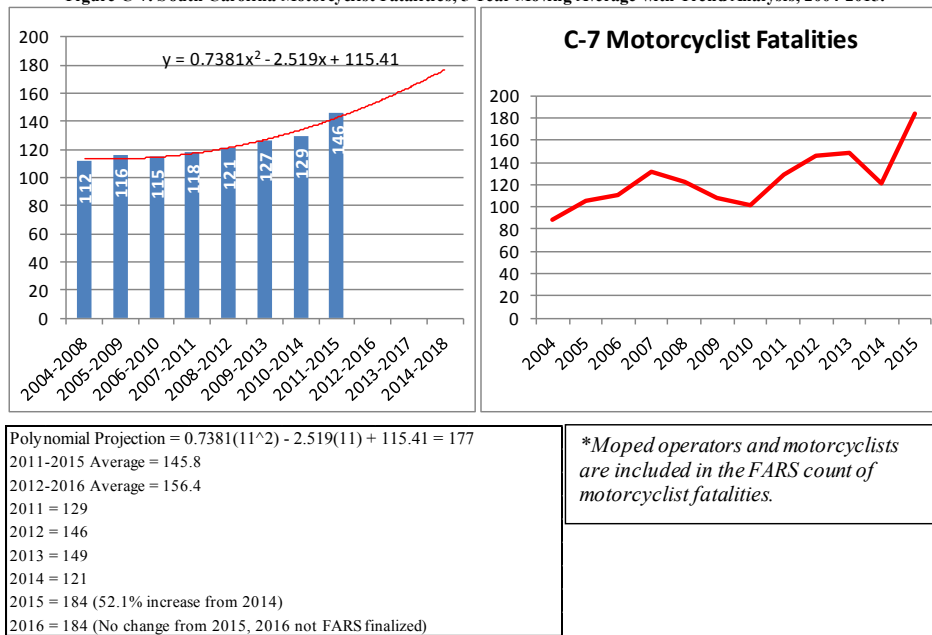
Additionally, the state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2018 grant period. The MSTF met five times during the FFY 2018 grant period (November 13, 2017; January 8, 2018; March 12, 2018; June 25, 2018; and September 24,

2018). During the meetings, the task force discussed information pertinent to motorcyclist legislation, relevant statistical data, and approved the 2018 Motorcycle Safety Campaign. The MSTF was created in 2006 by SCDPS in response to, and to focus attention on, the increasing numbers of traffic fatalities involving motorcyclists in South Carolina and nationwide. The MSTF's purpose is to form partnerships with various state, federal, and local agencies, as well as community groups, to develop and implement strategies to reduce the number of motorcyclist crashes, fatalities, and injuries.

**Motorcycle Safety Program Goals:**

1. To decrease the motorcyclist\* fatalities by 0.7% from the 2011-2015 baseline average of 146 to 145 by December 31, 2018.

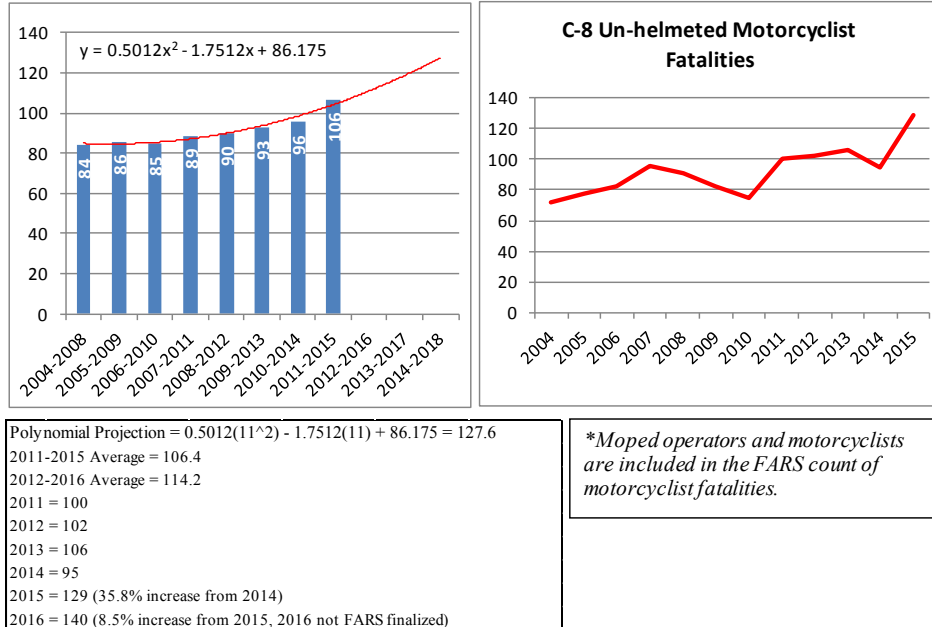
Figure C-7. South Carolina Motorcyclist Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.



The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of motorcyclist fatalities will be 153 (includes moped fatalities). The number of motorcyclist fatalities projected for 2018 is 130. Based on current projections, the state is expected to meet its 2018 motorcyclist fatalities goal of 145.

2. To decrease the un-helmeted motorcyclist fatalities\* by 0.9% from the 2011-2015 baseline average of 106 to 105 by December 31, 2018.

Figure C-8. South Carolina Un-helmeted Motorcyclist Fatalities\*, 5 Year Moving Average with Trend Analysis, 2004-2015.



The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of un-helmeted motorcyclist fatalities will be 110. The SARS predicts 94 un-helmeted motorcyclist fatalities for 2018. Based on current projections, the state is expected to meet its 2018 un-helmeted motorcyclist fatalities goal of 104.

### Motorcycle Safety Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** M9MA-2018-HS-04-18 (Motorcyclist Awareness Campaign)  
**Project Title:** Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign. Due to a change in agency contractors in June 2018, the campaign ran from April-May 2018, instead of the traditional six months. The campaign included two (2) Myrtle Beach bike rallies in May and focused on fifteen (15) “priority” counties with the highest number of motorcyclist fatalities in 2016. The campaign utilized the “Look,” and “Ride Smart,” themes, as well as the South Carolina Department of Public Safety’s “Target Zero” messaging. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to motorcyclists at the Myrtle Beach bike rallies and statewide. In addition, the SCDPS partnered with the SCDOT to use SCDOT’s variable message boards statewide to display motorcycle safety messages.



### Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues in 2018, focusing on the fifteen (15) priority counties in SC that had the highest number of motorcyclist fatalities.	The former agency contractor, Fisher Communications, was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Weeks that included billboard paid advertising. In addition, the OHSJP conducted a sustained media effort during April and May 2018 in fifteen (15) priority counties (including Horry County) that experienced the highest number of motorcyclist deaths in 2018. The sustained campaign is expected to return to the traditional six-month long campaign in FY2019.
To continue the work of the Motorcycle Safety Task Force (MTSF) during FFY 2018 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.	The Motorcycle Safety Task Force (MSTF) met five (5) times during the FFY 2018 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meeting.
To conduct a successful motorcycle safety public information and education campaign continued from CY 2007-CY 2017 in Horry County during the month of May 2018 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bike Fest). Some of the safety materials distributed at these rallies will encourage bikers to wear protective gear while riding a motorcycle.	Materials containing highway safety messages were sent with SC Highway Patrol Community Relations Officers (CROs) to both bike rallies in May 2018. For 2018, the educational materials used included posters featuring a “Ride Smart” message, paid for by miscellaneous non-NHTSA funds during FY2017. Earned media opportunities were also garnered through the attendance at the motorcycle rallies.
In partnership with the SCDOT, the OHSJP will again secure the use of variable message signs around the state in designated time periods during the motorcycle safety campaign effort. The message to be shown on the message sign is “ <i>LOOK! Motorcycles are Everywhere.</i> ” This messaging has been made available to this campaign at no cost.	The SCDOT again partnered with the OHSJP to display the “ <i>LOOK! Motorcycles are Everywhere.</i> ” message on selected dates on SCDOT variable message signs.
The state will continue a project funded in 2013 to provide motorcy-	The OHSJP originally provided 100 packets to be used in

cle safety training statewide based on a curriculum developed by the American Association of Retired Persons (AARP).

AARP Driver Safety Program instruction. These packets, developed by the Motorcycle Safety Foundation (MSF) and named “The Intersection,” were implemented into the regular training programs given through AARP. In the spring of 2013, 90 of the packets were distributed to AARP district instructors for use in their communities. All of the packets are currently in use and will continue to be used in future AARP Driver Safety Program classes. Any remaining packets were distributed in 2018.

Motorcycle Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
<b>M9MA-2018-HS-04-18</b>	South Carolina Department of Public Safety: OHSJP	Motorcyclist Awareness Campaign	\$80,000	<b>\$73,325.15</b>	<b>405f</b>
<b>MC-2018-HS-10-18</b>	State Board for Technical and Comprehensive	Motorcycle Safety	\$103,000	<b>\$68,966.26</b>	<b>FAST ACT NHTSA 402</b>
<b>Total All Funds</b>			<b>\$183,000</b>	<b>\$142,291.41</b>	
FAST ACT NHTSA 402			<b>\$103,000</b>	<b>\$68,966.26</b>	
Section 405f Motorcyclist Awareness MAP-21			<b>\$80,000</b>	<b>\$73,325.15</b>	

\*\$50,000 of 402 funds were allocated for a Motorcyclist Safety Campaign; but, a separate campaign was not feasible in FFY 2018.

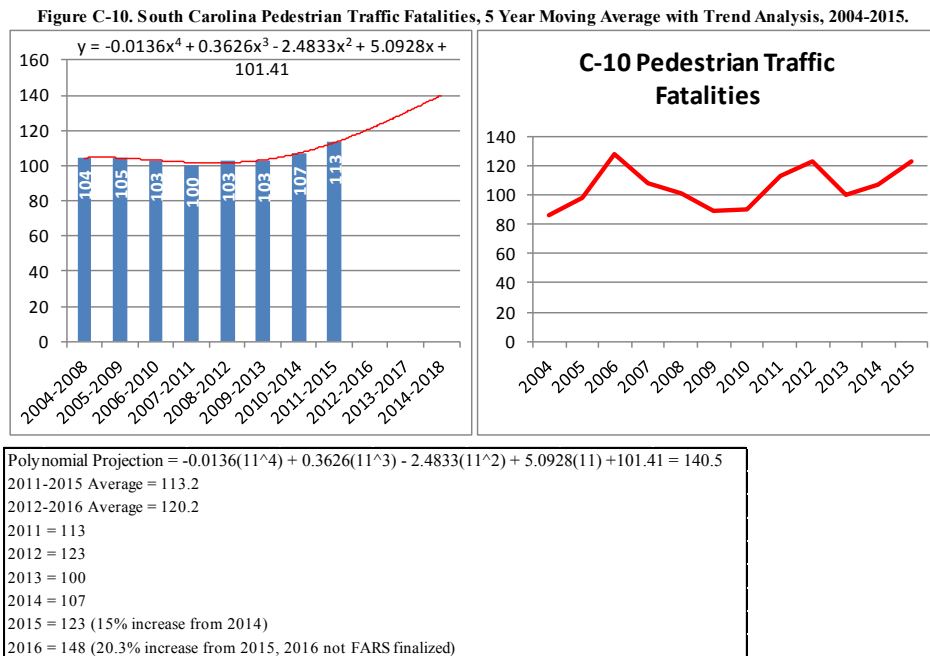
# Vulnerable Roadway Users Program Overview

## Vulnerable Roadway Users Program

The Vulnerable Roadway Users Program is a comprehensive targeted campaign which focuses on several counties that experienced high rates of deaths and serious injury among vulnerable roadway groups (which includes moped operators, pedestrians, bicyclists, and motorcyclists) during the five-year period from 2011 to 2015: Greenville, Richland, Horry, Charleston, Spartanburg, Sumter, Laurens, Anderson, York, Lexington, Florence, Orangeburg, Beaufort, and Berkeley. The campaign supports public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this report, the designation “other vulnerable roadway users” will refer to moped riders, bicyclists, and pedestrians.

### Vulnerable Roadway Users Program Goals:

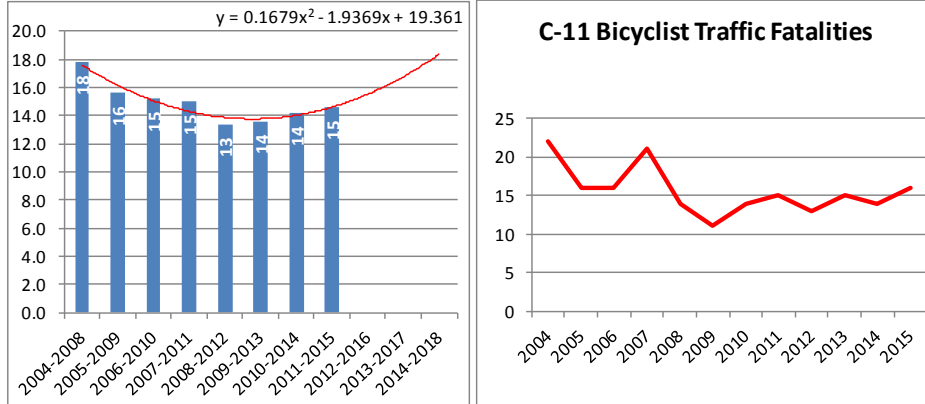
1. To decrease pedestrian traffic fatalities by 0.9% from the 2011-2015 baseline average of 113 to 112 by December 31, 2018.



The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of pedestrian fatalities will be 136. The SARS predicts 154 pedestrian fatalities for 2018. Based on current projections, the state is not expected to meet its 2018 pedestrian fatalities goal of 112.

2. To decrease bicyclist traffic fatalities by 6.7% from the 2011-2015 baseline average of 15 to 14 by December 31, 2018.

Figure C-11. South Carolina Bicyclist Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.

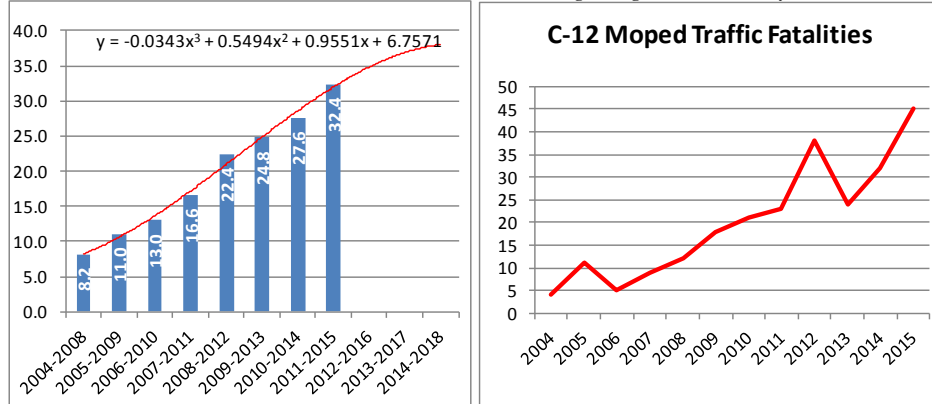


Polynomial Projection =  $0.1679(11^2) - 1.9369(11) + 19.361 = 18.4$   
 2011-2015 Average = 14.6  
 2012-2016 Average = 16.2  
 2011 = 15  
 2012 = 13  
 2013 = 15  
 2014 = 14  
 2015 = 16 (14.3% increase from 2014)  
 2016 = 23 (43.8% increase from 2015, 2016 not FARS finalized)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of bicyclist fatalities will be 18. The SARS Section predicts 19 bicyclist fatalities for 2018. Based on current projections, the state is not expected to meet its 2018 bicyclist fatalities goal of 14.

3. To decrease moped traffic fatalities by 3.1% from the 2011-2015 baseline average of 32 to 31 by December 31, 2018.

Figure C-12. South Carolina Moped Traffic Fatalities, 5 Year Moving Average with Trend Analysis, 2004-2015.



Polynomial Projection =  $-0.0343(11^3) + 0.5494(11^2) + 0.9551(11) + 6.7571 = 38.1$   
 2011-2015 Average = 32.4  
 2012-2016 Average = 35.2  
 2011 = 23  
 2012 = 38  
 2013 = 24  
 2014 = 32  
 2015 = 45 (40.6% increase from 2014)  
 2016 = 37 (17.8% decrease from 2015, 2016 not FARS finalized)

The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2014-2018 average number of moped fatalities will be 36. The SARS predicts 34 moped fatalities for 2018. Based on current projections, the state is not expected to meet its 2018 moped fatalities goal of 31.

## Vulnerable Roadway Users Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PS-2018-HS-04-18  
**Project Title:** Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Annual Report. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the state of South Carolina experiences traffic crashes, injuries, and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians) or by the mechanism of two-wheeled vehicles (mopeds, bicycles, and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state. In FFY 2018, the Office of Highway Safety and Justice Programs partnered with the South Carolina Highway Patrol to specifically target vulnerable roadway user safety issues through the *Target Zero* umbrella campaign. The SC Highway Patrol utilizes multiple avenues in its effort to educate the public about highway safety issues related to pedestrians, bicyclists and mopeds. Community Relations Officers (CRO) give approximately 700 safety presentations a year, attend hundreds of safety fairs and give thousands of interviews on various topics, including the topic of vulnerable roadway users.

A billboard campaign to supplement the Vulnerable Roadway Users outreach efforts was planned for FY2018, but postponed due to a change in the agency contractor and time restraints. A sustained, redesigned VRU campaign is planned for spring 2019.

<b>Vulnerable Roadway Users Project: Budget Summary</b>					
<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>PS-2018-HS-04-18</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)	\$40,000	\$0	402
<b>Total</b>			<b>\$40,000</b>	<b>\$0</b>	

## Paid Media Overview

### 2017-2018 Christmas/New Year's Sober or Slammer! Campaign

*Media Buy Summary for 2017-2018 Christmas/New Year's SOS campaign (Television) Flight Dates: December 13-17, 2017; December 20-24, 2017; December 27-31, 2017*

Driving under the influence of alcohol (.08 BAC and above) continues to be a primary contributing factor in many deaths on South Carolina's highways. As a result of this problem, the South Carolina Department of Public Safety's (SCDPS) Office of Highway Safety and Justice Programs (OHSJP) spearheaded a statewide effort to reduce the number of DUI-related traffic collisions, injuries, and fatalities. The mobilization was referred to as the *Sober or Slammer!* (SOS)/*Drive Sober or Get Pulled Over*. 2018 Law Enforcement DUI Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2018 Law Enforcement DUI Challenge effort, the Christmas/New Year's 2017-2018 portion of the Challenge ran from December 13, 2017 through December 31, 2017. High visibility enforcement of the state's DUI laws was a primary component of SOS, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

A DUI enforcement television ad produced for Labor Day 2017 with the "Highways or Dieways" revival messaging was distributed and broadcasted during the Christmas/New Year's 2017-2018 mobilization crackdown following the recommended NHTSA flight dates for airing. The spot included closed captioning and translation into Spanish. The state's DUI campaign slogan/logo, *Sober or Slammer!*, the national *Drive Sober or Get Pulled Over*. logo, and the Target Zero/SCDPS logo appeared on the spot. The commercial also prominently featured the "Report Drunk Drivers. Call \*HP." message.



Screenshot from Christmas/New Year's Television Spot

The television ads can be viewed at the links below:

Spot 1: <https://www.youtube.com/watch?v=ts-4KTjyovU>

Spot 2: <https://www.youtube.com/watch?v=MB5EMWByGq0>

Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning Monday, November 20, 2017, and concluded by Sunday, November 26, 2017. Post-campaign telephone surveys were conduct-

ed beginning Monday, January 1, 2018, and concluded by Sunday, January 7, 2018. The surveys concluded that 76% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis during the winter holiday 2017/2018.

Paid social media was also utilized for the first time for this campaign with ad placement on Facebook through the media campaign period (December 13, 2017-December 31, 2017) as specified by NHTSA. The ads consisted of a graphic and two video spots. In total, all ads combined reached more than 114,000 Facebook users.

The total costs for the Christmas/New Year's crackdown effort were \$249,598.39.

*Campaign: SCDPS DUI Law Enforcement Challenge – Christmas/New Year's 2017/2018  
Flight Dates: December 13-17; December 20-24; December 27-31*

**MEDIA PLACEMENT OVERVIEW**

<b>MEDIA</b>	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>TOTAL SPOTS</b>
<b>TELEVISION</b>	\$115,528.39	1,143	1,146	2,289
<b>CABLE</b>	\$41,310.00	4,839	5,124	9,963
<b>SPANISH LANGUAGE</b>	\$4,760.00	757	757	1,514
<b>TOTALS</b>	<b>\$161,598.39</b>	<b>6,739</b>	<b>7,027</b>	<b>13,766</b>



## 2018 Spring Radio Sober or Slammer! Campaign

*Media Buy Summary for 2018 Spring DUI Media Buy  
Spring Radio Flight Dates: March 14-17, 2018; April 11-14, 2018*

The South Carolina Department of Public Safety’s (SCDPS) statistics for 2011-2015 show that there were at least 29,300 DUI-related collisions reported. The SCDPS’s Office of Highway Safety and Justice Programs (OHSJP) continued a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS)/Drive Sober or Get Pulled Over* 2018 Law Enforcement DUI Challenge. The mobilization entailed enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. The campaign included the Labor Day 2018 DUI crackdown and a monthly radio campaign in support of DUI enforcement weekends, headed up by the SC Highway Patrol and supported by other state law enforcement divisions and local law enforcement agencies around the state. The key efforts of the DUI enforcement weekends were exerted on dates corresponding to prom, graduation, Summer Fun, The Fourth of July, and Labor Day. The SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state participated in the enforcement efforts of the campaign. Paid and earned media components were used to support the enforcement effort.

Due to a change in agency contractors, the 2018 DUI media buy was split into two parts: spring radio and the 2018 Labor Day campaign.

**Spring Radio Spots:** A series of spots were produced with a strong anti-impaired driving enforcement message and distributed for the DUI Challenge months of March and April 2018. These spots were produced in English and Spanish and appealed to five (5) distinct audiences (general, youth, African American, Hispanic, and rural male). The commercials also prominently featured the “Report Drunk Drivers, Call \*HP.” message and the *Target Zero* reference. The spots targeted male drivers aged 18-34, and included purchased airtime and matched donated airtime.

Paid and donated airtime for the radio spots was secured so that air play was received predominantly in the following 20 focus counties as identified in the 2018 Highway Safety Plan: Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Laurens, Orangeburg, Lancaster, Beaufort, Dorchester, Pickens, Darlington, Sumter, and Kershaw. The spots ran Wednesday through Saturday during each month coinciding with the designated weekends (March 14-17, 2018; and April 11-14, 2018).

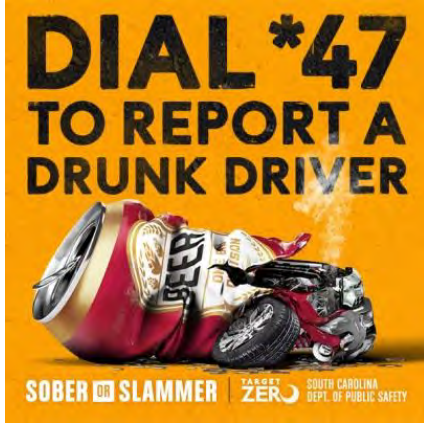
The total costs for the spring DUI radio campaign were \$77,917.76.

**Campaign: SCDPS 2018 Spring DUI Enforcement Radio  
Flight Dates: March 14-17, 2018; April 11-14, 2018**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
<b>RADIO CAMPAIGN</b>	\$56,711.35	2,142	2,274	4,416
<b>SPANISH-LANGUAGE CAMPAIGN</b>	\$6,706.50	148	148	296
<b>TOTALS</b>	<b>\$63,417.85</b>	<b>2,290</b>	<b>2,422</b>	<b>4,712</b>

## 2018 Labor Day Sober or Slammer! Campaign

*Media Buy Summary for 2018 DUI Media Buy  
Radio Flight Dates: August 17-18; September 1-2*



Square Digital Billboard featuring the “Dial \*47” message

The total costs for the Labor Day 2018 *Sober or Slammer!* Campaign were \$400,000.

**Radio and Streaming Audio:** A series of spots were produced with a strong anti-impaired driving enforcement message and distributed for the DUI Challenge Labor Day period. These spots were produced in English and Spanish and appealed to five (5) distinct audiences (general, youth, African American, Hispanic, and rural male). The commercials also prominently featured the “Report Drunk Drivers. Call \*HP.” message and the *Target Zero* reference. The

spots targeted male drivers aged 18-34, and included purchased airtime and matched donated airtime.

Paid and donated airtime for the radio spots was secured on both traditional over-the-air radio and digital radio services (Pandora and Katz Digital) so that air play was received predominantly in the following 20 focus counties as identified in the 2018 Highway Safety Plan: Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Laurens, Orangeburg, Lancaster, Beaufort, Dorchester, Pickens, Darlington, Sumter, and Kershaw. The spots ran Wednesday through Saturday during each month coinciding with the designated media campaign period and enforcement weekends (August 17-18; and September 1-2).

**Campaign: SCDPS 2018 Labor Day DUI Enforcement Radio—Over-the-Air Radio  
Flight Dates: August 17-18, 2018; September 1-2, 2018**

**Total Paid Radio Spots: 1,905  
Total Bonus Radio Spots: 1,010  
Total Spots: 2,915**

**Total Cost: \$42,080.00**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
<b>RADIO CAMPAIGN (ENGLISH/SPANISH)</b>	\$42,080.00	1,905	1,010	2,915
<b>TOTALS</b>	<b>\$42,080.00</b>	<b>1,905</b>	<b>1,010</b>	<b>2,915</b>

**Campaign: SCDPS 2018 Labor Day DUI Enforcement Radio— Streaming Audio  
Flight Dates: August 17-18, 2018; September 1-2, 2018**

**Total Purchased Impressions: 1,464,614  
Total Added Value Impressions: 243,597  
Total Cost: \$14,006**

Media	Purchased Impressions	Actual Impressions	Actual Delivery	Clicks
Pandora Audio	183,407	189,069	103%	0
Pandora- Added Value Banner	0	175,369	NA	65
Katz Digital Audio	1,281,207	1,234,528	96%	0
Katz Digital- Added Value Banner	0	68,232	NA	35
TOTALS	<b>1,464,614</b>	<b>1,667,198</b>	<b>99.5%</b>	<b>100</b>

**Paid Social Media and Digital Advertising:** The agency contractor, BFG Communications, created a social media messaging campaign to support the DUI enforcement effort and the ads aired for radio to educate the motoring public regarding the consequences of impaired driving. The messaging again resonated with the five previously-identified audiences.

The social media advertising included an innovative means of reaching the general public on YouTube, Facebook and Instagram and prominently featured the slogans “Drink. Drive. Die.” and “Dial \*47 to Report Drunk Drivers.” The graphic for both ads showed a crumpled beer can designed to resemble a vehicle and also featured the *Target Zero* concept. The agency contractor secured approval from the OHSJP and the SCDPS Communications Office for any messages used in the social media effort prior to any online posting.

During the social media campaign period (August 15-September 3, 2018), the 15-second animated graphic on YouTube received 780,381 impressions and 334,054 views—for a view rate of 42.81%. The total YouTube spend was \$23,975.86. The animated graphic on Facebook had a reach of 444,418; 2,163,704 impressions; and an ad recall of 43,400 (9.77%). The total Facebook spend was \$14,582. The animated graphic on Instagram had a reach of 267,265; 1,016,338 impressions; and an ad recall of 12,600 (4.71%). The total Instagram spend was \$5,418.

The agency contractor also optimized the graphic design for digital advertising, and featured the “Drink. Drive. Die.” and “Dial \*47 to Report Drunk Drivers” messaging in the form of banner and sidebar ads on popular websites.

The programmatic video performance performed best on ESPN, AMC, and USA Today Sports, and received 2,133,410 impressions with a 77.59% ad completion rate (over the agency contractor benchmark of 70%). The total programmatic video spend was \$27,861.76. The programmatic display ads received a total of 4,510,762 impressions, three times the expected goal. 1,750,000 were purchased impressions, and nearly 3.7 million were added value. The total spend for programmatic display was \$21,000.

**Total paid social media spend: \$43,975.86**

**Total digital media (programmatic display/video) spend: \$48,861.76**

Total: \$92,837.62

**Outdoor Advertising/Programmatic OOH Advertising:** An outdoor advertising/programmatic out of home (OOH) campaign was created to support the sustained DUI enforcement effort and the ads aired for radio, streaming audio, and social/digital media and to educate the motoring public regarding the consequences of impaired driving. This messaging was intended to resonate with the five (5) previously-identified audiences. The outdoor advertising and OOH messaging included innovative means of reaching the general public and specific target audiences and prominently featured the “Report Drunk Drivers. Call \*HP.” message, as well as the *Target Zero* concept. Throughout the state, targeted digital OOH and programmatic display ads were placed in the zip codes of the previously-identified focus counties. These billboards and digital display ads were placed at locations determined by the agency contractor most likely to reach the target audience. The ads featured a mix of the “Drink. Drive. Die” messaging and the “Dial \*47” messaging, and in some locations featured animation. In addition to traditional digital billboards, the advertisement was placed on digital displays at gas stations, bars, and convenience stores. Additionally, an impaired driving prevention message was displayed by SCDOT message signs on select dates free of charge to assist in campaign awareness.

The total media spend for outdoor and programmatic OOH was \$75,000.

**Campaign: SCDPS 2018 Labor Day DUI Enforcement Radio—Programmatic OOH**  
**Flight Dates: August 15-September 3, 2018**

**Total Purchased Impressions: 4,642, 857**

**Actual Impressions: 7,548,949**

**Delivery: 163%**

**Total Media Spend: \$75,000**

## 2018 Buckle Up, SC! It's the law and it's enforced. Campaign

*Media Buy Summary for 2018 BUSC Campaign  
Paid Social Media Flight Dates: May 14- 30, 2018  
Campaign Overview*



Alternative Advertising featuring #What-MakesYouClick

*Buckle Up South Carolina. It's the law and it's enforced (BUSC) is a high visibility statewide occupant protection enforcement and public information and education campaign coordinated by the SC Department of Public Safety (SCDPS). This effort is conducted in conjunction with the *Click It or Ticket* national and regional enforcement mobilizations of the National Highway Traffic Safety Administration (NHTSA). The goals of the *BUSC* Memorial Day 2018 mobilization were an increase in safety belt usage in South Carolina of 2.0 percentage points and a decrease of at least 5% in*

traffic fatalities and serious injuries during the enforcement period. The stepped-up enforcement component of the *BUSC* Memorial Day 2018 blitz ran from May 21 – June 3, 2018, and contained public information and education components, including paid and earned media to position safety belt usage enforcement as a key element of the SCDPS *Target Zero* initiative.

Due to a pending change in agency contractors, the media portion of *BUSC* for 2018 was required to be abbreviated in order to assure all invoices would be received and paid prior to July 1. The enforcement component ran for the entirety of the campaign.

The enforcement component emphasized nighttime safety belt enforcement strategies. The paid media portion of the campaign began May 14, 2018, and ran through May 31, 2018, and focused on drivers making smart choices for themselves and their families while behind the wheel. Social media users were encouraged to use the promoted campaign hashtag, “#WhatMakesYouClick,” to share stories and images showing the reasons they buckle up.

The subcontractor, DuBose Web Group, contacted a list of “influencers” throughout the state – including politicians, sports figures, and new anchors—to participate in the campaign. The campaign received participation throughout the state from influencers such as Gov. Henry McMaster, Palmetto Electric, and the Columbia Fireflies.



South Carolina Governor, Henry McMaster, also participated in the campaign on Twitter

Radio and television were not utilized for the Memorial Day 2018 enforcement mobilization crackdown. Instead, the media portion focused on social media (Facebook, Instagram, and Twitter), print billboards, truckside advertising, and alternative media at gas stations and convenience stores.

Additionally, an occupant protection message was displayed on SCDOT message signs on select dates free of charge to assist in campaign awareness.

The billboards were purchased and posted statewide using the previously mentioned hashtag “#WhatMakesYouClick.” The billboards were created in a variety of bright, modern colors.

Paid social media on Facebook, Instagram, and Twitter was used to heavily promote #What-MakesYouClick. The agency contractor partnered with a local web agency, DuBose Web Group, to create a paid social media plan featuring the billboard artwork. There was also an alternative ad for social media, encouraging users to “show and tell” what makes them buckle up.

A landing page was also created featuring photos shared by social media users and a video from SChP Trooper Bob explaining the idea behind the campaign. The website can be viewed at [http://campaigns.scdps.gov/buckle\\_up\\_sc\\_2018](http://campaigns.scdps.gov/buckle_up_sc_2018).

The total budgeted amount for paid social media was \$75,000.

During the social media campaign period (May 22-June 4, 2018) the sponsored posts received a total of 1,482,939 impressions (people reached). The landing page received nearly 2,500 visits.

Telephone surveys were conducted by the University of South Carolina before and after the campaign. Results from those surveys can be seen on page 113 of this document.

The total costs for the *BUSC*/Memorial Day campaign were \$304,075.

**Paid Social Media Costs: \$75,000**

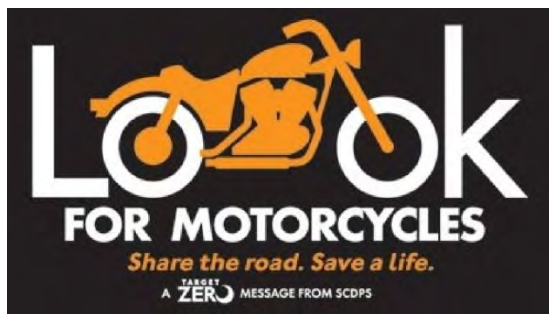
**Outdoor Advertising: \$178,750**

## 2018 Motorcycle Safety Campaign: Spring 2018

*Media Buy Summary for 2018 Statewide Motorcycle Safety Campaign  
Radio Flight Dates Statewide: April 25-27, 2018; April 30-May 2, 2018  
Campaign Overview*

Motorcyclist deaths have risen in South Carolina over recent years. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a comprehensive paid media campaign that complemented enforcement efforts and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May:

Myrtle Beach Bike Week      May 11-20, 2018  
Atlantic Beach Bike Fest      May 25-28, 2018



The 2018 Motorcycle Billboard

The sustained campaign occurred in April and May, with a focus on 15 counties identified in the 2018 South Carolina Highway Safety plan that experienced the highest number of motorcyclist fatalities in the 2016 calendar year: Horry, Greenville, Charleston, Richland, Spartanburg, Anderson, Lexington, Berkeley, York, Beaufort, Dorchester, Pickens, Aiken, Sumter, and Florence. The campaign theme

built upon the “Look!” and “Ride Smart/Drive Smart” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists, as well as the agency-wide Target Zero messaging.

Due to a pending change in agency contractor, the planned media portion for motorcycles in 2018 was required to be abbreviated in order to assure all invoices would be received and paid prior to July 1.

### A. Focus Counties Outreach

- A previously-produced billboard (updated in 2017) with a motorcycle safety message for display in the 15 priority counties during April and May. The billboards featured the “Look!” slogan/logo and a “Share the Road” message to emphasize motorcycle awareness on the part of four-wheel operators (for example, “Look! Motorcycles are everywhere.”).
- Two spots, produced in 2017, with a “Share the Road” message aired during the campaign. This was a cross buy, tapping into all listening audiences in the 15 counties. The radio ads (English and Spanish) are available hear at the link below: [https://www.dropbox.com/sh/q8fle0omkjuyu9z/AAB4JhN8-N1rujSb8HRhz8\\_xa?dl=0](https://www.dropbox.com/sh/q8fle0omkjuyu9z/AAB4JhN8-N1rujSb8HRhz8_xa?dl=0)
- A Trooper from the SC Highway Patrol (SCHP) was used as the spokesman for the safety campaign to address concerns related to motorists and motorcyclists.

## **B. Motorcycle Rallies in May**

- In addition to paper billboards cited in Section A, digital billboards in the Myrtle Beach area were secured for display during the May 2018 motorcycle rallies in Horry County to specifically reference the rallies. The billboards featured the “Look!” slogan and a “Share the Road” message.

The total costs for the 2018 Motorcycle Safety campaign were \$73,325.15.

### **Outdoor Advertising/Alternative Media Cost: \$29,995**

**Campaign: SCDPS 2018 Motorcycle Safety Radio**

**Flight Dates: April 27-May 2, 2018**

#### **Campaign Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
<b>RADIO</b>	\$28,185.15	1,030	1,021	2,051
<b>SPANISH-LANGUAGE CAMPAIGN</b>	\$3,570.00	149	149	298
<b>CAMPAIGN TOTALS</b>	<b>\$31,755.15</b>	<b>1,179</b>	<b>1,170</b>	<b>2,349</b>



## 2017-2018 High School Ticket Campaign

*Media Buy Summary for 2017-2018 High School Ticket Campaign  
Flight Dates: 2017-2018 Academic Year  
Campaign Overview*

Sports marketing is an effective method to reach targeted audiences where they are most attentive and engaged. The Office of Highway Safety and Justice Programs (OHSJP) has utilized sports marketing on the college level and high school level, and it seeks to continue to do so when cost-effective. Tickets for most high school sporting events and other activities in South Carolina are produced by one company, Huddle Tickets of Georgia. The OHSJP had the opportunity to place a highway safety message on approximately 5,000,000 tickets expected to be printed and used by the majority of high schools statewide (approximately 200) for sporting and other events during the 2017-2018 academic year. Sponsor logos/messaging, along with the name of the school, appear on the front of the ticket, and each sponsor gets half the space on the front and back for a message and/or coupon. The tickets are printed in color on both sides. Thus, the OHSJP had the opportunity to print several messages throughout the year both on the front and back of the tickets. The message on the tickets reached students at events before and after which they were most likely to engage in risky driving behavior, such as football, basketball, and baseball games, proms, concerts, plays, etc. In addition, the message on the tickets was put in front of parents and other adults who attended many of these events in support of their students.



High School tickets used in 2017-2018 school year

Artwork was designed and printed by Huddle Tickets to deliver to teen drivers four (4) messages about highway safety, including impaired driving, safety belt usage, speeding, and distracted driving (cell phones, texting, etc.). The tickets were printed and instructions were given to ensure that the highway safety message remained intact and unmarred on the portion of the ticket retained by ticket buyers. Messages were also provided for schools to air over their public address systems during games, and artwork was provided for print advertising in game programs. The announcements and program ads were generalized to appeal to a variety of age groups, including parents.

The OHSJP and its new agency contractor, BFG Communications, decided to discontinue this program for school year 2018-2019 due to time constraints, but plans for a new outreach program are being re-evaluated for the next school year, 2019-2020.

Expenditures from FFY 2016 for the 2017-2018 academic year were \$52,950.00.

Approximately five million tickets were printed.

## Distracted Driving Radio Campaign (Fall 2017/Spring 2018)

*Media Buy Summary for 2017 Distracted Driving Thanksgiving Campaign and 2018 Spring Distracted Driving Campaign*

*Thanksgiving Radio Flight Dates: November 20-26, 2017  
Spring Radio Flight Dates: April 12-14, 2018; April 16, 2018  
Campaign Overview*

Distracted driving due to cell phone and digital media use is a growing primary contributing factor in death on SC roadways. Preliminary data for 2016 indicated more than 20,000 collisions and 46 fatalities occurred in the state due to distracted driving behaviors. With this in mind, SCDPS implemented two campaigns in FY2018 to combat the problem: first during the Thanksgiving travel period in November 2017 and again during National Distracted Driving Awareness Month in April 2018. The program included enforcement, public information, and paid media components.

New radio spots were recorded and produced by Fisher Communications for both of the campaigns and featured a SC Highway Patrol Trooper and a strong enforcement message. The radio spots aired predominately in the four focus regions of enforcement: Columbia, Greenville, Myrtle Beach, and Charleston. These spots were produced in English and Spanish. The spots targeted drivers aged 18-34 and included purchased airtime and matched donated airtime.

Expenditures from the November 2017 campaign were \$24,887.30.

Expenditures from the April 2018 campaign were \$36,391.30.

**Campaign: SCDPS 2017 Thanksgiving Distracted Driving Radio  
Flight Dates: November 20-26, 2017  
Campaign Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
<b>RADIO</b>	\$15,689.30	595	529	1,124
<b>SPANISH-LANGUAGE CAMPAIGN</b>	\$2,448.00	116	116	232
<b>CAMPAIGN TOTALS</b>	<b>\$18,137.30</b>	<b>711</b>	<b>645</b>	<b>1,356</b>

**Campaign: SCDPS 2018 Distracted Driving Radio  
Flight Dates: April 12-14, 2018; April 16, 2018  
Campaign Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
<b>RADIO</b>	\$23,594.30	890	871	1,761
<b>SPANISH-LANGUAGE CAMPAIGN</b>	\$3,247.00	142	141	283
<b>CAMPAIGN TOTALS</b>	<b>\$26,841.30</b>	<b>1,032</b>	<b>1,012</b>	<b>2,044</b>

## 2018 Operation Southern Shield

*Media Buy Summary for 2018 Operation Southern Shield*

*Radio Flight Dates: July 17-20, 2018*

*Paid Social Media Flight Dates: July 15-21, 2018*

*Campaign Overview*

According to the South Carolina Department of Public Safety's Strategic Highway Safety Plan,



2018 Operation Southern Shield paid Facebook ad example

speed ranks in the top five factors in fatal and severe injury crashes. Nationally, according to the National Highway Traffic Safety Administration (NHTSA), speeding accounts for approximately 30 percent of highway fatalities each year. Noticing a true speed enforcement and education campaign was needed, in 2017 NHTSA Region 4 developed "Operation Southern Shield." The region and SCDPS' Office of Highway Safety and Justice Programs (OHSJP) decided to promote the campaign again in 2018. OHSJP and South Carolina Highway Patrol (SCHP) implemented a statewide effort to reduce the number of speed-related traffic collisions and fatalities with a special enforcement

and education effort than ran July 15-21, 2018. The mobilization included enforcement, public information and education components, including paid and earned media, to position speed prevention as a key element of the SCDPS Target Zero initiative.

The agency contractor created and developed a radio spot containing a data-driven, strong anti-speeding enforcement message for *Operation Southern Shield*. The spot was produced in English and Spanish and prominently featured the Target Zero messaging. The spot targeted drivers ages 18-34 and included purchased airtime and matched donated airtime. The contractor secured and purchased airtime statewide, but the predominant focus occurred was placed in the markets of Greenville, Columbia, Charleston, and Myrtle Beach. Total radio media spend was \$7,225.

The agency contractor created and developed ads for paid social media containing a data-driven, strong anti-speeding enforcement message for *Operation Southern Shield*. The ads featured the Target Zero messaging and specifically targeted social media and digital media users ages 18-34. The social media ads were distributed on Facebook and Instagram and included an animated component. Total social media expenditures were \$20,125.

Expenditures for the 2018 *Operation Southern Shield* campaign were \$40,000.

**Campaign: SCDPS 2018 Operation Southern Shield Radio**

**Flight Dates: July 17-20, 2018**

**Campaign Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
<b>RADIO (English and Spanish)</b>	\$7,225.00	388	159	547
<b>CAMPAIGN TOTALS</b>	<b>\$7,225.00</b>	<b>388</b>	<b>159</b>	<b>547</b>

**Campaign: SCDPS 2018 Operation Southern Shield Paid Social Media**

**Flight Dates: July 15-21, 2018**

**Total Reach: 835,327**

**Impressions: 2,805,902**

**Ad Recall: 9.59%**

**Total Media Spend: \$20,125**

## Attitudinal Survey Results

### Impaired Driving

A Campaign Awareness and Impact Study was conducted on behalf of the South Carolina Department of Public Safety by the agency contractor to assess general perceptions and positions of drivers relative to DUI enforcement and, more specifically, to identify awareness, perceptions and impact of the Department's Christmas/New Year's 2017-2018 DUI Campaign.

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

### Survey Overview

The pre- and post- surveys concluded the following:

### General Attitudes Toward Positions on DUI

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

	PRE		POST	
	N	Percent	N	Percent
<b>Always</b>	<b>67</b>	<b>20.3</b>	<b>74</b>	<b>18.4</b>
<b>Most of the time</b>	112	33.8	137	34.2
<b>Half of the time</b>	99	29.9	117	29.3
<b>Rarely</b>	50	15.0	62	15.5
<b>Never</b>	0	0.0	3	0.7
<b>Do not know</b>	3	1.1	7	1.8

\*University of South Carolina Driving Habits and Attitudes Survey, 2018

- Drinking and Driving continues to be a top highway safety concern among South Carolina Drivers.
  - The large majority of respondents—84.1% of respondents in the pre-campaign survey and 85.5% in the post-campaign survey – reported they had not operated a motor vehicle within two hours of drinking alcohol in the past 30 days.
  - In the campaign awareness and impact survey, 60% of respondents said *drinking and driving* should be law enforcement's highest priority.
- Strict enforcement of DUI laws continues to be strongly supported in South Carolina.
  - Of those polled, 89% support strong enforcement of DUI laws in South Carolina, and 91% support the implementation of a DUI enforcement program/campaign in the state.
- Most drivers feel that South Carolina is cracking down on DUIs and that offenders will face serious consequences.

- More than half of the respondents (58%) believe being found guilty of driving under the influence will end in going to jail.
- The percentage of respondents that support law enforcement making a big effort to crack down on drinking and driving was 82%.

### Campaign Awareness, Impact and Support

- Half of South Carolina’s drivers are aware of DUI enforcement programs in general, but when asked about the SCDPS DUI Enforcement Campaign in particular, more than three out of four identify familiarity.
  - In regards to advertising, 75% of respondents were aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis. Levels of aided awareness have been consistently over 70% since 2008.
- The Campaign is effectively communicating an anti-DUI message and positive impacts of the Campaign are evidenced through several study measures.
  - 58% of respondents indicated the campaign would effectively deter them from drinking.
- Support of SCDPS’s DUI Enforcement Campaign remains extremely high.
  - Regardless of awareness of the Campaign, 91% of respondents said they fully support the implementation of the DUI Enforcement Program and Campaign by South Carolina; 71% of respondents indicated they “strongly support” it.

### Safety Belts and Speeding

The University of South Carolina (USC) Institute for Public Service and Policy Research provided an evaluation component for the South Carolina Department of Public Safety’s *Buckle Up, South Carolina* Memorial Day 2018 mobilization during May 2018. The evaluation consisted of pre- and post-blitz telephone surveys conducted in accordance with NHTSA guidelines/regulations.

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

## Survey Overview

The pre- and post- surveys concluded the following:

### Seat Belt Usage

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

	PRE		POST	
	N	Percent	N	Percent
Always	301	91.1	363	90.7
Most of the time	24	7.3	29	7.4
Half of the time	2	0.6	5	1.2
Rarely	2	0.6	2	0.5
Never	2	0.6	1	0.3

- A majority of South Carolina drivers, with 98.4% in the pre-campaign survey and 98.1% in the post-campaign surveys indicated that they use seat belts *always* or *most of the time* when driving or riding in a car, van, sport utility vehicle, or pick-up.
- The percentage of South Carolina drivers who reported that they use their lap belt *all of the time* remained the same in the pre-campaign survey and the post-campaign survey (92.9%).
- The percentage of South Carolina drivers who indicated the last time they did not wear their seat belt while driving was more than a year ago was slightly higher in the pre-campaign survey (82.8%) than in the post-campaign survey (82.0%).
- South Carolina drivers reported high levels of seat belt usage in both surveys, with 91.0% in the pre-campaign survey and 92.3% in the post-campaign survey indicating that they *always* use their seat belts when driving or riding in a car. The levels were, however, lower than 2017. The percentage of drivers that indicated they *never* use seat belts when driving or riding in a car was less than 1% in both surveys (0.8% in the pre-campaign and 0.3% in the post-campaign).

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

	PRE		POST	
	N	Percent	N	Percent
Yes	53	15.9	79	18.8
No	254	76.7	316	79.0
Don't know	4	1.1	8	2.0
Refused	0	0	1	0.3

- The percentage who indicated they had heard these messages in the media over **the past three months** increased from 72.1% in the pre-campaign survey to 75.8% in the post-campaign survey.

- Respondents had a high recall of the national and statewide seat belt slogans over the three month period. 78.8 % of respondents in the pre-survey and 76.4 % of respondents in the post-survey recall hearing the national “Click it or Ticket” slogan. A high number of people also recalled hearing the statewide slogan, “Buckle Up, South Carolina. It’s the law and it’s enforced,” with 70.9% in the pre-survey and 74.8% in the post-survey.

**What is your chance of receiving a ticket if not wearing a seat belt?**

	PRE		POST	
	N	Percent	N	Percent
Always	53	16.0	53	13.3
Most of the time	80	24.3	92	23.0
Half of the time	81	24.5	95	23.8
Rarely	101	30.7	136	34.0
Never	11	3.2	13	3.3
Do Not Know	4	1.3	10	2.4
Refused	0	0.0	1	0.3

- Public perceptions of the likelihood of being stopped by the police for not wearing a safety belt decreased slightly between the pre- and post-campaign surveys.
  - If respondents were to, hypothetically, not wear their seat belt at all over the next six months, a little over one-third in both pre-campaign (41.0%) and post-campaign (34.9%) surveys felt that it would be *very likely* that they would receive a ticket for not wearing their seat belt.
- South Carolina drivers generally perceive that police in their communities are writing more seat belt tickets.
  - 51.7% of respondents in the pre-campaign survey and 42.5% in the post-campaign survey agreed (either *strongly* or *somewhat*) with the statement “Police in my community are writing more seat belt tickets now than they were this time last year.”

Speeding

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

	PRE		POST	
	N	Percent	N	Percent
Always	19	5.7	27	6.8
Most of the time	63	19.2	82	20.4
Half of the time	59	17.8	81	20.2
Rarely	141	42.7	153	38.3
Never	47	14.1	58	14.4
Do not know	0	0.7	0	0.0
Refused	2	0.5	0	0.0



- A number of South Carolina drivers report driving above the speed limit on a road with a posted speed limit of 30 MPH.
  - The percentages in the pre- and post-campaign surveys who said that they drove above 35 miles per hour on a local road with a speed limit of 30 miles per hour “always” or “most of the time” was 24.9% in the pre-campaign survey and 27.2% in the post-campaign survey. The percentage who said they rarely or never drove above 35 miles per hour on a local road with a speed limit of 30 miles per hour was 56.8% in the pre-campaign survey and 52.7% in the post-campaign survey.

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

	PRE		POST	
	N	Percent	N	Percent
Always	11	3.2	24	6.0
Most of the time	41	12.3	49	12.3
Half of the time	50	15.2	81	20.2
Rarely	140	42.5	156	39.1
Never	87	26.3	90	22.4
Do not know	0	0.0	0	0.0
Refused	2	0.6	0	0.0

- A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour.
  - The percentages who said they “always” or “most of the time” drove above 70 miles per hour on a road with a speed limit of 65 (pre- and post-campaign) increased from 15.5% to 18.3%, respectively. The percentages of those who “rarely” or “never” drove faster than 70 miles per hour on a road with a speed limit of 65 decreased from 68.8% (pre-) to 61.5% (post-campaign).

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

	PRE		POST	
	N	Percent	N	Percent
Yes	168	50.8	170	42.4
No	160	48.5	227	56.8
Don't know	2	0.7	3	0.8

- The number of people who reported they had seen, heard, or read anything in the past 30 days about speed enforcement by police decreased from the pre-campaign (50.8%) to the post-campaign (42.4%).

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

	PRE		POST	
	N	Percent	N	Percent
Always	35	10.6	38	9.6
Most of the time	108	32.8	122	30.6
Half of the time	114	34.6	141	35.3
Rarely	67	20.3	92	23.1
Never	3	1.0	2	0.5
Do not know	3	1.0	4	0.9

Fewer than half of South Carolina drivers reported thinking that they would get a ticket always or most of the time if they drive over the speed limit in the pre-campaign (43.4%) and post-campaign (40.2%) surveys. These were, however, up from responses last year, with 38.9% in the pre-campaign and 35.9% in the post-campaign.

# Federal Funds Expended on Projects

State: South Carolina

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Status of Obligations and Expenditures**  
**2018-VOU-14**  
 Posted: 12/28/2018

Page: 1  
Report Date: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>NHTSA</b>									
<b>NHTSA 402</b>									
<b>Occupant Protection</b>									
		OP-2018-HS-17-18 SC DHEC Operation Safe Ride SC			\$109,688.58	\$109,688.58	\$0.00		\$0.00
		<b>Occupant Protection Total</b>			<b>\$109,688.58</b>	<b>\$109,688.58</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Police Traffic Services</b>									
		PT-2018-00-00-00			\$0.00	\$0.00	\$0.00		\$0.00
		PT-2018-HS-07-18 CJA: Traffic Safety Officer Program			\$340,460.21	\$340,460.21	\$0.00		\$0.00
		PT-2018-HS-09-18 City of Columbia Traffic Enforcement			\$130,834.00	\$130,834.00	\$0.00		\$0.00
		PT-2018-HS-12-18 City of Cayce			\$214,807.00	\$214,807.00	\$0.00		\$0.00
		PT-2018-HS-24-18 City of North Charleston - Radar			\$8,240.00	\$8,240.00	\$0.00		\$0.00
		PT-2018-HS-37-18 City of Darlington - RADAR			\$2,206.00	\$2,206.00	\$0.00		\$0.00
		PT-2018-HS-41-18 Kershaw County Sheriff			\$49,387.00	\$49,387.00	\$0.00		\$0.00
		PT-2018-HS-43-18 Town of Irmo - Radar			\$4,298.00	\$4,298.00	\$0.00		\$0.00
		PT-2018-HS-44-18 City of Cayce DPS - Radar			\$1,895.00	\$1,895.00	\$0.00		\$0.00
		PT-2018-HS-45-18 Spartanburg DPS - Radar			\$3,213.00	\$3,213.00	\$0.00		\$0.00
		PT-2018-HS-46-18 Goose Creek PD - Radar			\$3,285.00	\$3,285.00	\$0.00		\$0.00
		PT-2018-HS-47-18 Berkeley County Sheriff's Office - Radar			\$3,952.00	\$3,952.00	\$0.00		\$0.00
		PT-2018-HS-48-18 Florence County Sheriff's Office - Radar			\$4,214.00	\$4,214.00	\$0.00		\$0.00
		PT-2018-HS-49-18 Lancaster County Sheriff's Office - Rada			\$4,842.00	\$4,842.00	\$0.00		\$0.00
		PT-2018-HS-50-18 Town of Summerville - Radar			\$1,873.00	\$1,873.00	\$0.00		\$0.00
		PT-2018-HS-52-18 Bluffton PD - Radar			\$5,244.00	\$5,244.00	\$0.00		\$0.00
		PT-2018-HS-54-18 City of Hartsville- RADAR			\$2,013.00	\$2,013.00	\$0.00		\$0.00
		<b>Police Traffic Services Total</b>			<b>\$780,763.21</b>	<b>\$780,763.21</b>	<b>\$0.00</b>		<b>\$0.00</b>

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

Status of Obligations and Expenditures

2018-VOU-14

Posted: 12/28/2018

Report Date: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance	
<b>NHTSA 402 Total</b>				<b>\$ .00</b>	<b>\$890,451.79</b>	<b>\$890,451.79</b>	<b>\$890,451.79</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>MAP 21 405b OP High</b>										
<b>405b High HVE</b>										
	M1HVE-2018-00-00-00				\$137,354.07	\$ .00	\$ .00		\$137,354.07	
	M1HVE-2018-HS-02-18	SCDPS: Occupant Protection Program Mana			\$309,384.73	\$309,384.73	\$ .00		\$ .00	
	<b>405b High HVE Total</b>				<b>\$446,738.80</b>	<b>\$309,384.73</b>	<b>\$ .00</b>		<b>\$137,354.07</b>	
<b>405b High OP Information System</b>										
	M1OP-2018-HS-02-18	Occupant Protection Seatbelt Survey			\$81,925.00	\$81,925.00	\$ .00		\$ .00	
	<b>405b High OP Information System Total</b>				<b>\$81,925.00</b>	<b>\$81,925.00</b>	<b>\$ .00</b>		<b>\$ .00</b>	
<b>405b High Alcohol</b>										
	M1*AL-2018-HS-25-18	SCDPS: Impaired Driving Countermeasures			\$400,000.00	\$400,000.00	\$ .00		\$ .00	
	<b>405b High Alcohol Total</b>				<b>\$400,000.00</b>	<b>\$400,000.00</b>	<b>\$ .00</b>		<b>\$ .00</b>	
	<b>MAP 21 405b OP High Total</b>				<b>\$ .00</b>	<b>\$928,663.80</b>	<b>\$928,663.80</b>	<b>\$791,309.73</b>	<b>\$ .00</b>	<b>\$137,354.07</b>
<b>MAP 21 405c Data Program</b>										
<b>405c Data Program</b>										
	M3DA-2018-00-00-00				\$ .00	\$ .00	\$ .00		\$ .00	
	M3DA-2018-HS-03-18	SCDPS: Traffic Records Improvement			\$760,656.57	\$760,656.57	\$ .00		\$ .00	
	<b>405c Data Program Total</b>				<b>\$760,656.57</b>	<b>\$760,656.57</b>	<b>\$ .00</b>		<b>\$ .00</b>	
	<b>MAP 21 405c Data Program Total</b>				<b>\$ .00</b>	<b>\$760,656.57</b>	<b>\$760,656.57</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>MAP 21 405d Impaired Driving High</b>										
<b>405d High HVE</b>										
	M4HVE-2018-00-00-00				\$ .00	\$ .00	\$ .00		\$ .00	
	M4HVE-2018-HS-25-18	SCDPS: Impaired Driving Countermeasures			\$ .00	\$ .00	\$ .00		\$ .00	
	M4HVE-2018-HS-43-18	Town of Irmo			\$22,335.00	\$22,335.00	\$ .00		\$ .00	

**U.S. Department of Transportation National Highway Traffic Safety Administration  
Status of Obligations and Expenditures**

State: South Carolina

**2018-VOU-14**  
Posted: 12/28/2018

Page: 3  
Report Date: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	M4HVE-2018-HS-44-18	City of Cayce			\$103,372.00	\$103,372.00	\$ .00		\$ .00
	M4HVE-2018-HS-47-18	Berkeley County SO - 1st year			\$109,891.00	\$109,891.00	\$ .00		\$ .00
	M4HVE-2018-HS-48-18	Florence CO SO			\$1,806.18	\$1,806.18	\$ .00		\$ .00
	M4HVE-2018-HS-49-18	Lancaster County SO			\$68,393.00	\$68,393.00	\$ .00		\$ .00
	<b>405d High HVE Total</b>				<b>\$305,797.18</b>	<b>\$305,797.18</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>405d High Court Support</b>								
	M4CS-2018-HS-20-18	SCHP Berkeley County DUI Prosecutor - DO			\$ .00	\$ .00	\$ .00		\$ .00
	<b>405d High Court Support Total</b>				<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>405d High Paid/Earned Media</b>								
	M4PEM-2018-HS-25-18	SCDPS: Impaired Driving Countermeasures			\$327,516.24	\$327,516.24	\$ .00		\$ .00
	<b>405d High Paid/Earned Media Total</b>				<b>\$327,516.24</b>	<b>\$327,516.24</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>405d Impaired Driving High</b>								
	M4X-2018-HS-23-18	Mothers Against Drunk Driving			\$34,296.40	\$34,296.40	\$ .00		\$ .00
	<b>405d Impaired Driving High Total</b>				<b>\$34,296.40</b>	<b>\$34,296.40</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>MAP 21 405d Impaired Driving High Total</b>			<b>\$ .00</b>	<b>\$667,609.82</b>	<b>\$667,609.82</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
	<b>MAP 21 405f Motorcycle Programs</b>								
	<b>405f Motorcyclist Awareness</b>								
	M9MA-2018-00-00-00	Motorcycle			\$ .00	\$ .00	\$ .00		\$ .00
	M9MA-2018-HS-04-18	Motorcycle Awareness PIOT			\$8,496.34	\$8,496.34	\$ .00		\$ .00
	<b>405f Motorcyclist Awareness Total</b>				<b>\$8,496.34</b>	<b>\$8,496.34</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>MAP 21 405f Motorcycle Programs Total</b>			<b>\$ .00</b>	<b>\$8,496.34</b>	<b>\$8,496.34</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
	<b>FAST Act NHTSA 402</b>								
	<b>Planning and Administration</b>								
	PA-2018-HS-01-18	Planning & Administration			\$144,609.77	\$144,609.77	\$ .00		\$ .00

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Status of Obligations and Expenditures**  
**2018-VOU-14**  
 Posted: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>Planning and Administration</b>					<b>\$144,609.77</b>	<b>\$144,609.77</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Total</b>									
<b>Motorcycle Safety</b>									
	MC-2018-HS-04-18	Public Information, Outreach and Trainin			\$0.00	\$0.00	\$0.00		\$0.00
	MC-2018-HS-10-18	State Board for Technical & Comprehensiv			\$68,966.26	\$68,966.26	\$0.00		\$0.00
<b>Motorcycle Safety Total</b>					<b>\$68,966.26</b>	<b>\$68,966.26</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Occupant Protection</b>									
	OP-2018-HS-02-18	SCDPS: Occupant Protection Program Manag			\$107,651.00	\$107,651.00	\$0.00		\$0.00
	OP-2018-HS-17-18	DHEC -			\$28,808.87	\$28,808.87	\$0.00		\$0.00
<b>Occupant Protection Total</b>					<b>\$136,459.87</b>	<b>\$136,459.87</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Police Traffic Services</b>									
	PT-2018-00-00-00				\$2,141,218.40	\$0.00	\$0.00		\$2,141,218.40
	PT-2018-HS-05-18	SCDPS: Police Traffic Services Program M			\$98,458.00	\$98,458.00	\$0.00		\$0.00
	PT-2018-HS-06-18	SCDPS: Law Enforcement Coordination			\$357,557.33	\$357,557.33	\$0.00		\$0.00
	PT-2018-HS-08-18	Charleston County Sheriffs Office			\$294,525.00	\$294,525.00	\$0.00		\$0.00
	PT-2018-HS-09-18	City of Columbia Traffic Enforcement			\$114,148.00	\$114,148.00	\$0.00		\$0.00
	PT-2018-HS-11-18	Mauldin Police Department			\$66,269.00	\$66,269.00	\$0.00		\$0.00
	PT-2018-HS-13-18	Dorechester County Sheriff's Office			\$133,786.00	\$133,786.00	\$0.00		\$0.00
	PT-2018-HS-14-18	Simpsonville Police Department			\$46,358.00	\$46,358.00	\$0.00		\$0.00
	PT-2018-HS-15-18	City of Beaufort			\$79,700.00	\$79,700.00	\$0.00		\$0.00
	PT-2018-HS-16-18	City of Charleston Traffic Enforcement T			\$139,465.00	\$139,465.00	\$0.00		\$0.00
	PT-2018-HS-18-18	Town of Summerville Traffic Enforcement			\$215,602.00	\$215,602.00	\$0.00		\$0.00
	PT-2018-HS-19-18	Bluffton Police Department Traffic Unit			\$157,564.00	\$157,564.00	\$0.00		\$0.00
	PT-2018-HS-21-18	Florence County Sheriffs Office Traffic			\$192,071.00	\$192,071.00	\$0.00		\$0.00
	PT-2018-HS-22-18	Aiken Department of Public Safety Traffi			\$199,452.00	\$199,452.00	\$0.00		\$0.00

**U.S. Department of Transportation National Highway Traffic Safety Administration  
Status of Obligations and Expenditures**

State: South Carolina

**2018-VOU-14**  
Posted: 12/28/2018

Page: 5  
Report Date: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	<a href="#">PT-2018-HS-31-18</a>	Laurens Police Department Traffic Unit			\$48,648.00	\$48,648.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-32-18</a>	City of York Traffic Unit			\$65,212.00	\$65,212.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-33-18</a>	Lancaster County Sheriffs Office Traffic			\$156,127.00	\$156,127.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-34-18</a>	Colleton County Sheriffs Office Traffic			\$143,843.00	\$143,843.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-35-18</a>	Lexington Police Department Traffic Unit			\$144,321.00	\$144,321.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-36-18</a>	Spartanburg County Sheriffs Office Traff			\$127,497.00	\$127,497.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-38-18</a>	Fort Mill Police Department Traffic Unit			\$97,003.00	\$97,003.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-40-18</a>	Moncks Corner Police Department Traffic			\$112,067.00	\$112,067.00	\$ .00		\$ .00
	<a href="#">PT-2018-HS-41-18</a>	Kershaw County Sheriffs Office Traffic S			\$47,329.00	\$47,329.00	\$ .00		\$ .00
	<b>Police Traffic Services Total</b>				<b>\$5,178,220.73</b>	<b>\$3,037,002.33</b>	<b>\$ .00</b>		<b>\$2,141,218.40</b>
	<b>Traffic Records</b>								
	<a href="#">TR-2018-HS-03-18</a>	SCDPS: Traffic Records Improvement			\$26,189.48	\$26,189.48	\$ .00		\$ .00
	<b>Traffic Records Total</b>				<b>\$26,189.48</b>	<b>\$26,189.48</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>Safe Communities</b>								
	<a href="#">SA-2018-HS-04-18</a>	SCDPS: Public Infomation, Outreach & Tra			\$383,566.73	\$383,566.73	\$ .00		\$ .00
	<b>Safe Communities Total</b>				<b>\$383,566.73</b>	<b>\$383,566.73</b>	<b>\$ .00</b>		<b>\$ .00</b>
	<b>FAST Act NHTSA 402 Total</b>				<b>\$4,035,401.82</b>	<b>\$1,902,611.02</b>	<b>\$5,938,012.84</b>	<b>\$3,796,794.44</b>	<b>\$ .00</b>
	<b>FAST Act 405b OP High</b>								
	<b>405b High HVE</b>								
	<a href="#">M1HVE-2018-00-00-00</a>				\$1,020,776.13	\$ .00	\$ .00		\$1,020,776.13
	<b>405b High HVE Total</b>				<b>\$1,020,776.13</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$1,020,776.13</b>
	<b>405b OP High</b>								
	<a href="#">M1X-2018-00-00-00</a>				\$ .00	\$ .00	\$ .00		\$ .00
	<b>405b OP High Total</b>				<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$ .00</b>

**U.S. Department of Transportation National Highway Traffic Safety Administration  
Status of Obligations and Expenditures**

**2018-VOU-14**  
Posted: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>FAST Act 405b OP High Total</b>			<b>\$512,195.32</b>	<b>\$508,580.81</b>	<b>\$1,020,776.13</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$1,020,776.13</b>
<b>FAST Act 405c Data Program</b>									
<b>405c Data Program</b>									
	M3DA-2018-00-00-00				\$835,945.81	\$ .00	\$ .00		\$835,945.81
	M3DA-2018-HS-03-18	SCDPS Traffic Records			\$288,039.34	\$288,039.34	\$ .00		\$ .00
<b>405c Data Program Total</b>					<b>\$1,123,985.15</b>	<b>\$288,039.34</b>	<b>\$ .00</b>		<b>\$835,945.81</b>
<b>FAST Act 405c Data Program Total</b>			<b>\$566,877.55</b>	<b>\$557,107.60</b>	<b>\$1,123,985.15</b>	<b>\$288,039.34</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$835,945.81</b>
<b>FAST Act 405d Impaired Driving High</b>									
<b>405d High HVE</b>									
	M4HVE-2018-00-00-00				\$2,012,652.28	\$ .00	\$ .00		\$2,012,652.28
	M4HVE-2018-HS-24-18	City of North Charleston DUI Team			\$342,374.00	\$342,374.00	\$ .00		\$ .00
	M4HVE-2018-HS-25-18	SCDPS Impaired Driving Countermeasures			\$78,491.12	\$78,491.12	\$ .00		\$ .00
	M4HVE-2018-HS-28-18	Berkeley County Sheriffs Office DUI - 3			\$71,173.00	\$71,173.00	\$ .00		\$ .00
	M4HVE-2018-HS-30-18	Town of Mount Pleasant DUI Enforcement			\$136,234.00	\$136,234.00	\$ .00		\$ .00
	M4HVE-2018-HS-37-18	City of Darlington DUI Enforcement			\$89,738.00	\$89,738.00	\$ .00		\$ .00
	M4HVE-2018-HS-43-18	Town of Irmo DUI Enforcement			\$86,811.00	\$86,811.00	\$ .00		\$ .00
	M4HVE-2018-HS-45-18	Spartanburg PD DUI Enforcement			\$95,708.00	\$95,708.00	\$ .00		\$ .00
	M4HVE-2018-HS-46-18	City of Goose Creek DUI Enforcement			\$117,155.00	\$117,155.00	\$ .00		\$ .00
	M4HVE-2018-HS-48-18	Florence County Sheriff DUI Enforcement			\$113,035.82	\$113,035.82	\$ .00		\$ .00
	M4HVE-2018-HS-49-18	Lancaster County Sheriff DUI Enforcement			\$58,386.00	\$58,386.00	\$ .00		\$ .00
	M4HVE-2018-HS-50-18	Town of Summerville DUI Enforcement			\$118,177.00	\$118,177.00	\$ .00		\$ .00
	M4HVE-2018-HS-51-18	City of Beaufort DUI Enforcement			\$6,423.00	\$6,423.00	\$ .00		\$ .00
	M4HVE-2018-HS-52-18	Bluffton Police Department DUI Enforceme			\$115,542.00	\$115,542.00	\$ .00		\$ .00
	M4HVE-2018-HS-54-18	City of Hartsville DUI Enforcement			\$81,596.00	\$81,596.00	\$ .00		\$ .00



**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Status of Obligations and Expenditures**  
**2018-VOU-14**

Posted: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	<b>405d High HVE Total</b>				<b>\$3,523,496.22</b>	<b>\$1,510,843.94</b>	<b>\$0.00</b>		<b>\$2,012,652.28</b>
	<b>405d High Court Support</b>								
	M4CS-2018-HS-20-18	SCHP Berkeley County DUI Prosecutor			\$55,276.01	\$55,276.01	\$0.00		\$0.00
	M4CS-2018-HS-27-18	SC Commission on Prosecution Coordinatio			\$109,979.40	\$109,979.40	\$0.00		\$0.00
	M4CS-2018-HS-39-18	6th Circuit Solicitor's DUI Prosecutor			\$70,895.00	\$70,895.00	\$0.00		\$0.00
	M4CS-2018-HS-53-18	Berkeley County DUI Prosecutor			\$36,000.00	\$36,000.00	\$0.00		\$0.00
	<b>405d High Court Support Total</b>				<b>\$272,150.41</b>	<b>\$272,150.41</b>	<b>\$0.00</b>		<b>\$0.00</b>
	<b>405d High Paid/Earned Media</b>								
	M4PEM-2018-HS-25-18	SCDPS Impaired Driving Paid Media			\$0.00	\$0.00	\$0.00		\$0.00
	<b>405d High Paid/Earned Media Total</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
	<b>405d High Training</b>								
	M4TR-2018-HS-26-18	SC Criminal Justice Academy Training			\$170,308.74	\$170,308.74	\$0.00		\$0.00
	<b>405d High Training Total</b>				<b>\$170,308.74</b>	<b>\$170,308.74</b>	<b>\$0.00</b>		<b>\$0.00</b>
	<b>405d Impaired Driving High</b>								
	M4X-2018-00-00-00				\$0.00	\$0.00	\$0.00		\$0.00
	M4X-2018-HS-23-18	Mothers Against Drunk Driving			\$19,951.60	\$19,951.60	\$0.00		\$0.00
	M4X-2018-HS-42-18	Mothers Against Drunk Driving - Coastal			\$37,603.00	\$37,603.00	\$0.00		\$0.00
	<b>405d Impaired Driving High Total</b>				<b>\$57,554.60</b>	<b>\$57,554.60</b>	<b>\$0.00</b>		<b>\$0.00</b>
	<b>FAST Act 405d Impaired Driving High Total</b>				<b>\$2,029,393.13</b>	<b>\$1,994,116.84</b>	<b>\$4,023,509.97</b>	<b>\$2,010,857.69</b>	<b>\$0.00</b>
	<b>FAST Act 405d Impaired Driving Mid</b>								
	<b>405d Mid HVE</b>								
	MSHVE-2018-00-00-00				\$0.00	\$0.00	\$0.00		\$0.00
	<b>405d Mid HVE Total</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
	<b>FAST Act 405d Impaired Driving Mid Total</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Status of Obligations and Expenditures**  
**2018-VOU-14**  
 Posted: 12/28/2018

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>FAST Act 405f Motorcycle Programs</b>									
<b>405f Motorcyclist Awareness</b>									
	M9MA-2018-00-00-00				\$59,463.71	\$0.00	\$0.00		\$59,463.71
	M9MA-2018-HS-04-18	SCDPS: Public Information, Outreach & Tr			\$64,828.81	\$64,828.81	\$0.00		\$0.00
	<b>405f Motorcyclist Awareness Total</b>				<b>\$124,292.52</b>	<b>\$64,828.81</b>	<b>\$0.00</b>		<b>\$59,463.71</b>
<b>405f Motorcycle Programs</b>									
	M9X-2018-00-00-00				\$0.00	\$0.00	\$0.00		\$0.00
	<b>405f Motorcycle Programs Total</b>				<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
	<b>FAST Act 405f Motorcycle Programs Total</b>		<b>\$63,045.92</b>	<b>\$61,246.60</b>	<b>\$124,292.52</b>	<b>\$64,828.81</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$59,463.71</b>
	<b>NHTSA Total</b>		<b>\$7,206,913.74</b>	<b>\$8,279,541.19</b>	<b>\$15,486,454.93</b>	<b>\$9,279,044.53</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,207,410.40</b>
	<b>Total</b>		<b>\$7,206,913.74</b>	<b>\$8,279,541.19</b>	<b>\$15,486,454.93</b>	<b>\$9,279,044.53</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,207,410.40</b>