



**South Carolina
Department of Public Safety**

Office of Highway Safety and Justice Programs

Protecting. Educating. Serving.

2021 Annual Report

Prepared by:

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South Carolina Department of Public Safety**

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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 collisions, injuries, and fatalities through the various programs that are spearheaded, coordinated, and/or implemented by this office. Collision 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 collisions 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 (SCLEN) system. The SCLEN 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;
- Participates with appropriate state and federal partners in 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 Target Zero Challenge
- DUI Enforcement Recognition/Law Enforcement Target Zero Challenge Ceremony
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Child Passenger Safety Week

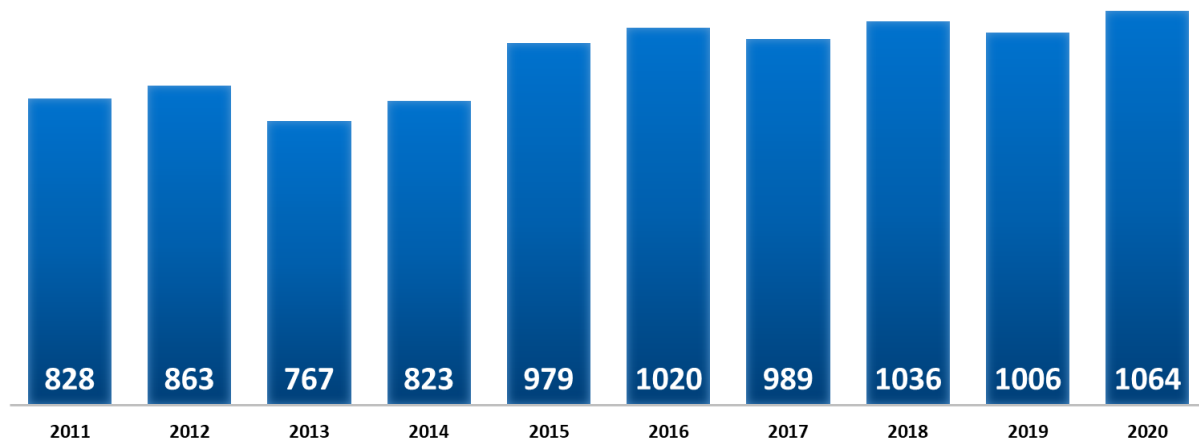
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. The OHSJP is divided into the following primary sections: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

Introduction

Statistical Summary

South Carolina experienced an increase in traffic fatalities from 2016 to 2020 when compared to the number of fatalities that occurred from 2011-2015. According to the Statistical Analysis and Research Section (SARS) of the OHSJP, this five year period had three spikes in traffic fatalities. The first was in 2016 with a total of 1,020 traffic fatalities, an increase of 41 traffic fatalities from 2015. The second was in 2018 with a total of 1,036 traffic fatalities, an increase of 47 traffic fatalities from 2017. The third was in 2020 with a preliminary total of 1,064 traffic fatalities, an increase of 58 traffic fatalities from 2019. Despite the dip in 2017, traffic fatalities are trending upwards overall, and current 2021 trends show a higher traffic fatality number than 2020.

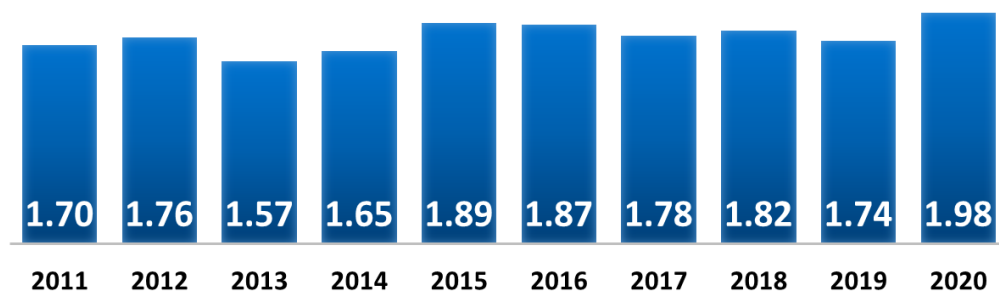
South Carolina Traffic Fatalities



Note: The number of total fatalities is provided by FARS 2011-2019 Final File, and 2020 ARF.

Despite the increase in traffic fatalities over the past five years, South Carolina’s mileage death rate (MDR) has indicated a decreasing trend from 1.89 in 2015 to 1.74 in 2019 with spikes in 2018 and 2020 (1.82 & 1.98). Despite the rise in the number of traffic fatalities in 2016, the MDR for 2016 was one percent lower than the 2015 MDR and the decrease continued in 2017. The lowest MDR in the history of South Carolina occurred in 2013 with an MDR of 1.57, and South Carolina’s 2015 MDR was the highest in the nation.

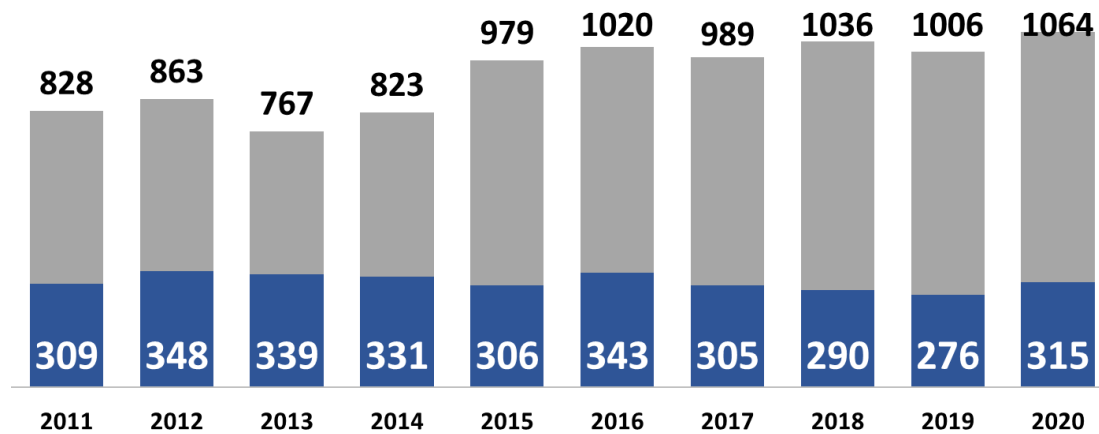
South Carolina Mileage Death Rate



Note: The MDR is provided by FARS 2011-2019 Final File and 2020 state data.

According to NHTSA, the number of alcohol-impaired driving fatalities (a driver with a BAC of .08 or more involved in the collision) was 339 in 2013, accounting for 44.2% of the total number of traffic fatalities that year. This was the highest percentage of alcohol-impaired driving fatalities in South Carolina during the 10 year span (2011-2020). Despite the high percentage of impaired driving traffic fatalities when compared to the total number of traffic fatalities in 2013, this year marked the beginning of a three year downward trend in the number of alcohol-impaired driving traffic fatalities. The downward trend ended in 2016 with a spike of 343. The following year, in 2017, NHTSA’s Fatality Analysis Reporting System (FARS) Annual Report File (ARF) indicated 305 fatalities involving an alcohol-impaired driver, which is a decrease of 11.1% from 2016. The percentage of alcohol-impaired driving fatalities reached its lowest in the past 10 years in 2019, with 27.4% of total traffic fatalities, and the 2020 percentage of 29.6% is the third lowest.

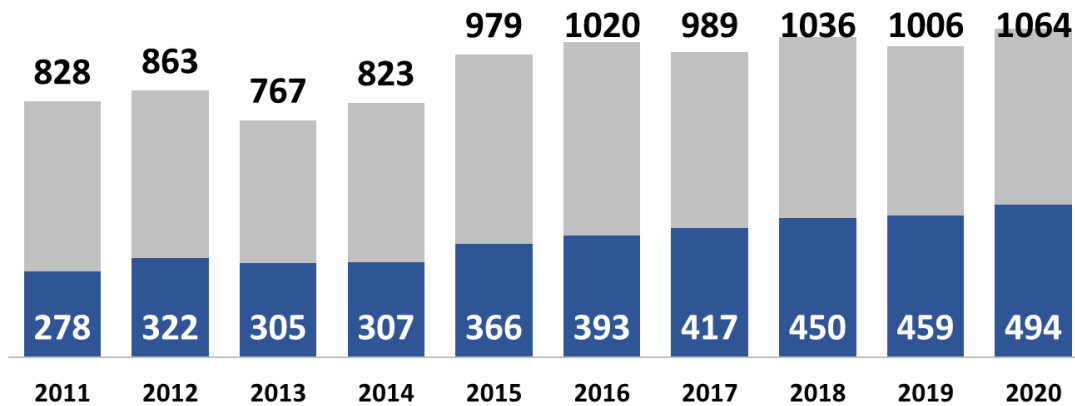
South Carolina Alcohol-Impaired Driving Fatalities



Note: The number of alcohol-impaired driving traffic fatalities and of total fatalities is provided by FARS: 2011-2019 Final File and 2020 ARF.

South Carolina experienced the lowest percentage of speeding-related fatalities in 2011. Since the 2011 low of 33.6% (278 out of the 828 traffic fatalities), speeding-related fatalities have increased considerably. Preliminary FARS figures for 2020 indicate the percentage of speeding-related fatalities is 46.4%, which is the highest in 10 years (2011-2020).

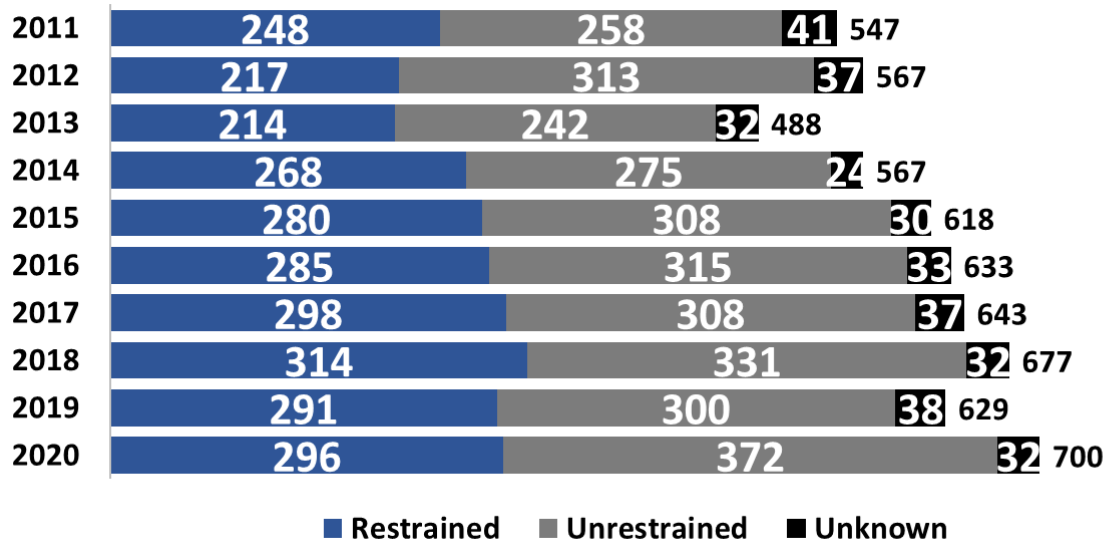
South Carolina Speeding-Related Fatalities



Note: The number of speeding-related traffic fatalities and total fatalities is provided by FARS 2011-2019 Final File and 2020 ARF.

In South Carolina, passenger vehicle occupant fatalities constitute the largest proportion of traffic fatalities in the state. NHTSA defines passenger vehicle occupants as drivers, passengers, and “unknown occupant type” of passenger cars, sports utility vehicles (SUVs), pickup trucks, vans, and other light trucks. The upward rise in the number of traffic fatalities from 767 in 2013 is mirrored in the number of passenger vehicle occupant fatalities, with the number increasing steadily from 2013 until the observed decrease in 2019. This upward trend has continued every year since 2013, excluding the observed decrease in 2019.

South Carolina Passenger Vehicle Occupant Fatalities (All Seat Positions)

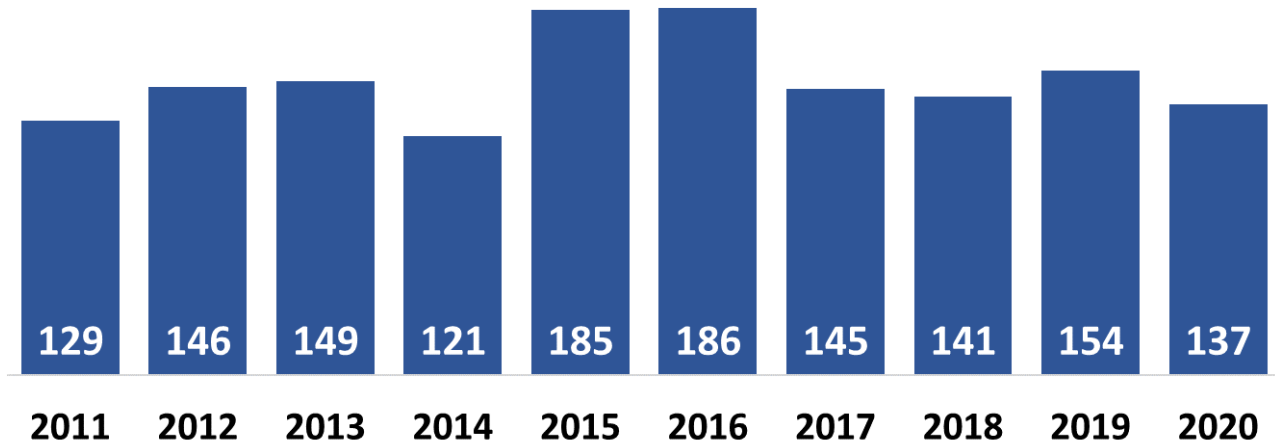


Note: The number of passenger vehicle occupant traffic fatalities (all seat positions) with restraint usage totals is provided by FARS 2011-2019 Final File and 2020 ARF.

A major factor contributing to the passenger vehicle occupant fatalities is restraint usage. More than half of all passenger vehicle occupant fatalities, where restraint usage was known, were unrestrained from 2011 to 2020. The highest percentage of unrestrained passenger vehicle occupant fatalities, where restraint was known, occurred in 2008 at 65.7% (412 out of 627). In the last ten years, the lowest percentage (50.6%) occurred in 2013.

Motorcyclist fatalities decreased by 22% to 145 in 2017 from 186 in 2016. This downward trend continued through 2020 with a slight spike in 2019. The motorcyclist figures include moped rider data to be consistent with FARS reporting.

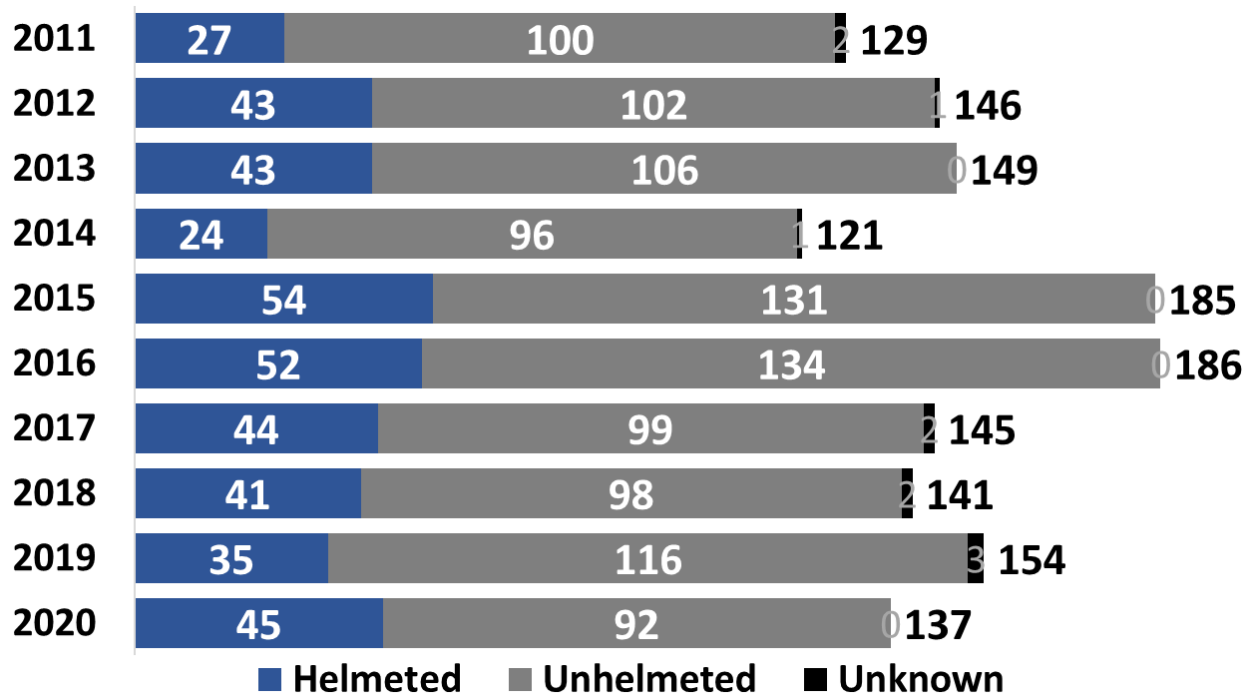
South Carolina Motorcyclist Fatalities



Note: The number of motorcyclist fatalities is provided by FARS 2011-2019 Final File and 2020 ARF. FARS motorcyclist fatalities include moped riders.

A major factor contributing to motorcyclist fatalities is helmet use. More than half of all motorcyclist fatalities were considered “unhelmeted” from 2011 to 2020. The highest percentage of unhelmeted motorcyclist fatalities occurred in 2014 at 79.3%. The lowest percentage from the last ten years occurred in 2020 at 67.2%. South Carolina’s helmet law only requires motorcyclists (operators and passengers) to wear a helmet if they are under the age of 21.

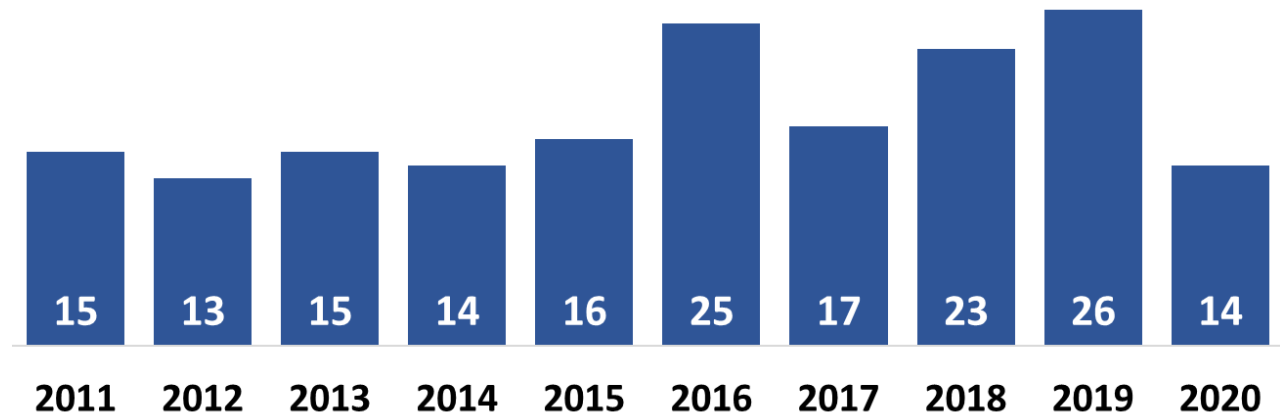
South Carolina Motorcyclist Fatalities Helmet Usage



Note: The number of motorcyclist fatalities (helmeted, unhelmeted, and unknown) is provided by FARS 2011-2019 Final File and 2020 ARF. South Carolina’s current helmet law states operators and passengers under the age of 21 is required to wear a helmet (Section 56-5-3660). FARS motorcyclist fatalities include moped riders.

South Carolina’s bicyclist fatalities had three spikes in the past ten years. The first occurred in 2016, with 25 bicyclist fatalities. This was an increase of nine bicyclist fatalities from 2015. The second occurred in 2018, with 23 bicyclist fatalities. This was an increase of six bicyclist fatalities from 2017. The third and highest occurred in 2019, with 26 bicyclist fatalities. This was an increase of three bicyclist fatalities from 2018. The 2020 figure, 14, represents a decrease of 46% when compared to 2019.

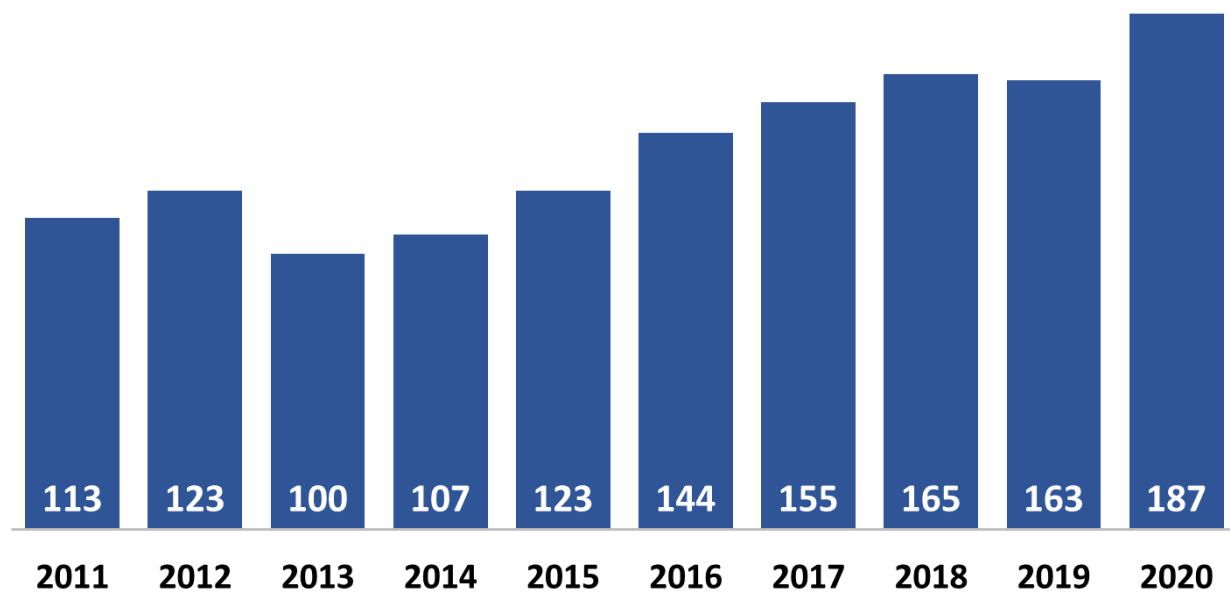
South Carolina Bicyclist Fatalities



Note: The number of bicyclist fatalities is provided FARS 2011-2019 Final File and 2020 ARF.

In 2011, South Carolina experienced 113 pedestrian traffic fatalities. Since 2013, pedestrian traffic fatalities have been on the rise. In 2020, South Carolina experienced an increase of 14.7% when compared to 2019. The increase in 2020 resulted in an overall increase in pedestrian traffic fatalities of 87.0% from 2013 to 2020.

South Carolina Pedestrian Traffic Fatalities



Note: The number of pedestrian fatalities is provided by FARS 2011-2019 Final File and 2020 ARF

Statewide Performance Targets and Results

Listed in the table below are South Carolina’s Highway Safety Performance Measures which were established in the 2021 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor’s Highway Safety Association (GHSA). The table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

| Performance Measures | Results |
|--|--|
| Traffic fatalities will increase by 3.7% from a five year base-line moving average of 969 in 2014-2018 to a five year moving average of 1,005 for 2017-2021. | Goal Not Met: Based on current projections, the state is not expected to meet its 2017-2021 average fatality goal of 1,005. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets. |
| To decrease serious traffic injuries by 0.5% from the 2014-2018 baseline average of 2,965 to 2,950 for 2017-2021. | Goal Met: Based on current projections, the state is expected to meet its 2017-2021 average serious traffic injuries goal of 2,950. |
| To decrease traffic fatalities/VMT by 2.2% from a five year baseline moving average of 1.80 in 2014-2018 to a five year moving average of 1.76 for 2017-2021. | Goal Not Met: Based on current projections, the state is not expected to meet its 2017-2021 average fatality goal of 1.76. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets. |
| To decrease traffic fatalities/VMT (Rural) by 0.4% from the 2014-2018 baseline average of 2.54 to 2.53 by December 31, 2021. | This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time. |
| To decrease traffic fatalities/VMT (Urban) by 0.8% from the 2014-2018 baseline average of 1.19 to 1.18 by December 31, 2021. | This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time. |
| To decrease unrestrained motor vehicle occupant fatalities by 0.3% from the 2014-2018 baseline average of 307 to 306 by December 31, 2021. | Goal Not Met: Based on current projections, the state is not expected to meet its 2021 unrestrained motor vehicle occupant fatalities goal of 306. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets. |

| | |
|--|---|
| <p>To decrease alcohol-impaired driving fatalities by 0.3% from the 2014-2018 baseline average of 315 to 314 by December 31, 2021.</p> | <p>Goal Not Met: Based on current projections, the state is not expected to meet its 2021 alcohol-impaired driving fatalities goal of 314. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p> |
| <p>To decrease speeding-related traffic fatalities by 0.3% from the 2014-2018 baseline average of 386 to 385 by December 31, 2021.</p> | <p>Goal Not Met: Based on current projections, the state is not expected to meet its 2021 speeding-related fatalities goal of 385. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p> |
| <p>To decrease motorcyclist fatalities by 0.6% from the 2014-2018 baseline average of 156 to 155 by December 31, 2021.</p> | <p>Goal Not Met: Based on current projections, the state is not expected to meet its 2021 motorcyclist fatalities goal of 155. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p> |
| <p>To decrease unhelmeted motorcyclist fatalities by 0.9% from the 2014-2018 baseline average of 112 to 111 by December 31, 2021.</p> | <p>Goal Not Met: Based on current projections, the state is not expected to meet its 2021 un-helmeted motorcyclist fatalities goal of 111. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p> |
| <p>To decrease the number of drivers age 20 and under involved in fatal crashes by 0.8% from the 2014-2018 baseline average of 121 to 120 by December 31, 2021.</p> | <p>Goal Not Met: Based on current projections, the state is not expected to meet its 2021 drivers age 20 and under involved in fatal crashes goal of 120. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p> |
| <p>To decrease pedestrian traffic fatalities by 0.7% from the 2014-2018 baseline average of 139 to 138 by December 31, 2021.</p> | <p>Goal Not Met: Based on current projections, the state is not expected to meet its 2021 pedestrian traffic fatalities goal of 138. The OHSJP will examine 2021 data to determine which adjustments are needed in South Carolina’s upcoming Highway Safety Plan Performance Targets.</p> |
| <p>To decrease bicyclist traffic fatalities by 5.3% from the 2014-2018 baseline average of 19 to 18 by December 31, 2021.</p> | <p>Goal Met: Based on current projections, the state is expected to meet its 2021 bicyclist traffic fatalities goal of 18.</p> |

To decrease moped traffic fatalities by 2.9% from the 2014-2018 baseline average of 35 to 34 by December 31, 2021.

Goal Met: Based on current projections, the state is expected to meet its 2021 moped traffic fatalities goal of 34.

To increase observed seatbelt usage rate by 0.1 percentage points from the 2014-2018 baseline average of 91.5% to 91.6% by December 31, 2021.

Goal Not Met: Based on current projections, the state is not expected to meet its 2021 observed seatbelt usage rate goal of 91.6%.

Annual Activity Performance Measures Tracker

| | |
|-------------------------------------|---|
| Seatbelt Citations | 2016: 147,422 2017: 126,541 2018: 123,659 2019: 125,909 2020: 52,050 |
| Impaired Driving Arrests | 2016: 20,148 2017: 18,678 2018: 20,832 2019: 20,164 2020: 14,872 |
| Number of Speeding Citations | 2016: 366,876 2017: 352,000 2018: 327,614 2019: 330,174 2020: 222,647 |

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.

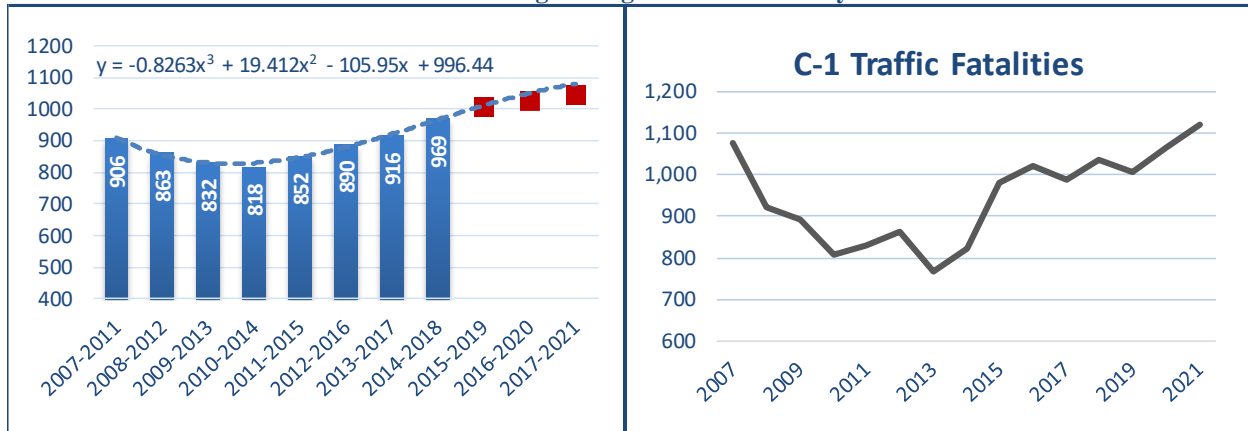
Public Information and Education: Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

Planning and Administration Program Overview

Planning and Administration Program Goals:

1. Traffic fatalities will increase by 3.7% from a five year baseline moving average of 969 in 2014-2018 to a five year moving average of 1,005 for 2017-2021.

**Figure C-1: South Carolina Total Traffic Fatalities
5 Year Moving Average with Trend Analysis**



| | |
|--|---|
| <p>Polynomial Projection = $-0.8263(11)^3 + 19.412(11)^2 - 105.95(11) + 996.64 = 1,080$</p> <p>2013-2017 Average = 916 2014-2018 Average = 969 2015-2019 Average = 1006 2016-2020 Est. Average = 1023 2017-2021 Est. Average = 1043</p> | <p>2014 = 823 2015 = 979 2016 = 1020 2017 = 989 2018 = 1036 2019 = 1006 2020 = 1064 (FARS ARF) 2021 = 1119 (SARS Prediction)</p> |
|--|---|

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five year average number of 1,043 traffic fatalities by December 31, 2021. Based on current projections, the state is not expected to meet its 2017-2021 average fatality goal of 1,005. Because performance target C-1 was not met, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

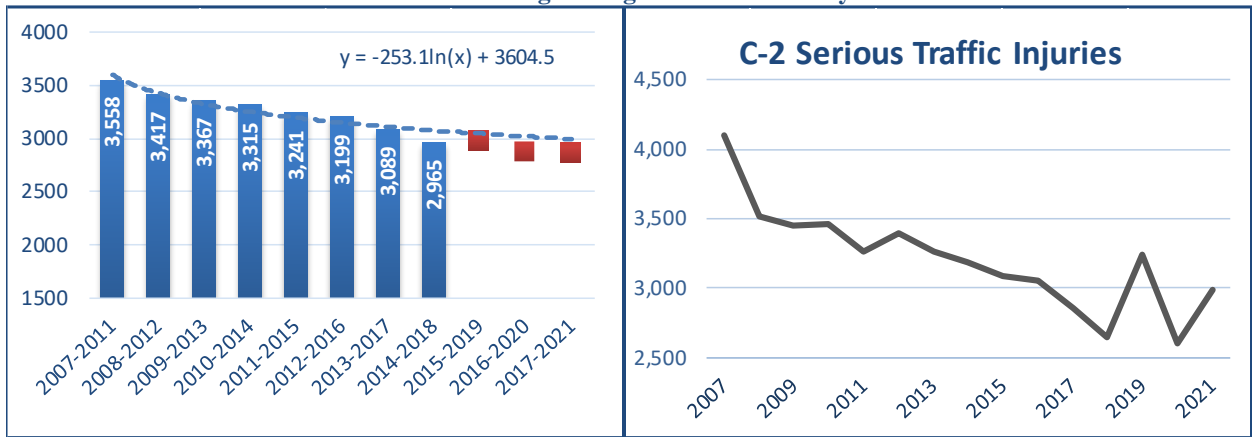
In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which alcohol-impaired fatal and serious injury collisions are occurring.

Resources, which included best practices, were provided for all new FFY 2022 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized

in FFY 2022, and the state will share the FFY 2021 Annual Report and approval letter with subgrantees. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2023. Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

2. To decrease serious traffic injuries by 0.5% from the 2014-2018 baseline average of 2,965 to 2,950 for 2017-2021.

**Figure C-2: South Carolina Serious Traffic Injuries
5 Year Moving Average with Trend Analysis**

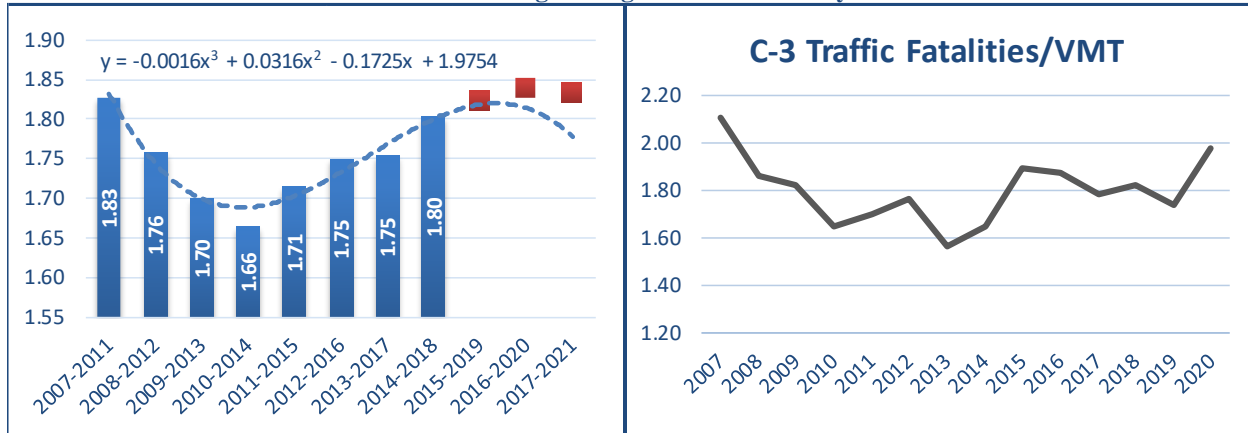


| | |
|---|-------------------------------|
| Logarithmic Projection = $-253.1\ln(11) + 3604.5 = 2,998$ | 2014 = 3189 |
| 2013-2017 Average = 3089 | 2015 = 3092 |
| 2014-2018 Average = 2965 | 2016 = 3049 |
| 2015-2019 Average = 2974 | 2017 = 2851 |
| 2016-2020 Est. Average = 2877 | 2018 = 2642 |
| 2017-2021 Est. Average = 2865 | 2019 = 3237 |
| | 2020 = 2606 (State Data) |
| | 2021 = 2990 (SARS Prediction) |

The OHSJP projects that the 2017-2021 average number of serious traffic injuries will be 2,865. Based on current projections, the state is expected to meet its 2017-2021 average serious traffic injuries goal of 2,950.

- Traffic fatalities/VMT will increase by 2.2% from a five year baseline moving average of 1.80 in 2014-2018 to a five year moving average of 1.76 for 2017-2021.

**Figure C-3: South Carolina Traffic Fatalities/VMT
5 Year Moving Average with Trend Analysis**



| | |
|--|-------------------------------|
| SCDOT VMT Estimated Growth: 2% annually for 2020-2021 | 2014 = 1.65 |
| Estimated Fatality Reduction: 1.75% annually for 2020-2021 | 2015 = 1.89 |
| 2013-2017 Average = 1.75 | 2016 = 1.87 |
| 2014-2018 Average = 1.8 | 2017 = 1.78 |
| 2015-2019 Average = 1.82 | 2018 = 1.82 |
| 2016-2020 Est. Average = 1.84 | 2019 = 1.74 |
| 2017-2021 Est. Average = 1.83 | 2020 = 1.98 (State Data) |
| | 2021 = 1.84 (SARS Prediction) |

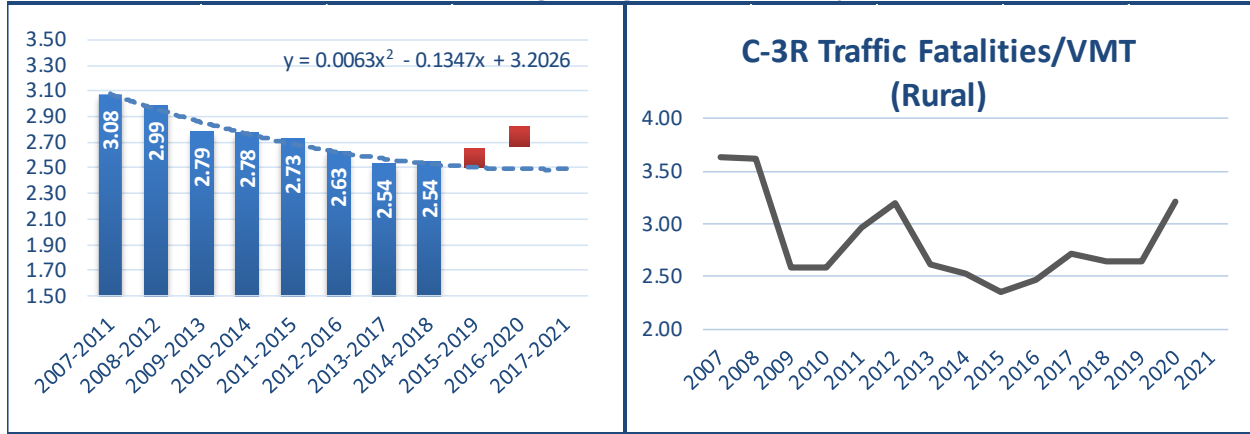
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five year average number of 1.83 traffic fatalities/VMT by December 31, 2021. Based on current projections, the state is not expected to meet its 2017-2021 average fatality goal of 1.76. Because performance target C-3 was not met, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which alcohol-impaired fatal and serious injury collisions are occurring.

Resources, which included best practices, were provided for all new FFY 2022 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2022, and the state will share the FFY 2021 Annual Report and approval letter with subgrantees. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2023. Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

4. To decrease traffic fatalities/VMT (Rural) by 0.4% from the 2014-2018 baseline average of 2.54 to 2.53 by December 31, 2021.

**Figure C-3R: South Carolina Traffic Fatalities/VMT(Rural)
5 Year Moving Average with Trend Analysis**

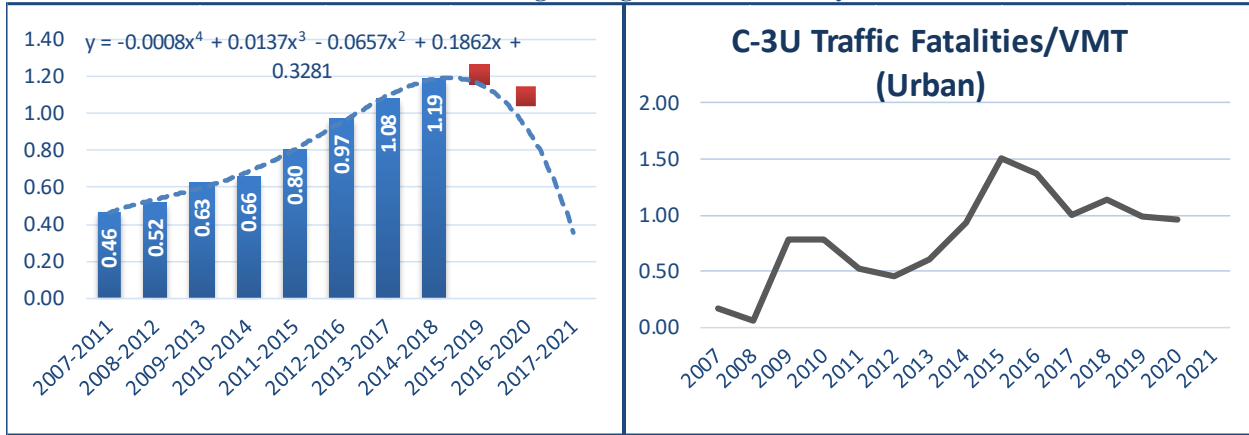


| | |
|--|--------------------------|
| SCDOT VMT Estimated Growth: 2% annually for 2020-2021 | 2014 = 2.52 |
| Estimated Fatality Reduction: 1.75% annually for 2020-2021 | 2015 = 2.35 |
| | 2016 = 2.47 |
| 2013-2017 Average = 2.54 | 2017 = 2.72 |
| 2014-2018 Average = 2.54 | 2018 = 2.65 |
| 2015-2019 Average = 2.57 | 2019 = 2.65 |
| 2016-2020 Average = 2.74 | 2020 = 3.21 (State Data) |
| 2017-2021 Est. Average = Unknown | 2021 = Unknown |

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) by 0.8% from the 2014-2018 baseline average of 1.19 to 1.18 by December 31, 2021.

**Figure C-3U: South Carolina Traffic Fatalities/VMT(Urban)
5 Year Moving Average with Trend Analysis**



| | |
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| <p>SCDOT VMT Estimated Growth: 2% annually for 2020-2021</p> <p>Estimated Fatality Reduction: 1.75% annually for 2020-2021</p> <p>2013-2017 Average = 1.08</p> <p>2014-2018 Average = 1.19</p> <p>2015-2019 Average = 1.2</p> <p>2016-2020 Average = 1.09</p> <p>2017-2021 Est. Average = Unknown</p> | <p>2014 = 0.93</p> <p>2015 = 1.51</p> <p>2016 = 1.37</p> <p>2017 = 1</p> <p>2018 = 1.14</p> <p>2019 = 0.99</p> <p>2020 = 0.96 (State Data)</p> <p>2021 = Unknown</p> |
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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-2021-HS-01-21

Project Title: Highway Safety Planning and Administration

The 402 State and Community Highway Safety Program in South Carolina is administered by the 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) Grants Administration Manager (45%), and one (1) Highway Safety Grant Program Manager (100%).

Planning and Administration Project Summary

| Activities Funded/Implemented | Results |
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| To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically. | At the end of the first quarter and the beginning of the second quarter of Federal Fiscal Year (FFY) 2021, the Director and Highway Safety Grant Program Manager positions, respectively, were vacated. The Highway Safety Grant Program Manager vacancy was subsequently filled towards the end of the second quarter, and the Director vacancy was filled at the beginning of the third quarter. Both vacancies were filled by individuals who served in interim capacities since those positions were vacated; therefore, the vacancies did not affect the OHSJP's ability to effectively administer the Highway Safety program. |
| To plan and conduct a Project Management course for all new Highway Safety Project Directors by 12/15/20. | The Project Management Workshop was held on October 5, 2020 to ensure all Highway Safety Project Directors and financial representatives were properly trained. |
| To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects by 12/30/2020. | The FFY 2022 Funding Guidelines were issued on November 23, 2020. Funding Guidelines for the Special Solicitation for Impaired Driving Countermeasures Projects were issued during the third quarter of the grant year. |
| To plan and conduct workshops on the FFY 2022 SCDPS's Office of Highway Safety's Funding Guidelines, to include how to write a highway safety grant, by 12/30/2020. | During FFY 2021, the OHSJP conducted both a general Grant Solicitation for Highway Safety grant projects and a Special Solicitation for Impaired Driving Countermeasures projects. The general FFY 2022 Grant Solicitation Workshop was held on 12/4/2020. Those interested in applying for grants under the FFY 2022 Special Solicitation for Impaired Driving Countermeasures projects received information on the FFY 2022 Special Solicitation Funding Guidelines through a series of three recorded presentations, which were made available on the OHSJP's website on May 19, 2021. A presentation for the Impaired Driving Countermeasures program was available for review, as well as presentations covering topics such as financial requirements and the application submission process, which included information on how to write a highway safety grant. In addition to the workshop video series, a virtual Question & Answer session was held on June 9, 2021 via We-bEx. |

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| <p>To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council by 6/30/2021.</p> | <p>The OHSJP received and reviewed 46 applications for funding under its general grant solicitation. A two-part review process was conducted prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC) on May 24, 2021. The first segment of the staffing process 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, Highway Safety Grant Program Manager, Business Manager, Highway Safety Grants Accounting Manager, and the OHSJP Director. The goal was to reach a general consensus on each of the grant applications. The information was then compiled in the Summaries and Recommendations document which was provided to the members of the SCPSCC in advance of the May 24, 2021 meeting.</p> <p>The OHSJP received and reviewed 11 applications for funding under its Special Solicitation for Impaired Driving Countermeasures projects. The two-part review process described above was also utilized for the applications received under the Special Solicitation prior to making recommendations to the SCPSCC on September 27, 2021.</p> <p>Forty-eight projects were recommended for funding in FFY 2022.</p> |
| <p>To develop an Annual Highway Safety Plan for submittal to NHTSA by 7/1/2021.</p> | <p>The FFY 2022 Highway Safety Plan and relevant incentive grant applications were submitted on June 28, 2021.</p> |
| <p>To award all FFY 2022 approved grants by 10/1/2021, or upon receipt of the FFY 2021 Obligation Limitation from NHTSA.</p> | <p>The approved FFY 2022 grants were awarded by the October 1, 2021 deadline. Award notifications were emailed to each subrecipient.</p> |
| <p>To conduct programmatic and financial on-site monitoring visits on 100% of all current Highway Safety grants by 9/30/2021.</p> | <p>The OHSJP's monitoring procedures were revised in FFY 2020 to allow virtual visits as a result of the COVID-19 Pandemic. In FFY 2021, monitoring visits were conducted virtually by the Program Coordinators for each program area and one of the OHSJP's Grants Administration Accountant for all Highway Safety Grants. All subgrantees received at least one programmatic and financial monitoring visit by September 30, 2021.</p> |

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| | Routine desk-monitoring occurred throughout the grant year for all subgrantees. |
| To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials. | Technical assistance was provided to all subgrantees throughout the grant period, primarily from the Program Coordinators and the Grants Administration Accountants, through monthly telephone calls, emails, and virtual visits as needed, and dissemination of technical materials. Management staff were always available throughout the grant period and assisted as needed. |
| 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. | The OHSJP Highway Safety staff did not attend any in-person technical training seminars/conferences due to the COVID-19 pandemic; however, OHSJP Highway Safety staff participated in relevant virtual trainings as they became available. |
| To prepare and submit an evaluation report on all FFY 2020 Highway Safety projects funded by 12/30/2020. | The Annual Report for FFY 2020 was submitted to NHTSA on December 29, 2020. |
| To utilize a Contractor to maintain the Highway Safety portion of the online Grants Management System, SCDPS Grants by 9/30/2021. | The OHSJP utilizes K2Share to maintain its SCDPSGrants grants management system. |

Planning and Administration Program Area: Budget Summary

| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
|---------------------------------|---|--|------------------|---------------------|----------------------|
| PA-2021-HS-01-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Highway Safety Planning & Administration | \$179,586 | \$96,042.44 | FAST ACT NHTSA 402 |
| PA-2021-HS-01-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Highway Safety Planning & Administration | \$179,586 | \$96,042.44 | State |
| Total All Funds | | | \$359,172 | \$192,084.88 | |
| State Funds | | | | \$96,042.44 | State |
| FAST ACT NHTSA 402 Total | | | | \$96,042.44 | FAST ACT NHTSA 402 |

Alcohol Countermeasures Program Overview

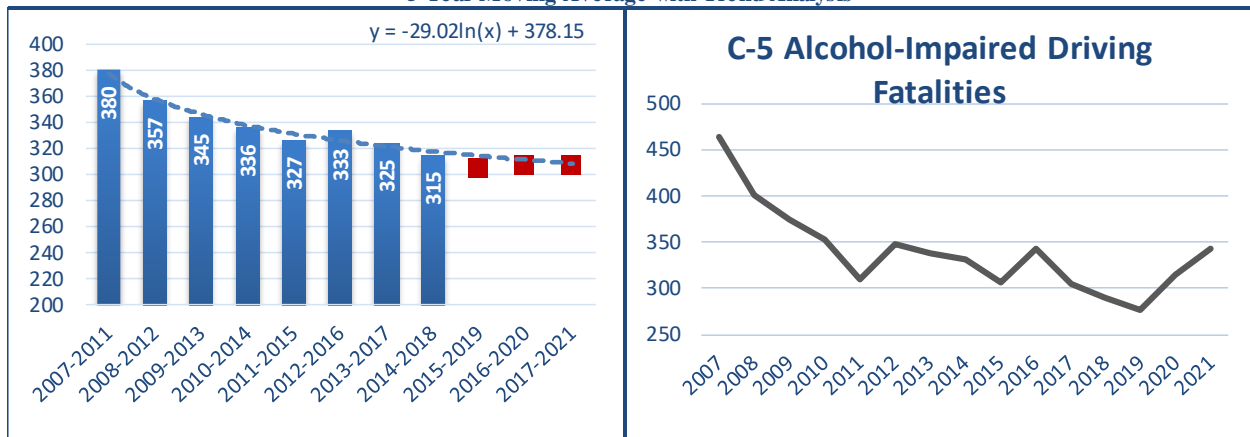
Alcohol Countermeasures Program Area

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 2021, 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 alcohol-impaired driving fatalities by 0.3% from the 2014-2018 baseline average of 315 to 314 by December 31, 2021

Figure C-5: South Carolina Alcohol-Impaired Driving Fatalities
5 Year Moving Average with Trend Analysis



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| <p>Logarithmic Projection = $-29.02\ln(11) + 378.15 = 309$</p> <p>2013-2017 Average = 325 2014-2018 Average = 315 2015-2019 Average = 304 2016-2020 Est. Average = 306 2017-2021 Est. Average = 306</p> | <p>2014 = 331 2015 = 306 2016 = 343 2017 = 305 2018 = 290 2019 = 276 2020 = 315 (FARS ARF) 2021 = 343 (SARS Prediction)</p> |
|--|--|

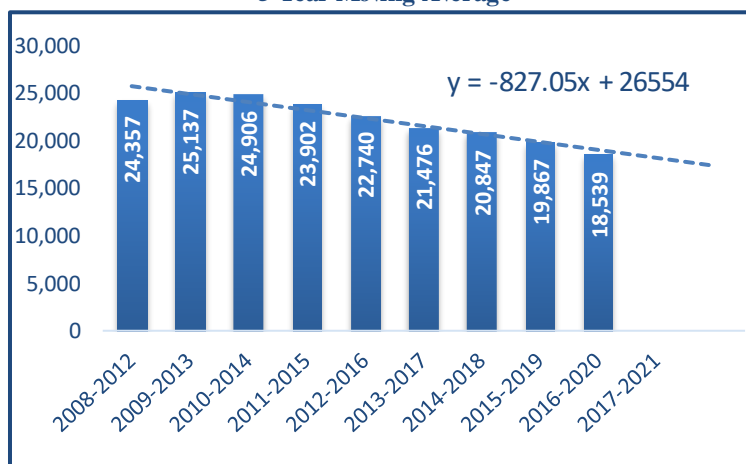
The Statistical Analysis and Research Section (SARS) of the OHSJP projects that the 2021 number of alcohol-impaired traffic fatalities will be 343. Based on current projections, the state is not expected to meet its 2021 alcohol-impaired driving fatalities goal of 314. Because performance target C-5 was not met, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which alcohol-impaired fatal and serious injury collisions are occurring.

Resources, which included best practices, were provided for all new FFY 2022 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2022, and the state will share the FFY 2021 Annual Report and approval letter with subgrantees. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2023. Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

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 downward 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 2021 Highway Safety Plan. Thus, Figure A-2 below is presented as demonstration of an overall downward trend of enforcement activity over the last seven data points relative to this type of citation.

**Figure A-2: South Carolina Number of Impaired Driving Arrests
5 Year Moving Average**



Since 2015, the state has experienced an overall decline in the number of reported impaired driving arrests made. In 2016, there were 20,148 impaired driving arrests made. The number of arrests declined by approximately 7% in 2017 to 18,678. An increase of 11.5% was observed in 2018 when the number of DUI arrests rose to 20,832; however, a slight decline (3.2%) occurred in 2019 when 20,164 arrests were made. The 2020 figure, 14,872, represents the lowest number of DUI arrests made during the five-year period. This is likely due to the COVID-19 pandemic and the 'last-call' executive order issued by SC's governor. The order prohibited the sale of alcoholic beverages after 11 p.m. The year 2020 is considered to be an anomaly, but the decline in overall citation data since 2010 is likely attributed to a number of factors, including budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Target Zero Challenge.

Alcohol Countermeasures – Program Management Project

Subgrantee: SCDPS, Office of Highway Safety and Justice Programs
Project Number: M4HVE-2021-HS-25-21
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 (7.25%), four (4) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Manager (4.5%), one (1) Administrative Assistant (20%), two (2) Statisticians (2.5% and 5.84%), and one (1) Project Development Coordinator (45%) to administer impaired driving highway safety grants during the course of the year.

Ongoing administration of impaired driving countermeasures grant projects funded through the highway safety program included providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, on-site and virtual monitoring, and responding to requests for grant revisions during the grant period. Assistance was also provided to the Public Affairs Coordinator 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 2020-2021 Christmas/New Year's and 2021 Labor Day holiday time periods.

Alcohol Countermeasures – Program Management

| Activities Funded/Implemented | Results |
|--|--|
| <p>To work with the SCDPS Contractor for the development and implementation of a statewide PI&E campaign with an emphasis on impaired driving behaviors and issues during the grant year.</p> | <p>Throughout the FFY 2021 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&E campaign that emphasized impaired driving-related behaviors and issues. The agency contractor, 9Rooftops, distributed PSAs to enhance the public’s awareness of impaired driving-related behaviors and issues. The PSAs were released to correspond with DUI enforcement weekends spearheaded by the SC Highway Patrol and to support the 2021 Law Enforcement Target Zero Challenge.</p> |
| <p>To work with state and local law enforcement agencies to develop and implement the enforcement aspect of the 2020-2021 Christmas/New Year's and 2021 Labor Day <i>SOS!</i> campaigns.</p> | <p>The 2021 Law Enforcement DUI Challenge ran from December 1, 2020 through September 6, 2021. Approximately 31% 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.</p> <p>During the 2021 Challenge, participating state and local law enforcement agencies collectively reported 15,410 DUI arrests and issued 58,767 citations for seatbelt violations and 244,711 citations for speeding violations.</p> <p>Of the 15,410 DUI arrests made during the Challenge period, 767 were made during the Christmas/New Year’s 2020/2021 <i>Sober or Slammer!</i> (<i>SOS</i>) enforcement mobilization period and 885 were made during the 2021 Labor Day <i>SOS</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement for campaign efforts. They also participated in state-led press events regarding the enforcement emphases.</p> |

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| | <p>The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of December 2020 through August 2021, supported by radio advertising.</p> |
| <p>To organize at least two meetings of the SC Impaired Driving Prevention Council during the grant period.</p> | <p>During the FFY 2021 grant period, two meetings of the SC Impaired Driving Prevention Council (SCIDPC) were organized. The Impaired Driving Countermeasures Program Coordinator of the OHSJP provided on-going assistance in the coordination of each meeting.</p> <p>The first meeting was held on January 29, 2021 and was conducted virtually via Zoom. During this meeting, OHSJP Director Phil Riley provided office updates and each of the four subcommittees briefed the council on impaired driving-related issues. Topics of discussion included pending traffic safety-related legislation in the state; the State Judicial Outreach Liaison program; strengthening the state's Strategic Highway Safety Plan by conducting impaired driving enforcement activities in the identified high-crash corridors; conducting a needs assessment of the state's college and higher education programs to assess progress towards implementing substance abuse and impaired driving prevention programs; and updates on the state's SBIRT (Screening, Brief Intervention and Referral to Treatment) efforts and ADSAP (Alcohol and Drug Safety Action Program) program.</p> <p>The second virtual meeting of the SCIDPC was held on September 25, 2021 and was conducted via Zoom. During this meeting OHSJP Director Riley again provided office updates and Steven Burritt, chair of the Legislative committee, conducted a presentation on potential federal legislation regarding impaired driving prevention technology.</p> |
| <p>To work with the SCDPS Contractor in developing Diversity Outreach components for the 2020-2021 Christmas/New Year's and 2021 Labor Day SOS campaigns.</p> | <p>During the FFY 2021 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</p> |

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| | State's anti-DUI slogan <i>Sober or Slammer!</i> , and national slogan, <i>Drive Sober or Get Pulled Over</i> . |
| To maintain the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period. | The Impaired Driving Countermeasures Program Coordinator was promoted to the position of Planning and Evaluation Coordinator on 6/1/2021 and continues to assist in Impaired Driving Countermeasures Program Management activities. |
| To continue to develop new impaired driving countermeasure project applications in problem areas and review all grant applications submitted by assigned deadlines. | During the FFY 2021 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 submitted grant applications were reviewed and considered for funding by the OHSJP staff during the second quarter of the grant period, as well as during the third quarter through a Special Solicitation for impaired driving countermeasures projects. |
| 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. | Throughout the FFY 2021 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures Program subgrantees. Technical assistance included the following: 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. |
| 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. | During the FFY 2021 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 deadlines. |

Alcohol Countermeasures – IDC Enforcement Projects

There were five (5) IDC enforcement projects funded during FFY 2021. The projects funded statewide include the following:

| Project Number | Agency | Activity Hours |
|----------------------------|---------------------------------------|-----------------------|
| 164AL-2021-HS-39-21 | Berkeley County Sheriff's Office | 1,560-2,496 |
| 164AL-2021-HS-45-21 | Lancaster County Sheriff's Office | 1,560-2,496 |
| 164AL-2021-HS-46-21 | City of Goose Creek Police Department | 1,560-2,496 |
| 164AL-2021-HS-47-21 | Town of Summerville PD | 1,750 - 2,350 |
| 164AL-2021-HS-48-21 | City of Hartsville Police Department | 1,560-2,496 |

The IDC enforcement grant projects referenced above developed or enhanced IDC enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized IDC 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. The state contracted with five (5) law enforcement agencies to perform project activity hours during the grant period. Through the diligent and committed efforts of the officers assigned to perform activity hours, an impact was made in their communities. This impact is evidenced by the 249 DUI arrests, which removed 249 impaired drivers from South Carolina's roadways. 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.

| Activities Funded/Implemented | Results |
|--|---|
| To conduct a minimum of 20 public safety checkpoints by September 30, 2021. | During the FFY 2021 grant period, 61 public safety checkpoints were conducted. |
| To conduct a minimum of 60 saturation patrols by September 30, 2021. | During the FFY 2021 grant period, 59 saturation patrols were conducted. The COVID-19 pandemic continued to hinder the traffic enforcement efforts of law enforcement again this grant year. |
| To have an appropriate, corresponding increase in DUI arrests by September 30, 2021 due to enhanced traffic enforcement efforts over the course of the grant period. | During the FFY 2021 grant period, 249 DUI arrests were made. The COVID-19 pandemic continued to hinder the traffic enforcement efforts of law enforcement again this grant year. |
| To submit a Monthly Enforcement Data Report Form by the 10th of each month for the previous month, and include the officers' work schedules with the monthly report forms. | The Monthly Enforcement Data Report Form was submitted monthly throughout the duration of the FFY 2021 grant period, and the work schedules of the officers performing grant activity were submitted with the monthly report forms. |
| To participate actively in the local Law Enforcement Networks. | The five (5) IDC enforcement projects funded during FFY 2021 participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity. |
| To participate in all aspects (enforcement, education and media) of the <i>Sober or Slammer!</i> sustained DUI enforcement during the Christmas/New Year's and Labor Day enforcement crackdowns. | The five (5) IDC enforcement projects funded during FFY 2021 participated in all aspects of the Christmas/New Year's and Labor Day <i>Sober or Slammer!</i> enforcement crackdowns. |
| To meet with local judges and magistrates to inform them of the grant's activities by the end of the first quarter of the grant. | IDC enforcement projects met with their local judges and magistrates to inform them of the grant's activities, goals, and objectives by the end of the first quarter of the grant period. |
| To ensure that the officer(s) assigned to the grant has the appropriate Office of Highway Safety and Justice Programs' (OHSJP)-recommended certifications and training within 90 of the start of the grant. | Prior to their assignment to perform grant activity hours, all officers completed Basic Law Enforcement training and were trained in Standardized Field Sobriety Testing. |
| To issue monthly press releases to the local media outlets or social media posts detailing the activities of the Traffic Unit. | The IDC projects issued monthly press releases and/or social media posts during the grant period. |
| To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS. | All agencies with grant-funded IDC 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-2021-HS-26-21
Project Title: Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the employment of a Training & Development Director/Impaired Driving Countermeasures Training Coordinator (IDCTC) 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 IDCTC 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 IDCTC taught 35 classes to 1,099 students over the course of the grant year. This resulted in nine officers being awarded Drug Recognition Expert certifications, and two officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs completed a total of 311 DRE evaluations from October 1, 2020 through September 30, 2021; of the total number of evaluations, 115 were enforcement evaluations and 184 were training evaluations. 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 |
|--|---|
| <p>To increase the number of law enforcement officers trained and actively certified as Drug Recognition Experts (DREs) and Drug Recognition Expert Instructors by in South Carolina (114 DRE and 37 DRE Instructors as of FFY 2019) by the end of the FFY 2021 grant period.</p> | <p>During the grant period, the IDCTC conducted one DRE School and certified nine new officers in the DRE Program; two officers were awarded DRE Instructors. At the end of the FFY 2021 grant period, the state had a total of 98 active DREs, with 25 also certified as DRE Instructors. This number fluctuates due to various reasons: certified officers leaving South Carolina, leaving law enforcement, and failure to recertify. The program goal was not met due to the COVID-19 pandemic and scheduling issues for officers to attend classes. (A DRE School that was scheduled during the first quarter had to be canceled due to the surge in positive COVID-19 cases.) The statewide lack of manpower also played a role as it resulted in lower attendance of officers in these classes.</p> |
| <p>To increase the number of law enforcement officers in South Carolina that have been trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) by the end of the FFY 2021 grant.</p> | <p>During the grant period, the IDCTC conducted 12 ARIDE courses and trained 180 officers in ARIDE. This resulted in an increase of 32% in the number of ARIDE trained law enforcement officers in the state of South Carolina, from 1,191 in FFY 2019 to 1,580. The program goal was met.</p> |
| <p>To increase the number of Standardized Field Sobriety Testing (SFST) Instructors in the state by the end of the FFY 2021 grant period.</p> | <p>During the grant period, the IDCTC conducted four (4) SFST Instructor classes. As a result of these four (4) courses, the number of certified SFST Instructors in the state increased by 38%, from 441 in FFY 2019 to 608. The program goal was met.</p> |
| <p>Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related crashes in the state by the end of the FFY 2021 grant period.</p> | <p>There were 4,048 DUI-related collisions reported in the state during the FFY 2021 grant period. This represents a 23.9% decrease from the 5,322 (preliminary) DUI-related collisions reported during the FFY 2020 grant period. The program goal was met.</p> |
| <p>Through DUI-related training efforts, the SCCJA will decrease the number of DUI-related fatalities (state data) in the state by the end of the FFY 2021 grant period.</p> | <p>There were 180 (preliminary) DUI-related fatalities reported in the state during the FFY 2021 grant period. This represents an approximate 32.8% decrease from the 268 (preliminary) DUI-related fatalities reported during the FFY 2020 grant period. The program goal was met.</p> |

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: M4CS-2021-HS-27-21
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 variety of legal issues: 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 three (3) Webinar training programs during the grant period, three of which focused on improving law enforcement officers' and prosecutors' proficiency in knowledge of DUI law, DUI enforcement, and prosecution across the state. These three trainings were titled "Prosecuting the Impaired Driver and the SCDMV: Collateral Consequences and Driving Records," "Prosecuting the Impaired Driver: DUI Case Law Update and Search and Seizure in Traffic Cases," and "Prosecuting the Impaired Driver: Cops and Prosecutors in Court." Program topics included: *Understanding South Carolina Driving Records; Administrative Hearings as a Prosecution Tool in DUI Cases; DUI Case Law Updates; Search and Seizure in Traffic Cases; DUI Detection and Standardized Field Sobriety Testing; Courtroom Testimony; Common Defense Challenges in OWI Cases;* and more. Approximately 177 attendees were present for the virtual trainings. The TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration Summary Court Judges' Orientation trainings on March 24, 2021 and July 28, 2021. Through these presentations, the TSRP was able to reach a total of 51 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table on the following pages.

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

| Activities Funded/Implemented | Results |
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| <p>To prepare at least two newsletters that address DUI, traffic safety and other issues of interest to traffic safety professionals for distribution over the course of the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals and agencies.</p> | <p>The TSRP prepared and disseminated two issues of the SC TSRP newsletter, <i>Behind the Wheel</i>, during the grant period. The electronic <i>Behind the Wheel</i> newsletters were disseminated to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals/agencies dealing with DUI and traffic safety-related issues.</p> |
| <p>Coordinate with the National District Attorneys Association / American Prosecutors Research Institute (NDAA/APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), Mothers Against Drunk Driving (MADD), National Association of Prosecutor Coordinators (NAPC), other Traffic Safety Prosecutors from other jurisdictions, the South Carolina Impaired Driving Prevention Council (IDPC), state, county and local law enforcement agencies, Solicitor’s Offices, SCDPS/OHSJP, South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS), South Carolina Law Enforcement Division (SLED) Implied Consent and Toxicology Departments, local hospitals, schools, colleges and universities, and other national, state or local organizations who share an interest in DUI education and/or prevention, enforcement, prosecution and adjudication. The TSRP will disseminate publications provided by these organizations to the community and will market these organizations as training resources to statewide prosecutors, law enforcement, victim advocates, judges, and other traffic safety professionals. The TSRP will also utilize these organizations as resources for technical assistance, research data and support, and obtaining guest instructors for TSRP-sponsored training courses and presentations. The TSRP will serve as a member of the South Carolina Impaired Driving Prevention Council (IDPC) and may also serve other organizations who are involved in traffic safety and DUI prevention in an ex-officio capacity.</p> | <p>The availability of remote work technologies such as Zoom, webinars, email, etc. made it possible for the TSRP to continue to coordinate with traffic safety partners during the COVID-19 pandemic. The TSRP attended virtual MADD SC Advisory Board meetings and Impaired Driving Prevention Council (IDPC) meetings; the SC State DRE Instructor meeting (via Zoom) on 11/11/20; the TSRP Breakout Session during the NAPC Virtual Winter Conference on 12/10/20; and met (via WebEx) General Counsel for SCDPS, DPS special DUI prosecutors, members of the SC Highway Patrol and Brian DeBlasis, Georgia regarding procedures for countersigning warrants for and obtaining blood samples for SC Felony DUI investigations at hospitals in Georgia on 3/31/21. The TSRP also virtually attended and participated in the National Judicial Outreach Liaison/Law Enforcement Liaison/TSRP Professional Development Conference on 8/10/21.</p> <p>The TSRP is a member of the exclusive TSRP email group designed for all TSRPs and a few other National District Attorney Association (NDAA) and NHTSA personnel dealing with traffic safety issues. This forum serves as a resource tool that facilitates relationships with other experts in the field. The TSRP received daily emails and both accessed information provided by others and shared information on the forum. The TSRP also utilized the NHTSA website to research traffic safety statistics and to gather important traffic safety information for the newsletter and for reports. The TSRP has utilized the</p> |

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| | National Traffic Law Center (NTLC) to access impaired driving materials for the purpose of reviewing the materials for use in presentations at future TSRP-sponsored trainings. Additionally, the TSRP shared training webinar opportunities provided by out-of-state TSRP programs, the NDAA, and the National Traffic Law Center to SC Prosecutors. |
| To serve as a resource to prosecutors and law enforcement officers on impaired driving enforcement and prosecution by facilitating communication and support among and between prosecutors and law enforcement officers. The TSRP will perform Indirect Prosecution by providing technical assistance and legal research support to prosecutors and law enforcement officers via telephone or email. The TSRP may accept traffic related court cases that arise out of either General Sessions or Summary Court for comprehensive review and/or second chair work. | 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 assisted assistant solicitors with DUI, Felony DUI, and other traffic-related cases, as requested. The TSRP served as second chair for a Felony DUI/Death and Great Bodily Injury case in the 13 th Judicial Circuit, and this case is expected to be on the trial docket in the upcoming grant year. 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. The TSRP also facilitated networking opportunities between prosecutors throughout the state. |
| To attend and present impaired driving and traffic safety prosecution training at the annual South Carolina Solicitor's Conference and other state prosecutor, law enforcement and judicial conferences and seminars as requested. | The TSRP attended the 2021 Solicitors' Conference and hosted a round-table discussion for DUI Prosecutors. Because most in-person conferences and meetings were canceled or postponed due to the COVID-19 pandemic, additional training opportunities were not available during the grant period. |
| Additional trainings and presentations will be offered as TSRP time and budget resources permit on an as-needed basis by assessing the need for specialized training in traffic offense-related areas in both urban and rural settings throughout the state and when requested by law enforcement, the South Carolina Criminal Justice Academy (CJA), South Carolina Court Administration, or community organizations. | The TSRP attended the virtual SC DRE Instructor meeting. During this meeting she offered her support for the DRE program and announced her availability for collaboration with the state's DREs. During FFY 2021, all three of the core TSRP trainings were offered virtually vs. in-person, allowing the TSRP to simultaneously and effectively reach both rural and urban populations of law enforcement officers and prosecutors throughout the state. |
| To maintain and develop a Speaker's Bureau of volunteers whose purpose will be to assist in the development of course materials and to serve as instructors and presenters at TSRP sponsored training events throughout the state. Engage in ongoing recruitment and | The TSRP secured qualified course instructors (e.g., a retired summary court judge; SCDMV leadership; Assistant and Assistant Deputy Attorney Generals with the SC Attorney General's Office; and Regional and State DRE Coordinators) with appropriate expertise on topics related to DUI detection, apprehension, and prosecution to |

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| <p>training activities designed to maintain and improve the caliber of speakers at TSRP training events.</p> | <p>serve on the Speaker’s Bureau and present at the TSRP trainings. These speakers provided PowerPoint presentations and/or course materials to be included in the course notebook and any special equipment that was needed by the speakers was provided at the venue. Copies of professional biographies were obtained from each speaker and have been retained by the TSRP.</p> |
| <p>The TSRP will maintain and improve the TSRP’s proficiency in knowledge of DUI law, DUI enforcement, prosecution and adjudication, and best practices for training prosecutors and law enforcement officers by attending professional conferences, Continuing Legal Education (CLE) Courses, Train the Trainer courses and other DUI/DWI enforcement and prosecution training courses, both online, and in-person. This may include attendance at The National TSRP Conference, the annual NHTSA Region 4 LEL Conference, the Life-savers National Conference on Highway Safety Priorities, the annual South Carolina Solicitor’s Conference, and the NAPC Conference and trainings for TSRPs. Approval to attend other training or conferences that may be available during the grant cycle may be requested if TSRP time and budget resources permit.</p> | <p>The TSRP attended the virtual National TSRP Training Conference during the third quarter. The TSRP also accomplished this objective by accessing on-demand training provided by the NTLC on the prosecution of DUI cases for CLE credit and live training webinars on DUI and other traffic safety topics provided by TSRPs from other jurisdictions. The TSRP also shared these opportunities with prosecutors throughout the state of South Carolina. Topics covered in online trainings included: “Best Practices and Tips for Prosecuting/Investigating a DUI-Drugs Case;” “Introduction to the DRE Matrix and using Your DRE/DRE Matrix in Trial;” “Cell Phone Forensics in DUI Investigations;” and “DUI Cannabis Cases: From the Road, Through the Lab, & to the Courtroom.” The TSRP also completed a NDAA Online demand course on “Mastering Masking.”</p> |
| <p>To provide legal updates and information about training opportunities to SCLEN members via email and/or attendance at South Carolina Law Enforcement Network (SCLEN) meetings throughout the state, obtain input from SCLENs about DUI enforcement issues and concerns, receive requests for training topics, and solicit volunteers to assist as instructors at TSRP-sponsored trainings.</p> | <p>The TSRP disseminated information via email about free webinar training opportunities to the SCLEN throughout the FFY 2021 grant year. During the second quarter, the TSRP composed and distributed a guidance Memo about the SC Attorney General Opinion regarding warrants for blood samples in non-felony DUI cases to law enforcement officers and prosecutors throughout the state.</p> |
| <p>To provide at least three TSRP-sponsored specialized trainings in DUI and Felony DUI enforcement, prosecution and adjudication for law enforcement officers and prosecutors; and make at least one presentation about adjudication of DUI cases to Summary Court judges at a TSRP-sponsored training or at Court Administration sponsored Summary Court Judges Orientation or other similar training events.</p> | <p>The TSRP provided specialized training in DUI and Felony DUI enforcement, prosecution and adjudication for approximately 228 law enforcement officers, prosecutors, and summary court judges by providing two trainings at the Summary Court Judges’ orientation (total attendance 51); a “Prosecuting the Impaired Driver and the SCDMV: Collateral Consequences and Driving Records” virtual training (attendance 65); a “Prosecuting the Impaired Driver: DUI Case Law Update and Search and Seizure in Traffic Cases” virtual training (attendance 53); and a “Prosecuting the Impaired Driver: Cops and Prosecutors in Court” virtual training (attendance 59). Each of these courses were approved for accreditation by the appropriate</p> |

accrediting body or bodies. Through these trainings and the presentations made to officers present at the DRE Instructors' Meeting, a SCCJA DRE Training Class, and the SC Traffic Safety Officer Conference, the TSRP was able to make contact with over 374 law enforcement officers, prosecutors, judges, and traffic-safety professionals.

Alcohol Countermeasures- Adjudication/Prosecution Projects

Subgrantees: Special DUI Prosecutors in Berkeley County, the City of Goose Creek, the Sixth Circuit Solicitor's Office (composed of Chester, Lancaster, and Fairfield Counties), & the Fifth Circuit Solicitor's Office (composed of Richland and Kershaw Counties)

Project Numbers: 164AL-2021-HS-36-21: City of Goose Creek Police Department
164AL-2021-HS-43-21: Berkeley County Sheriff's Office
164AL-2021-HS-44-21: Sixth Circuit Solicitor's Office
164AL-2021-HS-51-21: Fifth Circuit Solicitor's Office

Project Title: DUI Prosecutors

The Special DUI Prosecutor projects provided funding for activity hours for four (4) Special DUI Prosecutors during FFY 2021: one for the Berkeley County Sheriff's Office, one for the Sixth Judicial Circuit (serving Lancaster, Fairfield, and Chester Counties), one for the Goose Creek Police Department, and one for the Fifth Judicial Circuit (serving Richland and Kershaw Counties). Based on FARS and state data, each agency is located in areas identified as priority counties for Impaired Driving Countermeasures efforts for FFY 2021. 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, the Goose Creek Police Department, and the Fifth Circuit Solicitor's Office 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 Law Enforcement Officers in the counties served by these prosecutors to spend more time conducting 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 Sheriff's Deputies in Berkeley County and the backlog of cases made by arresting officers in the other counties served.

Alcohol Countermeasures – Special DUI Prosecutor Projects Summary

| Activities Funded/Implemented | Results |
|--|---|
| <p>To maintain Special DUI prosecutors to actively work to prosecute DUI-related cases in Berkeley County, SC; SC’s Sixth Judicial Circuit (composed of Chester, Fairfield, and Lancaster counties); and SC’s Fifth Judicial Circuit (composed of Richland and Kershaw counties).</p> | <p>Special DUI prosecutors were maintained by the Sixth Circuit Solicitor’s Office, the Berkeley County Sheriff’s Office, the Fifth Circuit Solicitor’s Office, and the City of Goose Creek Police Department (located in Berkeley County) to actively work towards the prosecution of DUI-related cases in Berkeley, Chester, Fairfield, Lancaster, Richland, and Kershaw Counties.</p> |
| <p>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, Lancaster, Richland and Kershaw Counties.</p> | <p>All grant-funded Special DUI Prosecutors carefully reviewed all pending drug and alcohol-related driving offense arrests made by charging Law Enforcement Officers in Berkeley, Chester, Fairfield, Lancaster, Richland, and Kershaw counties before preparing those cases for court. The Special DUI Prosecutors worked to identify the oldest cases and prepared them for resolution first in an effort to reduce the backlog within their respective regions. They also 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 disposed of over 600 DUI-related cases during FFY 2021. The COVID-19 Pandemic affected the court system throughout the grant year, as there were multiple court closures in all of the circuits. The Chief Justice of South Carolina suspended in-person proceedings in the summary courts as of January 11, 2021, and the suspension did not end until August 31, 2021.</p> |
| <p>To meet with charging Law Enforcement Officers to conduct pre-trial conferences of scheduled trials for drug and alcohol-related driving offenses.</p> | <p>The grant-funded prosecutors met with charging Law Enforcement Officers monthly about DUI-related cases as those cases appeared on the dockets. 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.</p> |

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| To maintain a tracking system for the cases handled by the prosecutor. This system will be utilized throughout the grant period. | All grant-funded DUI prosecutors developed and maintained systems to track all cases handled. The systems were utilized throughout the grant period. Documentation for these tracking systems was submitted to the OHSJP. |
| To submit quarterly progress reports and a Final Narrative Report to the OHSJP by established deadlines. | All grant-funded DUI prosecutor projects submitted quarterly progress and Final Narrative reports to the OHSJP by established deadlines. |

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 Transportation, the State Senate, the State House of Representatives, and 20 additional federal, state, local, and private entities. The SCIDPC held two virtual meetings during the FFY 2021 grant period: January 29, 2021 and September 25, 2021. Major topics of discussion during the grant period included the following: pending traffic safety-related legislation in the state; the State Judicial Outreach Liaison program; strengthening the state's Strategic Highway Safety Plan by conducting impaired driving enforcement activities in the identified high-crash corridors; conducting a needs assessment of the state's college and higher education programs to assess progress towards implementing substance abuse and impaired driving prevention programs; and updates on the state's SBIRT (Screening, Brief Intervention and Referral to Treatment) efforts and ADSAP (Alcohol and Drug Safety Action Program) program. Using the 2019 Impaired Driving Program Assessment as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures: Budget Summary

| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
|----------------------------|---|---|-------------|--------------|------------------|
| M4HVE-2021-HS-25-21 | SC Department of Public Safety: Office of Highway Safety and Justice Programs | Impaired Driving Countermeasures | \$236,370 | \$207,396.68 | 405d |
| 164PM-2021-HS-25-21 | SC Department of Public Safety: Office of Highway Safety and Justice Programs | Impaired Driving Countermeasures Paid Media Alcohol | \$550,000 | \$507,461.34 | 164AL |
| M4PEM-2021-HS-25-21 | SC Department of Public Safety: Office of Highway Safety and Justice Programs | Impaired Driving Countermeasures | \$1,166,794 | \$339,707.33 | 405d |
| M1*AL-2021-HS-25-21 | SC Department of Public Safety: Office of Highway Safety and Justice Programs | Impaired Driving Countermeasures | \$60,000 | \$59,609.30 | 405b High |
| M4X-2021-HS-23-21 | Mothers Against Drunk Driving South Carolina | MADD Midlands Upstate Court Monitoring Program | \$88,497 | \$63,367 | 405d |
| M4CS-2021-HS-24-21 | South Carolina Department of Public Safety, Highway Patrol | SCDPS Paralegal Project | \$69,469 | \$43,824.59 | 405d |
| M4TR-2021-HS-26-21 | South Carolina Criminal Justice Academy | Impaired Driving Countermeasures Training for Law Enforcement | \$200,480 | \$135,553.65 | 405d |

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|--|---|--|-----------|---------------------------|-----------------------------|
| M4CS-2021-HS-27-21 | South Carolina Commission on Prosecution Coordination | Traffic Safety Resource Prosecutor | \$152,998 | \$131,331.48 | 405d |
| M4CS-2021-HS-36-21 164AL-2021-HS-36-21 | City of Goose Creek Police Department | Special DUI Prosecutor | \$93,950 | \$1,363.30 \$84,637.70 | 405d 164AL |
| M4HVE-2021-HS-39-21 164AL-2021-HS-39-21 | Berkeley County | Building DUI Capacity - 2021 | \$94,147 | \$4,102 \$54,296 | 405d 164AL |
| M4CS-2021-HS-43-21 164AL-2021-HS-43-21 | Berkeley County | Special DUI Prosecutor - 2021 | \$92,620 | \$8,587 \$83,227 | 405d 164AL |
| M4CS-2021-HS-44-21 164AL-2021-HS-44-21 | Sixth Circuit Solicitor's Office | DUI Prosecutor | \$85,498 | \$3,312 \$74,472 | 405d 164AL |
| M4HVE-2021-HS-45-21 164AL-2021-HS-45-21 | Lancaster County Sheriff's Office | Impaired Driving Enforcement | \$98,661 | \$611 \$72,153 | 405d 164AL |
| M4HVE-2021-HS-46-21 164AL-2021-HS-46-21 | City of Goose Creek Police Department | Impaired Driving Countermeasures Officer | \$73,200 | \$1,521 \$61,676 | 405d 164AL |
| M4HVE-2021-HS-47-21 164AL-2021-HS-47-21 | Town of Summerville | Summerville DUI Enforcement | \$78,567 | \$16,297 \$43,183 | 405d 164AL |
| M4HVE-2021-HS-48-21 164AL-2021-HS-48-21 | City of Hartsville Police Department | Impaired Driving Countermeasures | \$58,789 | \$0 \$31,310 | 405d 164AL |

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|---|----------------------------------|---------------------------------------|----------|-----------------------|-----------------------------|
| M4X-2021-HS-50-21 | Mothers Against Drunk Driving | MADD Coastal Court Monitoring Program | \$85,170 | \$54,217 | 405d |
| M4CS-2021-HS-51-21 164AL-2021-HS-51-21 | Fifth Circuit Solicitor's Office | 5th Judicial Circuit - DUI Prosecutor | \$93,157 | \$9,343 \$61,486 | 405d 164AL |
| Total All Funds | | | | \$2,154,045.37 | All funds |
| Section 405d Impaired Driving High/Paid and Earned Media | | | | \$1,020,534.03 | 405d |
| Section 164AL Impaired Driving Paid and Earned Media Alco- hol** | | | | \$507,461.34 | 164AL - PM |
| Section 164AL Alcohol Enforcement | | | | \$566,440.70 | 164AL |
| Section 405b Occupant Protection High Impaired Driving Campaign | | | | \$59,609.30 | 405b High |

Occupant Protection Program Overview

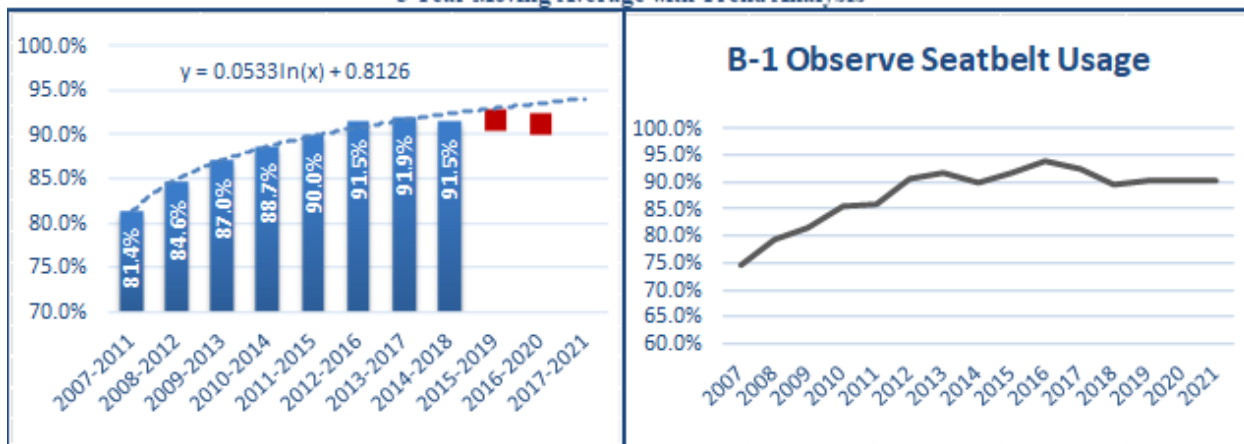
Occupant Protection Program Area

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 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 92.3% and continued to trend downward to 89.7% in 2018. In 2019, the state’s observed safety belt usage rate rose slightly to 90.3%. The state utilized one of the CARES Act waivers in FFY 2020 and did not conduct an annual observed seatbelt usage survey. Preliminary results indicate a slight decline in the state’s usage rate during 2021 (90.1%) compared to 2019 (90.3%). 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 2021.

Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate by 0.5 percentage points from the 2014-2018 baseline average of 91.5% to 92% by December 31, 2021.

**Figure B-1: South Carolina Observed Seatbelt Usage Rate
5 Year Moving Average with Trend Analysis**

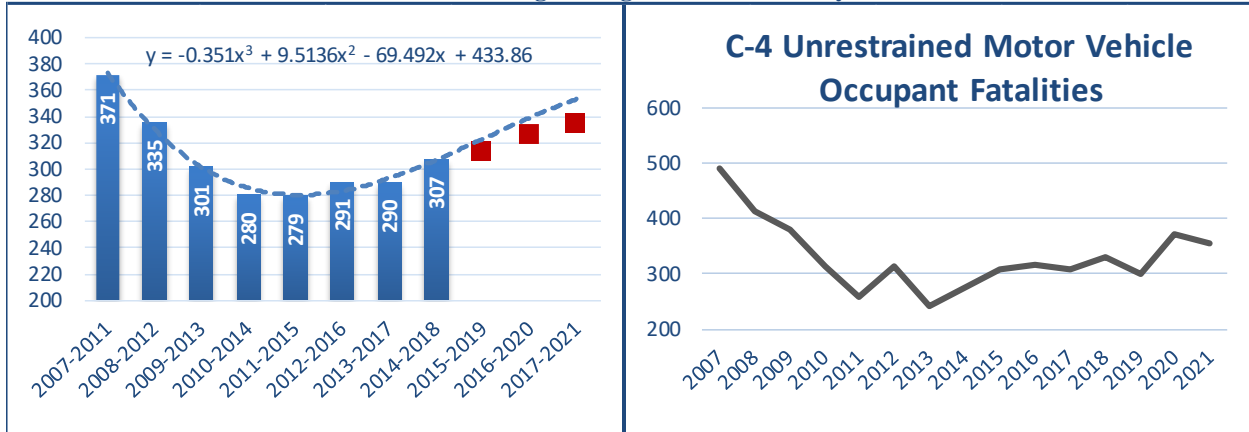


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| <p>Logarithmic Projection = $0.0533\ln(11) + 0.8126 = 0.94$</p> <p>2013-2017 Average = 91.9% 2014-2018 Average = 91.5% 2015-2019 Average = 91.6% 2016-2020 Average = 91.3%* 2017-2021 Average = 90.5%*</p> | <p>2014 = 90.0% 2015 = 91.6% 2016 = 93.9% 2017 = 92.3% 2018 = 89.7% 2019 = 90.3% 2020 = 90.3%* 2021 = 90.1%</p> |
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*Waiver obtained for 2020, using 2019 results for 2020.

- To decrease unrestrained motor vehicle occupant fatalities by 0.3% from the 2014-2018 baseline average of 307 to 306 by December 31, 2021.

**Figure C-4: South Carolina Unrestrained Motor Vehicle Occupant Fatalities
5 Year Moving Average with Trend Analysis**



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| Polynomial Projection = $-0.351(11)^3 + 9.5136(11)^2 - 69.492(11) + 433.86 = 353$ | 2014 = 275 2015 = 308 2016 = 315 2017 = 308 2018 = 331 2019 = 300 2020 = 372 (FARS ARF) 2021 = 355 (SARS Prediction) |
| 2013-2017 Average = 290 2014-2018 Average = 307 2015-2019 Average = 312 2016-2020 Est. Average = 325 2017-2021 Est. Average = 333 | |

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience 355 unrestrained motor vehicle occupant fatalities by December 31, 2021. Based on current projections, the state is not expected to meet its unrestrained motor vehicle occupant fatalities goal of 306. Because performance target C-4 was not met, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which unrestrained motor vehicle occupant fatal and serious injury collisions are occurring.

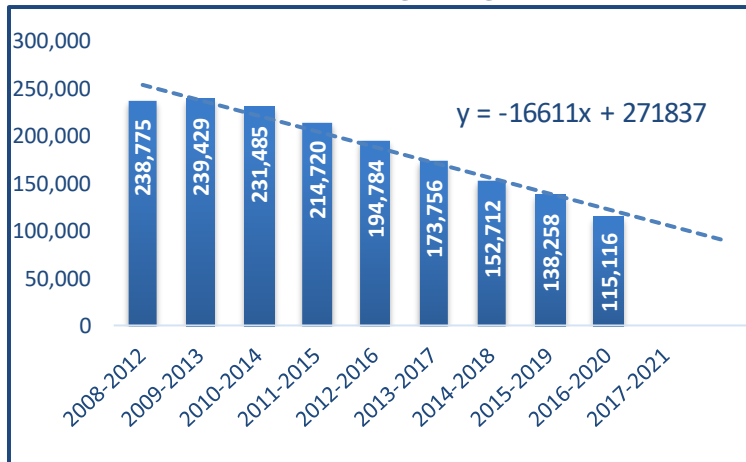
Resources, which included best practices, were provided for all new FFY 2022 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2022, and the state will share the FFY 2021 Annual Report and approval letter with subgrantees. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects

for FFY 2023. Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

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 2009-2013 data point, in terms of the number of safety belt citations written by law enforcement. According to NHTSA, there is no target required for this activity measure for the FFY 2021 Highway Safety Plan. Thus, the figure below is presented as demonstration of an overall downward trend in enforcement activity over the last eight data points relative to this type of citation. This trend in 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
5 Year Moving Average**



There were 52,050 seatbelt citations issued during 2020. This represents a 58.7% decrease from the 2019 number of citations issued (125,909). It should be noted that the COVID-19 pandemic and restrictions implemented by local law enforcement agencies likely contributed to the sharp decline in the number of seatbelt citations issued in 2020 when compared to 2019.

Occupant Protection – Program Management Project

Subgrantee: SC Department of Public Safety:
Office of Highway Safety and Justice Programs
Project Number: OP-2021-HS-02-21
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 Coordinator (7.25%), one Administrative Assistant (20%), one (1) Administrative Manager (4.5%), four (4) Senior Accountants (25% each), and two Statisticians (2.50% and 5.83%).

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 and *National Child Passenger Safety Awareness Week* in September 2021.

Occupant Protection – Program Management Project Summary

| Activities Funded/Implemented | Results |
|---|---|
| To maintain the employment of an Occupant Protection Program Coordinator (OPPC) throughout the grant period. | The Occupant Protection Program Coordinator position has been retained throughout the FFY 2021 grant period. |
| To administer all occupant protection projects funded through the OHSJP, to include on-site programmatic monitoring of grant projects; providing technical assistance to subgrantees as requested; and conducting monthly desk reviews of assigned projects. | The administration of the Occupant Protection grant project with the South Carolina Department of Health and Environmental Control (SCDHEC), funded through the highway safety grant program, is ongoing. The Occupant Protection grant project is monitored throughout the year and receives at least one programmatic and financial monitoring visit during the grant period. The Occupant Protection project is also desk monitored on a continuous basis throughout the grant cycle. Technical assistance is provided for the subgrantee on an as-needed basis throughout the grant period. |
| 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). | <p>Throughout the FFY 2021 grant period, OHSJP staff, to include the OP/PTSPC and Public Affairs Coordinator, worked with SCDPS' Communications Office to plan and coordinate special public information events during Buckle Up, South Carolina (BUSC) in May 2021 and National Child Passenger Safety Week in September 2021.</p> <p>During the third quarter of FFY 2021, statewide news coverage was garnered for the <i>Buckle Up, South Carolina (BUSC) Memorial Day</i> campaign. This campaign was coordinated with the <i>Click it or Ticket</i> national campaign. Agency press releases were posted to the website and sent to media contacts for the <i>BUSC Memorial Day</i> paid media campaign. The SCDPS press releases and campaign information were sent out to all subgrantees; the subgrantees were instructed to release the information to their local media and update their social media pages in order to inform the public of the campaign.</p> <p>Throughout Child Passenger Week, September 19-25, 2021, both in-person and virtual activities were conducted. A press release was issued on Friday, September 17, 2021 to inform the public of the upcoming week. Following the press release, SCDPS utilized social media to kick off the week on Sunday, September 19, 2021 with an interactive quiz question on Instagram and Twitter. A new quiz question was shared each day of the week while following-up with the answer to the previous question the next respective day.</p> |

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| | <p>Educational videos were also posted to SCDPS' Facebook account every day of the week beginning on Monday, September 20, 2021. First created in 2020, each video featured a Community Relations Officer (CRO) discussing a specific car seat safety-related topic, such as car seat selection, direction, installation, location, and restraints. Each of the videos can be seen here. An additional video was posted on Saturday, September 25 to review everything discussed throughout the week and included ways to find out more information.</p> <p>SCDPS collaborated with the South Carolina Department of Motor Vehicles (SCDMV) to conduct in-person outreach efforts. A table was set up in front of the entrance to SCDMV headquarters in Blythewood on Monday, September 20, 2021 and Friday, September 24, 2021. OHSJP staff, along with a CRO, conducted safety talks and car seat demonstrations and inspections from 9 AM – 11 AM both mornings. English and Spanish CPS law cards, Safety City coloring books, and Jr. Trooper stickers were also distributed to parents/ caregivers and children. Both events were outlined in the press release to allow media partners and others from the community to plan ahead and join the events.</p> <p>CPS week concluded with National Seat Check Saturday on September 25, 2021. SCDPS partnered with the Department of Health and Environmental Control (DHEC) to conduct free car seat checks at the Lexington Icehouse Amphitheater from 9 AM – 1 PM. CPS law cards and coloring books were also distributed to parents/caregivers and children during this time. SCDPS posted a graphic to Facebook, Instagram, and Twitter announcing its participation in the event.</p> |
| <p>To participate in at least three (3) Child Passenger Safety (CPS) events by the end of the grant period.</p> | <p>The OPPC participated in three CPS events during the grant period. These events occurred on September 20, 2021, September 24, 2021, and September 25, 2021.</p> |
| <p>To contract with the University of South Carolina to conduct a statewide observational safety belt usage survey by June 2021.</p> | <p>The University of South Carolina's (UofSC) Statistics Lab was forced to close in February 2021 and was unable to conduct the 2021 survey. Upon being notified of the closure, the OHSJP immediately began efforts to secure another vendor. Attempts to secure a new vendor took place from February-June 2021. Attempts included multiple contacts to various organizations that yielded little or no response and the posting of a Seat Belt Survey RFP. The RFP was posted</p> |

for 30 days and shared directly with various business and universities. The RFP closed with zero responses and zero questions.

A new vendor was identified at the end of June, but the vendor's approach varied from SC's existing NHTSA-approved Survey Design. The variation required the submittal of a re-design request to NHTSA. The request was approved, and the selected vendor, Bason Research, began conducting survey observations in August 2021.

Occupant Protection – Education/Training Project

Subgrantee: SC Department of Health and Environmental Control

Project Number: OP-2021-HS-17-21

Project Title: SC Vehicle Occupant Protection

The project maintained a program which supported efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle collisions 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 - SC Vehicle Occupant Protection Project Summary

| Activities Funded/Implemented | Results |
|--|---|
| 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 second quarter. | During the second quarter of FFY 2021, one of the Program Assistants was promoted and now serves as the grant's Project Director rather than in a grant-funded capacity. The other full-time Program Assistant, who is a nationally certified CPS Technician Instructor, was retained throughout the duration of the grant year. The organization (SC DHEC) is working to fill the vacant Program Assistant position. Because the new Project Director holds the CPS Technician Instructor certification, the program was able to continue with limited impact on services provided. All necessary training supplies were purchased before the conclusion of the FFY 2021 grant period. |
| 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, 2021. | During the grant year, a total of 51 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 769 individuals. |
| To conduct at least 12 NHTSA Certified CPS Technician classes by September 30, 2021. | During the grant year, a total of 14 NHTSA Certified CPS Technician classes were conducted, resulting in a total of 162 Technicians trained. |
| To conduct at least six (6) continuing education classes to recertify CPS technicians by September 30, 2021. | During the grant year, a total of seven (7) continuing education classes were conducted. |
| To establish at least five (5) new CPS Fitting Stations in the state with a primary focus on the counties of Barnwell, Bamberg, Lee, Abbeville, McCormick, Hampton, and Colleton, where many of the state's minority populations (Hispanic and African Americans) reside by September 30, 2021. | During FFY 2021, a total of six (6) new CPS fitting stations were established within the state. New stations were established at the following sites: Greenwood City PD, Dorchester County Fire/Rescue, Capital Parent and Baby Specialty Services, Shriner's Hospital, Sumter Fire Department, and Palmetto Medical Training. |
| To conduct at least 50 child safety seat events by September 30, 2021. | During the FFY 2021 grant year, 35 child safety seat events were conducted, resulting in a total of 99 seats checked. Due to the COVID-19 pandemic, SC DHEC CPS staff fell short of accomplishing this objective as many of the local municipalities with which the subgrantee partners were operating under restrictions prohibiting public-facing events. |
| To fully participate in the 2021 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). | The Program Assistant employed through the grant was unable to actively participate in all aspects of the <i>BUSC</i> campaign due to the COVID-19 pandemic. However, the importance of using proper child passenger |

| | |
|--|--|
| | safety seats and seat belt usage are emphasized in all presentations, school transportation safety assessments, technician trainings, and CPS booth events. |
| To plan and conduct educational activities in support of the 2021 National Child Passenger Safety Week (September). | In September 2021, project staff participated in three (3) safety seat inspections events in support of <i>National Child Passenger Safety Week</i> and facilitated the inclusion of CPS week information on DHEC's social media platforms. |
| To coordinate at least one (1) CPS roundtable meeting with CPS partners and stakeholders by September 30, 2021. | During the grant period, the subgrantee conducted two (2) CPS Roundtable meetings with the SC CPS Coalition. The Roundtable meetings were held on October 28, 2020 and April 28, 2021. |
| To promote the use of CPS fitting stations by developing advertisements containing a highway safety message, e.g., <i>BUSC</i>, which encourages the public to request a child safety seat check by the end of the second quarter. | The subgrantee has transitioned all written materials and other graphics to include advertisement for South Carolina's fitting station network. This includes social media posts, the promotion of the website, www.scdhec.gov/carseats , in all technician trainings, and the 40,000+ law cards distributed during the FFY 2021 grant cycle. |
| To establish and lead the Diversity Outreach Project, which will develop strategies to increase seat belt/safety seat use statewide, especially in rural counties and those with a strong Hispanic and African American population. The group will focus its education and outreach efforts in Barnwell, Bamberg, Calhoun, Chester, Hampton, and Colleton counties and will convene by the end of the second quarter. | <p>The subgrantee continues to make efforts to reach disproportionately affected populations in South Carolina. During the grant period, the remainder of the DPS-approved seat belt fact sheets and 40,000+ law cards were distributed, and 12,000 of those were written in Spanish. Of the 12,000 distributed Spanish law cards, 2,000 were distributed to PASOS, a statewide education and advocacy group whose mission is to assist Hispanic/Latino communities and individuals. Other law cards were sent in Spanish and English to regional and county DHEC offices, including those counties in which the subgrantee is working to establish fitting stations. These law cards include information about South Carolina's CPS law and also contain a link and a QR code for locating fitting stations.</p> <p>In June, the subgrantee met with DHEC's Director of Diversity, Equity, and Inclusion to discuss resources and strategies for reaching disproportionately affected populations. The subgrantee has also enhanced efforts with local DHEC offices to increase services in traditionally hard-to-reach places. Car seats were provided to DHEC's Midlands region, and they are housed at each county office and distributed to caregivers as needed. Education is provided with each car seat disbursement. DHEC's Midlands region has also assisted the SC Vehicle Occupant Protection program with</p> |

efforts to enhance the number of bilingual individuals who attend the CPS Technician certification courses.

Lastly, in FFY 2021, the subgrantee revised its guidelines for the distribution of car seats purchased through the grant to provide local partners with the flexibility to better meet the needs of the local community. This allows the partners to provide no-cost car seats and thorough education to those who need it most, providing partners with the opportunity to educate and inform populations who historically do not seek out the SC Vehicle Occupant Protection program for education.

Occupant Protection – Safety Belt Survey

NHTSA waived the requirement for States to conduct an annual seat belt survey during calendar year 2020, so the information provided in the chart below includes the results of the state’s 2019 survey for the year 2020. From 2011-2019, the statewide safety belt survey was conducted by the University of South Carolina’s Statistical Laboratory. The Laboratory closed in February 2021; therefore, the 2021 statewide safety belt survey was conducted by a new vendor, Bason Research. The chart below details the results of the state’s 2021 survey.

The statewide safety belt survey conducted by Bason Research concluded that 90.1% of South Carolina drivers and passengers used shoulder style safety belts during the months of August through October 2021. This represents a 0.22 percentage point decrease from 90.3% in June 2020*, and 1.3 percentage points below the 2016-2020* average of 91.3%.

The following chart shows statistical data relative to the last eleven (11) statewide safety belt surveys.

| Percentage Safety Belt Use By Demographic Category | | | | | | | | | | | |
|--|------|------|------|------|------|------|------|------|------|-------|------------|
| | 6/11 | 6/12 | 6/13 | 6/14 | 6/15 | 6/16 | 6/17 | 6/18 | 6/19 | 6/20* | 8/21-10/21 |
| Male | 81.8 | 87.6 | 89.8 | 88.3 | 88.6 | 92.5 | 89.7 | 88.2 | 87.8 | 87.8 | 89.2 |
| Female | 89.4 | 93.3 | 93.9 | 91.6 | 95.0 | 95.5 | 94.9 | 91.6 | 92.8 | 92.8 | 93.2 |
| Driver | 86.4 | 90.0 | 91.0 | 89.9 | 91.5 | 93.4 | 91.6 | 89.5 | 90.6 | 90.6 | 90.1 |
| Passenger | 85.6 | 90.0 | 94.6 | 89.3 | 91.3 | 95.8 | 95.7 | 90.5 | 88.2 | 88.2 | 94.0 |
| Urban | 85.6 | 91.4 | 91.0 | 89.0 | 91.7 | 93.7 | 91.7 | 89.5 | 90.1 | 90.1 | 89.5 |
| Rural | 87.0 | 88.5 | 94.2 | 93.1 | 91.3 | 94.2 | 94.3 | 90.3 | 91.0 | 91.0 | 93.0 |
| White | 86.5 | 91.3 | 93.1 | 91.6 | 92.6 | 93.9 | 94.1 | 91.7 | 92.0 | 92.0 | 90.8 |
| Non-white | 82.2 | 87.8 | 87.5 | 85.1 | 87.5 | 93.6 | 86.8 | 86.1 | 87.5 | 87.5 | 89.9 |
| Cars | 88.2 | 92.0 | 92.3 | 90.7 | 93.1 | 94.5 | 92.8 | 89.9 | 91.2 | 91.2 | 92.1 |
| Trucks | 78.7 | 86.0 | 90.0 | 86.9 | 85.0 | 90.4 | 89.7 | 89.4 | 86.9 | 86.9 | 87.5 |
| Overall | 86.0 | 90.5 | 91.7 | 90.0 | 91.6 | 93.9 | 92.3 | 89.7 | 90.3 | 90.3 | 90.1 |

*Waiver obtained for 2020; 2019 results have been utilized for 2020

According to the statewide observational survey conducted by Bason Research, safety belt usage for South Carolina decreased during the 2021 observation period (90.1%) from the June 2020* rate (90.3%). The survey showed that women continue to be more likely than men to use safety belts (93.2% to 89.2%), and white occupants continue to have a higher rate of usage than non-white occupants (90.8% to 89.9%). During 2021, passengers were belted more often than drivers (94.0% to 90.1%). The gap between rate of safety belt usage for car occupants and truck occupants was slightly wider in 2021 compared to 2020* (92.1% to 87.5%), and the gap between rate of safety belt usage for urban and rural drivers (89.5 % to 93.0%) was wider compared to 2020*.

| Occupant Protection: Budget Summary | | | | | |
|--|---|--|---------------------|---------------------|----------------------|
| Project Number(s) | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
| OP-2021-HS-02-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Occupant Protection Program Management | \$163,879 | \$149,254.65 | FAST ACT NHTSA 402 |
| M2HVE-2021-HS-02-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Occupant Protection Program Management | \$414,000 | \$332,077.44 | 405b Low |
| M2OP-2021-HS-02-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Occupant Protection Seatbelt Survey | \$30,089.54 | \$0 | 405b Low |
| M1OP-2021-HS-02-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Occupant Protection Seatbelt Survey | \$55,910.46 | \$12,470.87 | 405b High |
| OP-2021-HS-17-21 | SC Department of Health and Environmental Control | Operation Safe Ride SC | \$201,261 | \$146,761.11 | 402 |
| FAST Act/NHTSA 402 Total | | | \$365,140 | \$296,015.76 | 402 |
| Section 405b OP High FAST Act | | | \$55,910.46 | \$12,470.87 | 405b High |
| Section 405b OP Low FAST Act | | | \$444,089.54 | \$332,077.44 | 405b Low |
| Total All Funds | | | \$865,140 | \$640,564.07 | All funds |

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

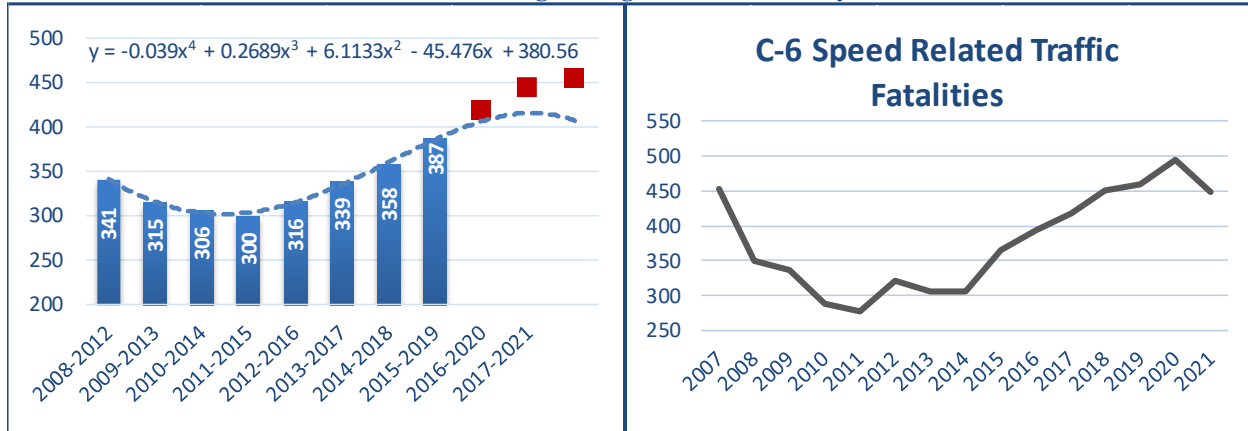
Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible traffic enforcement, public information, education, and training 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 enhanced traffic enforcement activity. Enhanced traffic enforcement activity efforts are comprehensive and involve components such as selective enforcement, public education activities, and accountability standards. These efforts create 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 as well as 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 traffic fatalities by 0.3% from the from the 2014-2018 base-line average of 386 to 385 by December 31, 2021

**Figure C-6: South Carolina Speed Related Traffic Fatalities
5 Year Moving Average with Trend Analysis**



| | |
|---|--|
| <p>Polynomial Projection = $-0.039(11)^4 + 0.2689(11)^3 + 6.1133(11)^2 - 45.476(11) + 380.56$ $= 407$</p> <p>2013-2017 Average = 358 2014-2018 Average = 387 2015-2019 Average = 417 2016-2020 Est. Average = 443 2017-2021 Est. Average = 454</p> | <p>2014 = 307 2015 = 366 2016 = 393 2017 = 417 2018 = 450 2019 = 459 2020 = 494 (FARS ARF) 2021 = 448 (SARS Prediction)</p> |
|---|--|

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that there will be 448 speeding-related fatalities in 2021. Based on current projections, the state is not expected to meet its 2021 speed-related fatalities goal of 356. Because the state is not on track to meet performance target C-6, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which speed-related fatal and serious injury collisions are occurring during FFY 2022.

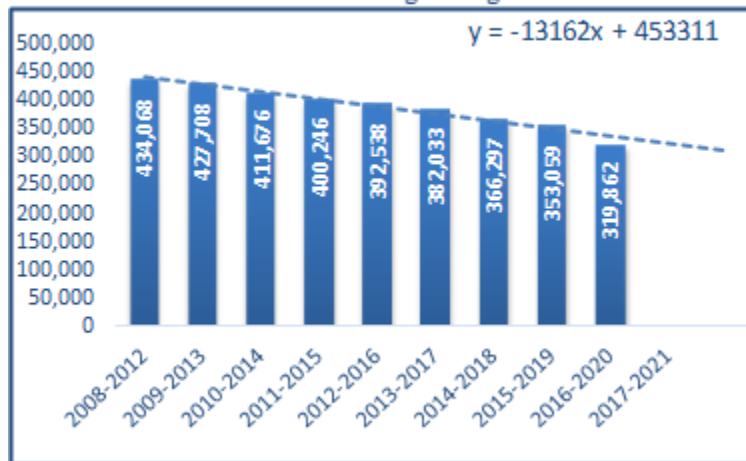
Resources, which included best practices, were provided for all new FFY 2022 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2022, and the state will share the FFY 2021 Annual Report and approval letter with subgrantees. In addition, the OHSJP will continue to utilize the recommendations included in the 2019

Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2023. Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

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 of 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 downward trend in speeding citations issued over the last eight data points.

**Figure A-3: South Carolina Number of Speeding Citations Issued
5 Year Moving Average**



In 2020, the number of speeding citations issued was 222,647. This number represents a 32.6% decrease from the 330,174 speeding citations issued in 2019.

Police Traffic Services – Program Management Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PT-2021-HS-05-21
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 enhanced traffic enforcement activity.

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 (7.25%), one (1) Administrative Assistant (20%), four (4) Senior Accountants (25% each), one (1) Statistician (2.5%), one (1) Administrative Manager (4.5%), and one (1) Project Development Coordinator (35%).

Police Traffic Services - Program Management Project Summary

| Activities Funded/Implemented | Results |
|--|---|
| To provide ongoing technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk-monitoring projects, and providing needed training and technical assistance to local project staff as requested. | Throughout the FFY 2021 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 contacts via telephone and email, and conducting desk-monitoring for all PTS projects. |
| To assist in the development of new PTS grant project applications in targeted areas during the grant period. | During FFY 2021, 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, Anderson, Beaufort, Berkeley, Charleston, Chesterfield, Dorchester, Georgetown, Greenville, Lancaster, Lexington, Oconee, Orangeburg, 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. |
| 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. | During FFY 2021, the PTS sections of major highway safety documents such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Report were completed by respective deadlines. |
| To monitor 100% all Police Traffic Services (PTS) grant projects funded by the highway safety program by the end of the grant period. | All PTS grant projects funded through the highway safety program during FFY 2021 received regular desk-monitoring throughout the grant period. All second and third year grant projects received at least one (1) virtual visit, and all first year grant projects received at least two (2) virtual visits. |
| To work with the OHSJP Public Affairs Coordinator in the development and implementation of a PI&E campaign for national and statewide highway safety campaigns such as BUSC (May 2021), and Sober or Slammer! (December 2020 and August 2021). | During the first quarter of the grant period, SCDPS kicked off the Christmas/New Year's <i>Sober or Slammer!</i> campaign to combat impaired driving and reduce highway fatalities and injuries. The campaign focused primarily on sober driving and arranging a safe ride home for holiday celebrations and ran through January 1, 2021. A press release was issued on December 14, 2020 in support of <i>Sober or Slammer!</i> , and SCDPS' website and agency Facebook and Twitter accounts were updated with information about impaired driving and |

the consequences. New public announcements were released to television, radio, and digital outlets, and digital billboards and alternative advertising were posted.

On May 17, 2021, SCDPS kicked off the *Buckle Up, SC. It's the law and it's enforced.* (*BUSC*) campaign in an effort to curb unrestrained occupant fatalities. *BUSC* combines enforcement of state seat belt laws with a public education campaign on television, radio, and social media. The *BUSC* campaign runs in coordination with the NHTSA's *Click It or Ticket* national seat belt enforcement mobilization and ended on June 6, 2021. The annual campaign reminds drivers and passengers of the state's primary safety belt law and to buckle up ahead of summer travel in the weeks before and after Memorial Day. During the campaign, the following occurred: a press release was issued on May 17, 2021 in support of *BUSC*; SCDPS' website and social media accounts were updated with information about impaired driving and the consequences; new public announcements were released to television, radio, and digital outlets; digital billboards and alternative advertising were posted; and the South Carolina Highway Patrol Community Relations Officers partnered with local rideshare options (rideshare apps, tow companies, etc.) for a series of videos promoting safe rides home.

During the fourth quarter, the *Sober or Slammer!* Labor Day (August/September 2021) campaign ran from August 18-September 6, 2021. A sustained education campaign occurred from March-September 2021.

Also during the fourth quarter, SCDPS promoted Child Passenger Safety Week, September 19-25, 2021, on the agency's website through a press release and paid social media. The [press release](#) was issued on Friday, September 17, 2021 to inform the public of CPS week. Following the press release, SCDPS utilized social media to kick off the week on Sunday, September 19, 2021 with an interactive quiz question on Instagram and Twitter. A new quiz question was shared each day of the week while following-up with the answer to the previous question the next respective day. Educational videos were also posted to SCDPS' Facebook account every day of the week beginning on Monday, September 20, 2021. Each video featured a Community Relations Officer

(CRO) discussing a specific car seat safety-related topic, such as car seat selection, direction, installation, location, and restraints. Each of the videos can be seen and additional virtual CPS week information can be found [here](#).

Police Traffic Services Program Overview

There were seventeen (17) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2021. The seventeen (17) grant-funded projects are listed below:

| Project Number | Agency | Activity Hours |
|-------------------------|--|-----------------------|
| PT-2021-HS-08-21 | City of Spartanburg Police Department | 1,560-2,496 |
| PT-2021-HS-09-21 | Moncks Corner Police Department | 1,560-2,496 |
| PT-2021-HS-10-21 | City of Anderson Police Department | 1,560-2,496 |
| PT-2021-HS-11-21 | City of Goose Creek Police Department | 1,560-2,496 |
| PT-2021-HS-12-21 | City of Orangeburg Department of Public Safety | 1,560-2,496 |
| PT-2021-HS-13-21 | Port Royal Police Department | 1,560-2,496 |
| PT-2021-HS-14-21 | North Augusta Department of Public Safety | 1,560-2,496 |
| PT-2021-HS-16-21 | York County Sheriff's Office | 3,120-4,992 |
| PT-2021-HS-18-21 | Chesterfield County Sheriff's Office | 1,560-2,496 |
| PT-2021-HS-19-21 | Berkeley County Sheriff's Office | 3,120-4,992 |
| PT-2021-HS-20-21 | Town of Mount Pleasant Police Department | 1,560-2,496 |
| PT-2021-HS-21-21 | Lexington Police Department | 1,560-2,496 |
| PT-2021-HS-22-21 | Town of Summerville Police Department | 3,500-4,700 |
| PT-2021-HS-28-21 | Simpsonville Police Department | 1,560-2,496 |
| PT-2021-HS-29-21 | Lancaster Police Department | 1,560-2,496 |
| PT-2021-HS-30-21 | Georgetown County Sheriff's Office | 3,120-4,992 |
| PT-2021-HS-32-21 | Oconee County Sheriff's Office | 1,560-2,496 |

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, and other moving violations that contribute to traffic collisions, and provide public information/education regarding traffic issues. The state contracted with seventeen (17) law enforcement agencies to perform project activity hours during the grant period. Through the diligent and committed efforts of the officers assigned to perform activity hours, 166 public safety checkpoints were conducted; 21,750 traffic violation citations were written, and approximately 6,469 people were reached during 211 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 204 public safety checkpoints by September 30, 2021. | During the grant period, 166 public safety checkpoints were conducted. The COVID-19 pandemic affected the checkpoint operations of law enforcement agencies statewide. |
| 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, 2021, due to enhanced traffic enforcement efforts over the course of the grant period. | By the end of the grant period, 6,935 traffic violation citations were written by subgrantees 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 enhanced traffic enforcement efforts. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide. |
| To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2021, due to enhanced traffic enforcement efforts over the grant period. | Subgrantees issued 10,558 speeding citations during the grant period due to enhanced traffic enforcement efforts. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide. |
| To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2021, due to enhanced traffic enforcement efforts over the grant period. | During the grant period, 1,535 citations for seat belt violations and 182 citations for child restraint violations were issued. The COVID-19 pandemic affected the traffic enforcement efforts of law enforcement agencies statewide. |
| To conduct 204 traffic safety presentations for area schools, businesses, military installations, churches, or civic groups by September 30, 2021. | Through a combination of virtual and in-person events, subgrantees conducted 211 traffic safety presentations for 6,469 people in area schools, businesses, military installations, churches, and civic groups during the grant period. The COVID-19 pandemic affected in-person educational presentations as officers maintained safety measures to limit the spread of the virus. |
| 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 actively 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) | 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 |

| | |
|--|--|
| nights of specialized DUI enforcement activity during the Christmas/New Year's 2020-2021 and Labor Day 2021 enforcement crackdowns | activity during the Christmas/New Year's 2020-2021 and Labor Day 2021 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-2021-HS-06-21
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 statewide law enforcement efforts, disseminate information among agencies, and provide necessary training for the officers employed by the state's many agencies. The project funds one (1) Law Enforcement Liaison (100%), one (1) Law Enforcement Manager (90%), four (4) Senior Accountants (25% each), one (1) Administrative Coordinator (7.25%), one (1) Program Coordinator II (20%), one (1) Administrative Manager (4.5%), one (1) Administrative Assistant (20%), two (2) Statisticians (2.5% and 5.83%), one (1) Special Programs Manager (35%), and one Special Projects Manager (18.75%).

Police Traffic Services – Law Enforcement Coordination Project Summary

| Activities Funded/Implemented | Results |
|---|---|
| <p>To assist in developing and implementing statewide enforcement campaigns during the course of the grant period, to include all Target Zero efforts, such as <i>Buckle Up, South Carolina. It's the law and it's enforced; Sober or Slammer!;</i> and 100 Days of Summer Heat initiatives.</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 (Target Zero Challenge) on December 1, 2020. The campaign concluded on September 6, 2021. 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 18, 2020–January 1, 2021; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization, which ran from May 24, 2021 – June 6, 2021; <i>Operation Southern Shield</i>, which ran from July 18, 2021-July 24, 2021, and the Labor Day <i>Sober or Slammer! (SOS)</i> mobilization, which ran from August 20, 2021-September 3, 2021. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilizations, and the <i>BUSC</i> mobilization serves as a substitute for 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. COVID-19 restrictions resulted in the cancelation of some monthly and/or bi-monthly meetings and changes to enforcement events for some networks.</p> |
| <p>To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.</p> | <p>The Law Enforcement Liaison and the Law Enforcement Manager provided technical and program assistance for traffic safety and enforcement to 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>To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.</p> | <p>The Law Enforcement Liaison and the Law Enforcement Manager requested and secured participation (approximately 31% of local law enforcement agencies statewide) in the sustained impaired driving and high-visibility enforcement mobilizations through letters, emails, face-to-face conversations, and phone calls.</p> |
| <p>To continue to develop and maintain Law Enforcement Networks (LEN) throughout the state.</p> | <p>Each of the state's 16 judicial circuits has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLLEN. Each LEN has a coordinating agency which received a small grant</p> |

| | |
|---|--|
| | award to fund LEN activities, such as meetings, reporting, and enforcement/media activities. The Law Enforcement Liaison and the Law Enforcement Manager attended the monthly or bi-monthly meetings held by each LEN. |
| To provide on-going technical assistance to Law Enforcement Network Coordinators in the state. | The Law Enforcement Liaison and the Law Enforcement Manager made weekly contacts with the Coordinator and/or Assistant Coordinator for each circuit via email, telephone, and face-to-face meetings. These contacts served to provide guidance, support, and assistance to ensure the success of each network. |
| To coordinate the awarding of Law Enforcement Network Support Grant Awards in the state. | Each of the Law Enforcement Networks received a \$10,000 grant. The grant funds are used to maintain the Network. |
| To attend at least 75% of Law Enforcement Network meetings statewide during the course of the grant year. | The Law Enforcement Liaison and the Law Enforcement Manager attended 95% 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 high-visibility enforcement mobilizations, possible grant application periods, traffic fatality 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. COVID-19 restrictions resulted in the cancelation of some monthly and/or bi-monthly meetings for some networks. |
| To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks. | 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 and coordinating training opportunities. |
| To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year. | The Law Enforcement Manager submitted Quarterly Reports and a Final Narrative Report for the FFY 2021 grant period. |

FFY 2021 Grant Period Enforcement Report: 10/1/2020 – 9/30/2021

Agencies Reporting:

| | | | | |
|------------------------|------------|--|--------------------------|-----------|
| State Agencies: | 4 | | Federal Agencies: | 0 |
| Local Agencies: | 107 | | County Agencies: | 33 |
| Other Agencies: | 16 | | | |

Total Enforcement Activity:

| | |
|--|--------------|
| Number of Safety Checkpoints Conducted: | 3,287 |
| Number of Saturation Patrols Conducted: | 4,550 |

Total Enforcement:

| | | | |
|--------------------------------|---------------|--------------------------|----------------|
| DUI Arrests: | 19,487 | Speeding: | 310,372 |
| Assisted DUI Arrests: | 461 | Reckless Driving: | 4,133 |
| Safety Belt Citations: | 73,987 | Other Violations: | 246,902 |
| Child Safety Citations: | | | |

2021 Law Enforcement Target Zero Challenge Report: 12/1/2020-9/6/2021

Agencies Reporting:

| | | | |
|------------------------|-----------|--------------------------|-----------|
| State Agencies: | 3 | Federal Agencies: | 0 |
| Local Agencies: | 87 | County Agencies: | 27 |
| Other Agencies: | 13 | | |

Total Enforcement Activity:

| | |
|--|--------------|
| Number of Safety Checkpoints Conducted: | 2,499 |
| Number of Saturation Patrols Conducted: | 3,702 |

Total Enforcement:

| | | | |
|--------------------------------|---------------|--------------------------|----------------|
| DUI Arrests: | 15,410 | Speeding: | 244,711 |
| Assisted DUI Arrests: | 395 | Reckless Driving: | 4,635 |
| Safety Belt Citations: | 58,767 | Other Violations: | 193,293 |
| Child Safety Citations: | 3,775 | | |

2020-2021 Christmas/New Year's SOS Enforcement Report: 12/18/2020-1/1/2021

Agencies Reporting:

| | | | | |
|------------------------|-----------|--|--------------------------|-----------|
| State Agencies: | 3 | | Federal Agencies: | 0 |
| Local Agencies: | 79 | | County Agencies: | 22 |
| Other Agencies: | 12 | | | |

Total Enforcement Activity:

| | |
|--|------------|
| Number of Safety Checkpoints Conducted: | 71 |
| Number of Saturation Patrols Conducted: | 303 |

Total Enforcement:

| | | | |
|--------------------------------|--------------|--------------------------|--------------|
| DUI Arrests: | 767 | Speeding: | 8,069 |
| Assisted DUI Arrests: | 16 | Reckless Driving: | 220 |
| Safety Belt Citations: | 2,117 | Other Violations: | 6,821 |
| Child Safety Citations: | 131 | | |

2021 BUSC Enforcement Report: 5/24/2021-6/6/2021

Agencies Reporting:

| | | | | |
|------------------------|-----------|--|-------------------------|-----------|
| State Agencies: | 3 | | Federal Agencies | 0 |
| Local Agencies: | 74 | | County Agencies: | 22 |
| Other Agencies: | 9 | | | |

Total Enforcement Activity:

| | |
|--|------------|
| Number of Safety Checkpoints Conducted: | 65 |
| Number of Saturation Patrols Conducted: | 226 |

Total Enforcement:

| | | | |
|--------------------------------|--------------|--------------------------|---------------|
| DUI Arrests: | 683 | Speeding: | 11,818 |
| Assisted DUI Arrests: | 11 | Reckless Driving: | 238 |
| Safety Belt Citations: | 3,383 | Other Violations: | 8,289 |
| Child Safety Citations: | 205 | | |

2021 Operation Southern Shield Enforcement Report: 7/18/2021-7/24/2021

Agencies Reporting:

| | | | | |
|------------------------|-----------|--|--------------------------|-----------|
| State Agencies: | 3 | | Federal Agencies: | 0 |
| Local Agencies: | 65 | | County Agencies: | 23 |
| Other Agencies: | 11 | | | |

Total Enforcement Activity:

| | |
|--|------------|
| Number of Safety Checkpoints Conducted: | 36 |
| Number of Saturation Patrols Conducted: | 102 |

Total Enforcement:

| | | | |
|--------------------------------|--------------|--------------------------|--------------|
| DUI Arrests: | 305 | Speeding: | 5,965 |
| Assisted DUI Arrests: | 8 | Reckless Driving: | 86 |
| Safety Belt Citations: | 1,620 | Other Violations: | 3,943 |
| Child Safety Citations: | 108 | | |

2021 Labor Day SOS Enforcement Report: 8/20/2021-9/6/2021

Agencies Reporting:

| | | | | |
|------------------------|-----------|--|--------------------------|-----------|
| State Agencies: | 3 | | Federal Agencies: | 0 |
| Local Agencies: | 65 | | County Agencies: | 21 |
| Other Agencies: | 9 | | | |

Total Enforcement Activity:

| | |
|--|------------|
| Number of Safety Checkpoints Conducted: | 54 |
| Number of Saturation Patrols Conducted: | 147 |

Total Enforcement:

| | | | |
|--------------------------------|--------------|--------------------------|---------------|
| DUI Arrests: | 885 | Speeding: | 16,693 |
| Assisted DUI Arrests: | 15 | Reckless Driving: | 239 |
| Safety Belt Citations: | 4,599 | Other Violations: | 11,038 |
| Child Safety Citations: | 243 | | |

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: PT-2021-HS-07-21
Project Title: Traffic Safety Officer Program

The project continued the Traffic Safety Officer (TSO) certification and training program through the South Carolina Criminal Justice Academy (SCCJA). The primary purpose of this project is 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 satisfactorily complete the following classes: Advanced DUI SFST Instructor and Speed Measurement Device Instructor. In addition, officers are required to successfully complete two (2) of the following courses: Motorcycle Collision Reconstruction, Pedestrian/Bicycle Collision Investigation, and Commercial Vehicle Collision Reconstruction.

Police Traffic Services – Traffic Safety Officer Program Project Summary

| Activities Funded/Implemented | Results |
|--|--|
| To maintain the four grant-funded TSO Instructors throughout the grant period and purchase all needed equipment within 90 days of the grant award. | The employment and certification of the (4) TSO Instructors was maintained throughout the majority of the grant period. One position became vacant on August 1, 2021, but it has since been filled. |
| To conduct at least 17 training classes in the field of Traffic Collision Reconstruction by the end of the grant period. | During the grant period, fifteen (15) Traffic Collision Investigation (TCI) courses were taught and 147 students trained. The TCI courses have the following titles: At-Scene (Phase 1); Technical (Phase 2); Reconstruction (Phase 3); Motorcycle Collision Reconstruction; Pedestrian/Bike Collision Reconstruction; Advanced Collision Investigation; Motorcycle/Pedestrian/Bicycle Reconstruction Refresher; and Commercial Motor Vehicle Collision Reconstruction. Four (4) TCI classes were cancelled due to low registration. |
| To conduct at least 40 training classes in the field of DUI Detection and Breath Testing Certification by the end of the FFY 2021 grant period. | During the grant period, the Traffic Safety Instructors taught eighteen (18) Basic Law Enforcement (BLE) classes for 1,119 students; the BLE classes include SFST Practitioner training. There were four (4) additional SFST Practitioner classes and nineteen (19) DMT Operator classes taught during the grant period. The number of students reached in these SFST Practitioner and DMT Operator classes were 67 and 154, respectively. |
| To conduct at least 13 training classes in Speed Measurement Device Operator and Speed Measurement Device Instructor by the end of the FFY 2021 grant period. | During the grant period, a total of 18 speed measurement device-related classes were taught and 121 officers successfully completed the training. The classes consisted of Speed Measurement Device Operator, Speed Measurement Device Instructor, and Speed Measurement Device Instructor Recertification. |
| The grant-funded TSO Instructors will attend highway safety-related trainings, conferences and approved seminars, which will enable the TSO Instructors to develop more up-to-date training classes and materials for law enforcement officers in the state of South Carolina by the end of FFY 2021. | Due to the COVID-19 pandemic, all conferences and trainings the TSOs were scheduled to attend during the grant period were cancelled with the exception of the DAID Conference in Championsgate, Florida which took place August 14-16, 2021. One of the TSO Instructors attended this conference. |
| To train and certify at least ten (10) Traffic Safety Instructors by the end of the FFY 2020 grant period. | During the grant period, seventeen (17) officers received their TSI certifications. |

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

| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
|------------------------------|---------------------------------------|---|---------------|---------------------|------------------------------|
| PT-2021- HS-05-21 | SC Department of Public Safety: OHSJP | Police Traffic Services (PTS) Program Management | \$160,548 | \$157,279.06 | NHTSA FAST ACT 402 |
| PT-2021- HS-06-21 | SC Department of Public Safety: OHSJP | Law Enforcement Coordination | \$489,312 | \$366,174.06 | NHTSA FAST ACT/ 402 |
| PT-2021- HS-07-21 | SC Criminal Justice Academy | Traffic Safety Officer Program | \$409,279 | \$377,499.69 | FAST ACT /NHTSA 402 |
| PT-2021- HS-08-21 | City of Spartanburg Police Department | City of Spartanburg Traffic Unit | \$123,825 | \$84,736 | NHTSA FAST ACT/ 402 |
| PT-2021- HS-09-21 | Moncks Corner Police Department | Moncks Corner Traffic Enforcement Unit | \$95,711 | \$63,949 | FAST ACT /NHTSA 402 |
| PT-2021- HS-10-21 | City of Anderson Police Department | Traffic Enforcement Unit | \$89,732 | \$62,151 | FAST ACT /NHTSA 402 |
| PT-2021- HS-11-21 | City of Goose Creek Police Department | Traffic Enforcement Officer | \$73,200 | \$69,070 | NHTSA FAST ACT 402 |
| PT-2021- HS-12-2 | City of Orangeburg | Traffic Enforcement Unit | \$115,222 | \$80,337 | FAST ACT /NHTSA 402 |
| PT-2021- HS-13-21 | Town of Port Royal | Town of Port Royal Police Department Traffic Enforcement Team | \$135,917 | \$125,293 | NHTSA FAST ACT 402 |

| | | | | | |
|------------------------------|---|---|-----------|-----------------------|-----------------------------------|
| PT-2021- HS-14-21 | North Augusta Department of Public Safety | North Augusta Traffic Safety Unit | \$92,358 | \$71,025 | NHTSA FAST ACT 402 |
| PT-2021- HS-16-21 | York County Sheriff's Office | Continuation of Traffic Enforcement Unit | \$224,496 | \$83,197 | NHTSA FAST ACT 402 |
| PT-2021- HS-18-21 | Chesterfield County Sheriff's Office | Chesterfield County Traffic Enforcement Unit | \$80,930 | \$49,309 | NHTSA FAST ACT 402 |
| PT-2021- HS-19-21 | Berkeley County | Berkeley County Sheriff's Traffic Safety Unit-Year 2 | \$189,372 | \$143,072 | NHTSA FAST ACT 402 |
| PT-2021- HS-20-21 | Town of Mount Pleasant Police Department | Mount Pleasant Traffic Enforcement Unit | \$107,711 | \$86,043 | NHTSA FAST ACT 402 |
| PT-2021- HS-21-21 | Lexington Police Department | Town of Lexington Police Traffic Services Enhancement | \$152,959 | \$121,507 | NHTSA FAST ACT 402 |
| PT-2021- HS-22-21 | Town of Summerville | Summerville Traffic Enforcement | \$157,136 | \$137,630 | NHTSA FAST ACT 402 |
| PT-2021- HS-28-21 | Simpsonville Police Department | Simpsonville Police Department Traffic Safety Unit | \$70,969 | \$52,607 | NHTSA FAST ACT 402 |
| PT-2021- HS-29-21 | Lancaster Police Department | Lancaster Traffic Enforcement | \$84,845 | \$57,267 | NHTSA FAST ACT 402 |
| PT-2021- HS-30-21 | Georgetown County | Georgetown County Sheriff's Office Traffic Enforcement Unit | \$201,598 | \$150,628 | NHTSA FAST ACT 402 |
| PT-2021- HS-32-21 | Oconee County | Oconee County Sheriff's Office Traffic Safety/Speed Enforcement | \$75,619 | \$61,325 | NHTSA FAST ACT 402 |
| 402 Total | | | | \$2,400,098.81 | NHTSA FAST ACT 402 |

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. Healthcare 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 and 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-2021-HS-03-21
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 projects, 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, 44% of all collision reports submitted to the state are processed electronically through SCCATTS; another 53% are submitted by the Highway Patrol through its new electronic system. The remaining 3% of reports are submitted on paper and transferred to the electronic version by data entry operators in the Office of Highway Safety and Justice Programs. 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' SCCATTS, SCDMV's SCUTTIES, SCJB'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 project.

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 (60%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Manager (75%), one (1) Special Programs Manager (35%), one (1) Assistant Traffic Records Data Analyst (100%), one (1) Special Projects Manager (18.75%), one (1) Database Administrator I (50%), one (1) Database Administrator II (25%), one (1) part-time Database Administrator II (100%), 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 |
|---|---|
| Citation Database Interface Project /Interface between SCCATTS, the SCDMV’s South Carolina Uniform Traffic Ticket Information Exchange System and SCJD’s Case Management System. | A TRCC-Working Group initiated this project. Members of the SC Department of Public Safety (SCDPS), SC Department of Transportation (SCDOT), SC Judicial Branch (SCJB), and SC Department of Motor Vehicles (SCDMV) are leading this project. |
| The previous goal was to increase the number of electronically submitted collision reports from 80% of the total number of collision reports to 90%. | The total percentage of electronically-produced collision reports has increased to 97%. The future goal is to mandate the electronic reporting of all collision reports to achieve 100% electronically. |
| To increase from 93% of vehicle identification numbers captured to 95% by September 30, 2021. | Currently, 95.27% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability, an increase of 1% since the beginning of FFY 2021. |
| 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 reported at a rate of less than 9%. By May 2019, the reporting rate had increased to 90%; thus, the goal is now to maintain a reporting rate of at least 90% by September 30, 2021. | 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 SCJB 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. By September 30, 2017, the submission rate of CDL holders’ 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. During FFY 2021, the reporting rate remained at an average of 92%. |

Traffic Records Project: Budget Summary

| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
|---------------------------|---|----------------------|---------------|---------------------|----------------------|
| TR-2021-HS-03-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Traffic Records | \$71,750 | \$21,812.59 | 402 |
| M3DA-2021-HS-03-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Traffic Records | \$1,182,616 | \$533,404.75 | 405c |
| Total All Funds | | | | \$555,217.34 | All funds |

Community Traffic Safety Program Overview

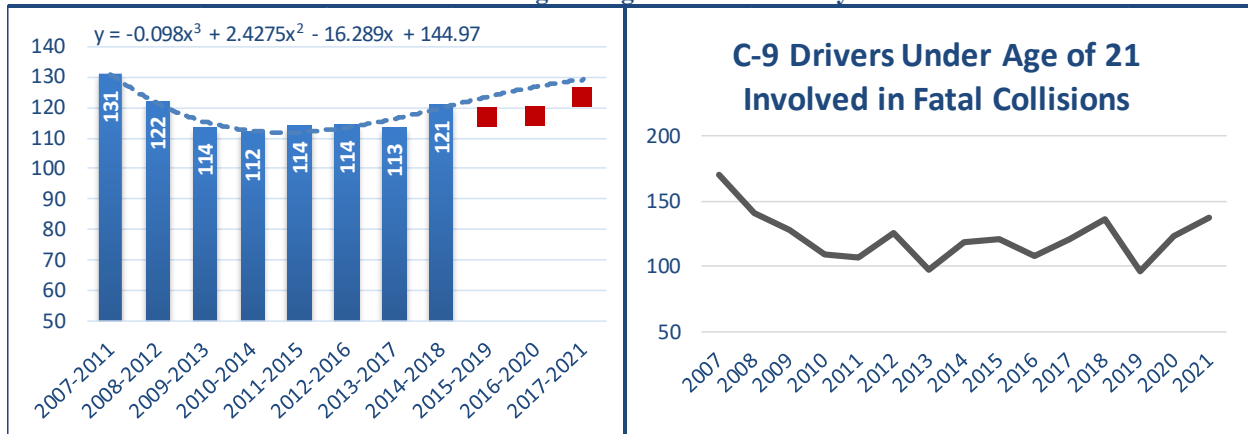
Community Traffic Safety Program

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 Goal:

To decrease the number of drivers age 20 and under involved in fatal crashes by 0.8% from the 2014-2018 baseline average of 121 to 120 by December 31, 2021.

**Figure C-9: South Carolina Drivers Age 20 and Under Involved in Fatal Collisions
5 Year Moving Average with Trend Analysis**



| | |
|--|---|
| <p>Polynomial Projection = $-0.098(11)^3 + 2.4275(11)^2 - 16.289(11) + 144.97 = 129$</p> <p>2013-2017 Average = 113 2014-2018 Average = 121 2015-2019 Average = 116 2016-2020 Est. Average = 117 2017-2021 Est. Average = 123</p> | <p>2014 = 119 2015 = 121 2016 = 108 2017 = 121 2018 = 136 2019 = 96 2020 = 123 (FARS ARF) 2021 = 138 (SARS Prediction)</p> |
|--|---|

The OHSJP predicts that 138 drivers age 20 or younger will be involved in fatal collisions in 2021. Based on current projections, the state is not expected to meet its 2021 drivers age 20 and under involved in fatal collisions goal of 120. Because performance target C-9 was not met, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the

state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which fatal and serious injury collisions involving drivers age 20 and under are occurring. Additionally, the state will continue establishing a presence at statewide public events to reach young drivers, such as the 2022 Carolina Country Music Festival in Myrtle Beach, SC and implementing youth-oriented outreach to provide age-appropriate messaging on highway safety issues for young drivers, children, and parents.

In FFY 2022, the state will share the FFY 2021 Annual Report and approval letter with subgrantees. In addition, the OHSJP will continue to utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects for FFY 2023. Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: SA-2021-HS-04-21
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, 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 (e.g., Law Enforcement Liaison regional meeting, Governors Highway Safety Association (GHSA) Executive Seminar, Government Finance Officers Association (GFOA) Governmental Accounting and Financial Planning Conference, etc.).

OHSJP subgrantees also received training during the grant period. The Program Coordinators, Grants Administration Accountants, the Highway Safety Grants Accounting Manager, and the Highway Safety Grant Program 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 Grants Solicitation Workshop was held in December 2020 via Webex to assist applicants in preparing applications for FFY 2022.

During FFY 2021, OHSJP and its contractor, 9Rooftops, continued the expansion of paid social media efforts across all key program campaigns including two new campaigns: *Sober or Slammer! Halloween* and *Thanksgiving Distracted Driving*, as well as in the annual *Sober or Slammer! Holiday* campaign in December 2020, and the *Sober or Slammer!* campaign that ran from March through September 2021. Paid social media was also included in the new *Sustained Highway Safety Public Information & Education (PI&E)* campaign from January through August 2021; the *Spring Distracted Driving* campaign; the *Motorcycle Awareness* campaign in May; the *Buckle Up, South Carolina* campaign in May and June; *Operation Southern Shield* in July; the *Vulnerable Roadway Users* campaign in September; and in the *School Bus Safety and Rail Safety Week* campaign from August through September.

Social and digital advertising included static and animated ads for Facebook and Instagram, programmatic out-of-home (OOH), videos on YouTube, connected and cable television platforms, and radio advertising. Extending media buys into a variety of digital advertising platforms allows us to reach our consumer in a targeted and cost efficient manner all while being supported by traditional tactics like radio and OOH billboards for more broad awareness.

In July 2021, the OHSJP continued its participation in the NHTSA Region 4 speed enforcement and safe driving campaign, *Operation Southern Shield*. In FFY 2021, *Operation Southern Shield* was included as a topic for the new *Sustained Highway Safety PI&E* campaign. Funding was used to support paid social media and billboards to complement the enforcement efforts.

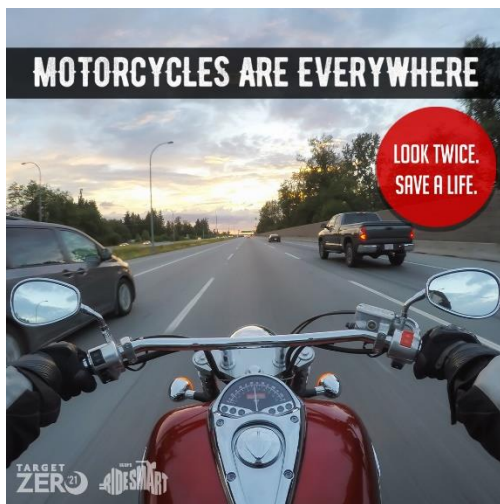


2021 Operation Southern Shield Billboard/ Paid Social Media Graphic

The OHSJP also joined Georgia, North Carolina, and Tennessee for the annual All South Highway Safety Team. The project was led by the Georgia Governor’s Office of Highway Safety. The previously-created spots were aired during Atlanta Braves’ baseball games on Bally Sports South and Bally Sports Southeast throughout the 2021 regular baseball season, as well as on digital displays during the games. The spots focused on three areas of highway safety: impaired driving, seatbelts, and speed. An in-game billboard with the logos of each agency was also posted on the digital displays during the games.

Myrtle Beach, as in previous years, was the host of the Carolina Country Music Festival (CCMF) in June, and the event has become the largest three-day outdoor music festival on the East Coast. For the second year, the SCDPS was a festival sponsor and a table in the information tent was operated by SCDPS staff. Free educational materials were also distributed at the event; these materials included safety belt, distracted driving, and anti-impaired driving messaging.

A statewide motorcycle awareness campaign ran in May. The campaign emphasized eight (8) priority counties with the highest number of motorcycle fatalities in CY 2019. The campaign message was focused on generating awareness for other motorists to look twice; motorcycles are everywhere. The campaign’s new graphic is pictured below. The campaign incorporated radio, paid social media, and programmatic out-of-home media.



2021 Motorcycle Awareness Out-of-Home/ Paid Social Media Graphic

The OHSJP staff worked with 9Rooftops 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 the majority of the 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 project also planned an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2020 and CY 2019. However, as a result of the COVID-19 pandemic, the service has been postponed to a later date which remains undetermined.

The OHSJP continuously identifies opportunities for community outreach and coordinates with the SC Highway Patrol, local law enforcement agencies, schools, colleges, and other groups to provide information to the public. The OHSJP started coordinating plans to reach out to representatives from the University of South Carolina and Clemson University athletics departments for outreach opportunities during the college football season. The OHSJP intends to reach the general public, as well as other minority populations (African American, Hispanic, and rural white males) by setting up an on-site safety information booth and distributing free educational materials with highway safety messages for impaired driving, designated drivers, safety belts, and distracted driving.

The project funds one (1) Public Affairs Coordinator (90%), one (1) Administrative Assistant (20%), one (1) Program Coordinator II (20%), one (1) Administrative Manager (4.5%), one (1) Administrative Coordinator (7.25%), and one (1) Project Development Coordinator (10%).

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

| Activities Funded/Implemented | Results |
|--|---|
| <p>To send a minimum of 20 individuals, including OHSJP staff members, to specialized highway safety and related programs.</p> | <p>This project provided travel and/or registration fees for employees to attend highway safety training programs around the country. During the quarter from October 2020 to December 2020, there were no staff members traveling under the Public Information, Outreach, and Training grant as a result of the COVID-19 pandemic. During the quarter from January 2021 to March 2021, registration was completed for the finance team to travel to the GFOA Spring Conference in Columbia, SC. During the quarter from April 2021 to June 2021, the OHSJP funded expenses for five Community Relations Officers (CROs) to attend the Myrtle Beach Bike Week. In addition, expenses were funded for the OHSJP Business Manager, the Special Programs Manager, the SCLN Coordinator, the Public Affairs Coordinator, and three Highway Patrol/State Transport Police Officers to attend the Carolina Country Music Fest. Registration was also completed for the Grants Administration Manager to attend the GHSA Safety Leader Virtual Training.</p> |
| <p>To plan, schedule, and conduct a Project Management Course for all Highway Safety Project Directors by the end of the first quarter of the grant period.</p> | <p>A Project Management workshop was held in October 2020 via Webex. Covered topics included roles and responsibilities of a project director, grant terms and requests for payment, programmatic monitoring, reporting and evaluation of statewide campaigns.</p> |
| <p>To promote national and state highway safety emphasis programs by announcing training opportunities through the PIOT grant throughout the grant period.</p> | <p>The OHSJP actively promotes state and national highway safety emphasis programs throughout the grant period using a variety of methods. The OHSJP has utilized SCLN meetings, briefings, and special meetings with SCLN Coordinators and Assistant Coordinators to provide training regarding state and national mobilization campaigns.</p> |
| <p>To update the agency calendar and newsletter to OHSJP events, available on the SCDPS website.</p> | <p>The OHSJP has worked with the agency's web developers and Communications department to post and update a calendar online, push safety messaging on the agency's website and social media pages, and to share a weekly newsletter, which is emailed to every SCDPS staff member. In addition, the OHSJP redesigned the Safety Campaigns page on the SCDPS website to reflect current paid media efforts and the <i>Target Zero</i> effort.</p> |

| | |
|--|--|
| <p>To conduct a statewide motorcycle safety campaign in 2021 to include an emphasis during the bike weeks in Horry County in May 2021.</p> | <p>The OHSJP executed a paid media effort to complement enforcement activities by the SC Highway Patrol during the Myrtle Beach Bike Week rally in Horry County in May. The campaign ran in counties that experienced an increase in motorcycle fatalities in CY 2019 and focused on bringing awareness of motorcycles to other drivers with a “Look twice. Save a life” message. The concept was approved by the Motorcycle Safety Task Force during its meeting on March 15, 2021.</p> |
| <p>To promote School Zone Safety Week events during the month of August 2021.</p> | <p>Throughout the month of August, the SCDPS Communications Office posted back-to-school animations, educational videos, and graphics on the SCDPS social media pages to promote School Zone Safety Week events.</p> |
| <p>To conduct a Traffic Victims’ Memorial Service for families of highway crash victims killed in the year 2020.</p> | <p>The OHSJP ’s intentions were to conduct a Traffic Victims’ Memorial Service for families of highway crash victims killed in 2020, as well as highway crash victims killed in 2019. However, as a result of the COVID-19 pandemic, the annual service was postponed.</p> |
| <p>To participate in state and national activities/campaigns and establish an OHSJP presence at selected statewide events to reach young drivers (such as sporting events, music, and community festivals).</p> | <p>The OHSJP operated a booth at the Carolina County Music Festival in June 2021. SCDPS was a festival sponsor and a table in the information tent was operated by SCDPS staff. The OHSJP continuously identifies opportunities for community outreach and coordinates with the SC Highway Patrol, local law enforcement agencies, schools, colleges, and other groups to provide information to the public. The OHSJP was also able to join Georgia, North Carolina, and Tennessee in the annual formation of the All South Highway Safety Team in 2021. The project was developed by the Georgia Governor’s Office of Highway Safety. A series of television spots, created in 2020, were shot with representatives from law enforcement in each state and ran again this year. The spots were aired during Atlanta Braves’ baseball games on Fox Sports South and Fox Sports Southeast throughout the 2021 regular baseball season, as well as on digital displays during the games. The spots focused on three areas of highway safety: impaired driving, seatbelts, and speed. An in-game billboard with the logos of each agency was also posted on the digital displays during the games. In addition, the OHSJP started coordinating plans to reach out to representatives from the University of South Carolina and Clemson University athletics departments for outreach opportunities during the college football season.</p> |

| | |
|---|--|
| <p>To conduct workshops to assist applicants in preparing applications for the FFY 2022 grant year.</p> | <p>The FFY 2022 Grant Solicitation Workshop for highway safety was held in December 2020 via Webex.</p> |
| <p>To coordinate and implement, with the assistance of the agency contractor and the Impaired Driving Countermeasures Program Coordinator, a statewide impaired driving mobilization campaign.</p> | <p>The OHSJP coordinated a statewide impaired driving media campaign during the month of October leading up to Halloween. In addition, a statewide Law Enforcement <i>Target Zero</i> Challenge was executed, along with a number of public information and education elements combined with high visibility enforcement efforts for the Christmas and New Year’s holiday season. The media campaign and Challenge resumed at the end of the second quarter, March 10, and went through Labor Day 2021. The OHSJP used a variety of media – including paid social media, television, radio ads, YouTube, and billboards – to alert citizens about the dangers and consequences of drinking and driving.</p> |
| <p>To develop statewide safety campaigns for other top contributing factors to fatal collisions (including speeding, distracted driving, vulnerable roadway users, etc.) in FY 2021.</p> | <p>The OHSJP coordinated and executed a paid social media effort to curb traffic fatalities related to distracted driving that ran from November 16 – 29, 2020. The new campaign featured a brand new “Distracted driving. Deadly decision” message. The OHSJP also executed paid media efforts to curb traffic fatalities related to vulnerable roadway users. The Vulnerable Roadway Users campaign ran from August 19 – September 19, 2021 on paid social media and billboards. Additionally, the OHSJP also coordinated and executed a paid media effort to curb traffic fatalities related to restraint usage. The <i>Buckle Up, South Carolina</i> education and enforcement campaign ran on television, paid social media, YouTube, and radio. Each of these campaigns complemented enforcement activities by the SC Highway Patrol in counties that experienced an increase in fatalities in CY 2019 (the latest final data). The OHSJP also executed a new Sustained Highway Safety Public Information & Education (PI&E) campaign, which ran every week from January – August. The campaign sought to educate the motoring public regarding several of the lesser-publicized leading causes of traffic collisions such as following too closely. <i>Operation Southern Shield</i>, also referred to as the speeding campaign, ran as part of the PI&E campaign in coordination with NHTSA Region 4 from July 19 – 24, 2021. The OHSJP also coordinated a paid social media campaign for Rail Safety Week September 20 – 26, 2021</p> |

and a paid social media campaign for School Bus Safety August 9 – September 10, 2021.

Public Information, Outreach and Training Program Area: Budget Summary

| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
|---|---|---|---------------|---------------------|---------------------------|
| SA-2021-HS-04-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Public Information, Outreach and Training | \$838,364 | \$774,651.17 | FAST ACT NHTSA 402 |
| M11MA-2021-HS-04-21 M11X-2021-HS-04-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Motorcyclist Awareness Campaign | \$80,000 | \$76,378.65 | 405f |
| Total All Funds | | | | \$851,029.82 | All funds |

Motorcycle Safety Program Overview

Motorcycle Safety Program

In 2019, there were 153 motorcyclist fatalities on South Carolina's roadways. In an effort to decrease fatalities, a statewide motorcycle awareness campaign ran from May 7-31, 2021. The campaign included one (1) Myrtle Beach bike rally in May and emphasized the eight (8) priority counties with the highest number of motorcyclist fatalities in CY 2019: Horry, Charleston, Greenville, Richland, Lexington, Spartanburg, Anderson, and York. The campaign message focused on generating awareness around blind spots; that motorcycles are everywhere.

The campaign's graphic, which was also used in the previous 2020 campaign, is pictured below. In Myrtle Beach, the campaign incorporated radio, paid social, and OOH billboards. In the remaining focus counties, programmatic (OOH) was placed and ran throughout the course of the campaign.

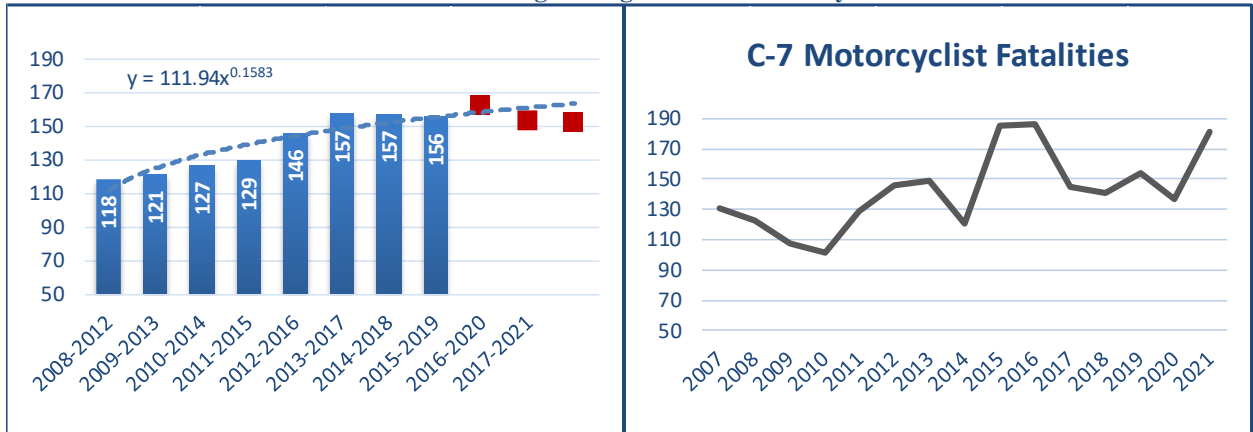


Additionally, the state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2021 grant period. The MSTF met quarterly (December 14, 2020; March 15, 2021; June 14, 2021; and September 13, 2021) during the FFY 2021 grant period. During the meetings, the task force discussed information pertinent to motorcyclist legislation, relevant statistical data, and approved the 2021 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 motorcyclist* fatalities by 0.6% from the 2014-2018 baseline average of 156 to 155 by December 31, 2021.

**Figure C-7: South Carolina Motorcyclist Fatalities
5 Year Moving Average with Trend Analysis**



| | |
|--|------------------------------|
| Power Projection = $111.94(11)^{0.1583} = 164$ | 2014 = 121 |
| 2013-2017 Average = 157 | 2015 = 185 |
| 2014-2018 Average = 156 | 2016 = 186 |
| 2015-2019 Average = 162 | 2017 = 145 |
| 2016-2020 Est. Average = 153 | 2018 = 141 |
| 2017-2021 Est. Average = 152 | 2019 = 154 |
| | 2020 = 137 (FARS ARF) |
| | 2021 = 181 (SARS Prediction) |

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

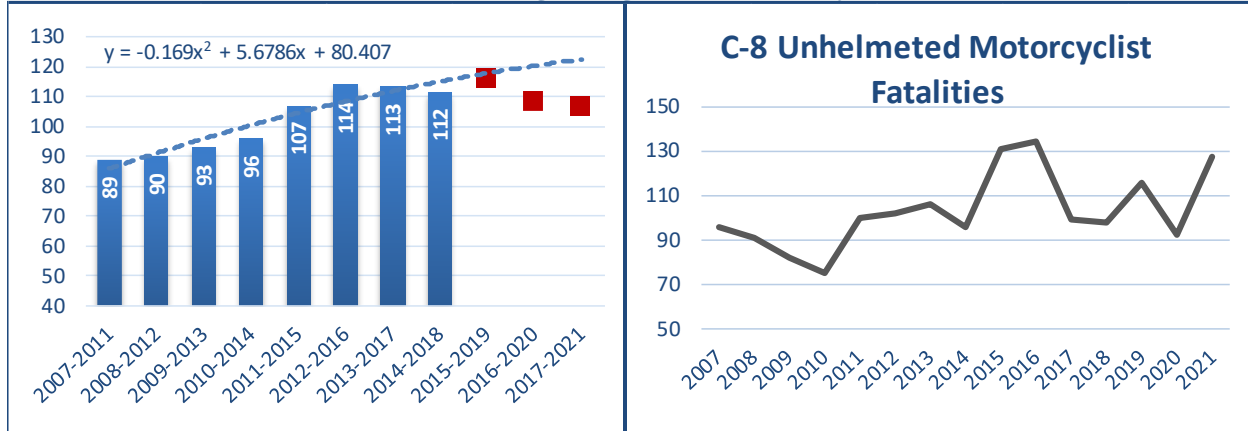
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that the number of motorcyclist fatalities will be 181 (includes moped fatalities) in 2021. Based on current projections, the state is not expected to meet its 2021 motorcyclist fatalities goal of 155. Because performance target C-7 was not met, the state will adjust its upcoming FFY 2023 HSP and begin implementing strategies in FFY 2022 to better meet this performance target.

In March 2021, the SC Highway Patrol implemented an Area Coordinated Enforcement (ACE) strategy. The strategy focuses enforcement efforts in high-collision corridors in each county of the state in order to reduce fatal and serious injury collisions. High-collision location data was shared with FFY 2021 enforcement subgrantees as requested, and this data will be shared with all enforcement subgrantees in order to emphasize the importance of directing law enforcement activity in the locations in which motorcyclist fatal and serious injury collisions are occurring. Additionally, the state will continue establishing a presence at annual statewide motorcycle rallies and events and continue implementation of a motorcycle awareness campaign.

Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

2. To decrease unhelmeted motorcyclist* fatalities by 0.9% from the 2014-2018 baseline average of 112 to 111 by December 31, 2021.

Figure C-8: South Carolina Unhelmeted Motorcyclist Fatalities
5 Year Moving Average with Trend Analysis



| | |
|---|--|
| <p>Polynomial Projection = $-0.169(11)^2 + 5.6786(11) + 80.407 = 122$</p> <p>2013-2017 Average = 113 2014-2018 Average = 112 2015-2019 Average = 116 2016-2020 Est. Average = 108 2017-2021 Est. Average = 106</p> | <p>2014 = 96 2015 = 131 2016 = 134 2017 = 99 2018 = 98 2019 = 116 2020 = 92 (FARS ARF) 2021 = 127 (SARS Prediction)</p> |
|---|--|

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

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that the 2021 number of unhelmeted motorcyclist fatalities will be 127. Based on current projections, the state is not expected to meet its 2021 unhelmeted motorcyclist fatalities goal of 111. Because performance target C-8 was not met, the state will adjust its upcoming FFY 2023 HSP and implement strategies in FFY 2022 to better meet this performance target.

The state of South Carolina does not have a universal helmet law and has strong legislative grass-roots lobbying efforts in place to fight against helmet law changes. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that this problem will continue to present a challenge for the state to drive down the number of unhelmeted motorcycle fatalities. The state will continue its efforts to spread public awareness through motorcyclist awareness campaigns and the public facing South Carolina Department of Public Safety's Traffic Fatality Count Dashboard, which includes a focus on motorcyclists on helmet and safety gear use (<https://fatality-count-scdps.hub.arcgis.com/>).

Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

Motorcycle Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: M9MA-2021-HS-04-21 (Motorcyclist Awareness Campaign)
Project Title: Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign. The campaign included one (1) Myrtle Beach bike rally in May and emphasized the eight (8) priority counties with the highest number of motorcyclist fatalities in CY 2019: Horry, Greenville, Charleston, Spartanburg, Richland, Anderson, Lexington, and York. The campaign message focused on generating awareness around blind spots; that motorcycles are everywhere. In Myrtle Beach, the campaign incorporated radio, paid social, and OOH billboards. In the remaining focus counties programmatic (OOH) was placed and ran throughout the course of the campaign.

Motorcycle Safety Program: Project Summary

| Activities Funded/Implemented | Results |
|--|---|
| To conduct a statewide public information and education paid media campaign to educate and increase awareness of motorcycle safety issues among motorists and motorcyclists in 2021, focusing on the eight (8) priority counties in SC that experienced the highest number of motorcyclist fatalities in CY 2019. | The agency contractor, 9Rooftops, was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Week Rally that included billboard, radio and social paid advertising. In addition, the OHSJP conducted a sustained media effort from May 7-31, 2021 in eight (8) priority counties (including Horry County) that experienced the highest number of motorcyclist fatalities in CY 2019. |
| To continue the work of the Motorcycle Safety Task Force (MTSF) during FFY 2021 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 MSTF met quarterly (December 14, 2020; March 15, 2021; June 14, 2021; and September 13, 2021) during the FFY 2021 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meetings. |
| To conduct a successful motorcycle safety public information and education campaign continued from CY 2007-CY 2019 in Horry County during the month of May 2021 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bikefest). | The OHSJP executed a paid media effort to complement enforcement activities conducted by the SCHP during the Myrtle Beach Bike Week rally, which took place during the month of May in Horry County. A sustained media effort was conducted through May in counties that experienced an increase in motorcycle deaths in CY 2019. The campaign focused on drivers recognizing potential motorcyclists in their “blind spot.” The Atlantic Bikefest event was canceled due to the COVID-19 Pandemic. |
| 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 OHSJP did not partner with the SCDOT during FFY 2021 for the use of their variable message signs; however, the SCDOT shared motorcycle safety messaging during the month of May 2021. |

Motorcycle Safety Project: Budget Summary

| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
|---|---|---------------------------------|---------------|---------------------|----------------------|
| M11X-2021-HS-04-21 M11MA-2021-HS-04-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Motorcyclist Awareness Campaign | \$80,000 | \$76,378.65 | 405f |
| Total All Funds | | | | \$76,378.65 | 405f |

Vulnerable Roadway Users Program Overview

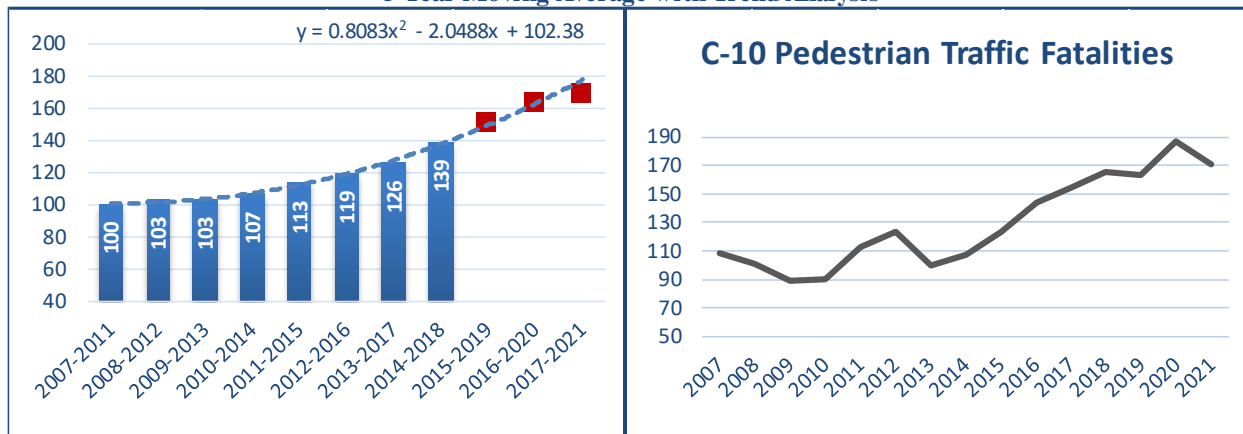
Vulnerable Roadway Users Program

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 include moped operators, pedestrians, bicyclists, and motorcyclists) during the five-year period from 2014 to 2018. 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 0.7% from the 2014-2018 baseline average of 139 to 138 by December 31, 2021.

**Figure C-10: South Carolina Pedestrian Traffic Fatalities
5 Year Moving Average with Trend Analysis**



| | |
|---|---|
| Polynomial Projection = $0.8083(11)^2 - 2.0488(11) + 102.38 = 178$ 2013-2017 Average = 126 2014-2018 Average = 139 2015-2019 Average = 150 2016-2020 Est. Average = 163 2017-2021 Est. Average = 168 | 2014 = 107 2015 = 123 2016 = 144 2017 = 155 2018 = 165 2019 = 163 2020 = 187 (FARS ARF) 2021 = 171 (SARS Prediction) |
|---|---|

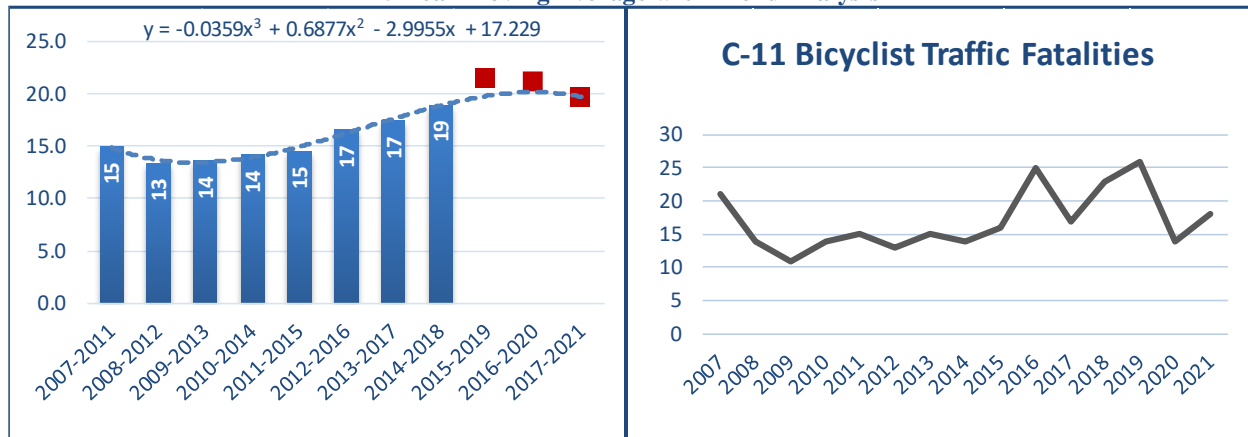
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that the number of pedestrian fatalities for 2021 will be 171. Based on current projections, the state is not expected to meet its 2021 pedestrian fatalities goal of 138. Because performance target C-10 was not met, the state will adjust its upcoming FFY 2023 HSP to better meet this performance target.

In FFY 2022, the state will utilize pedestrian awareness and safety campaigns intended to emphasize the risks to pedestrians on high-volume roadways and which promote the use of reflective apparel among pedestrians. South Carolina will also utilize its Law Enforcement Networks (LENs) to provide education and coordinate special enforcement efforts on a local and district level, particularly during Pedestrian Safety Month.

Final data from CY 2021 will be examined and existing efforts will be taken into appropriate consideration as the FFY 2023 performance targets are developed.

2. To decrease bicyclist traffic fatalities by 5.3% from the 2014-2018 baseline average of 19 to 18 by December 31, 2021.

**Figure C-11: South Carolina Bicyclist Traffic Fatalities
5 Year Moving Average with Trend Analysis**

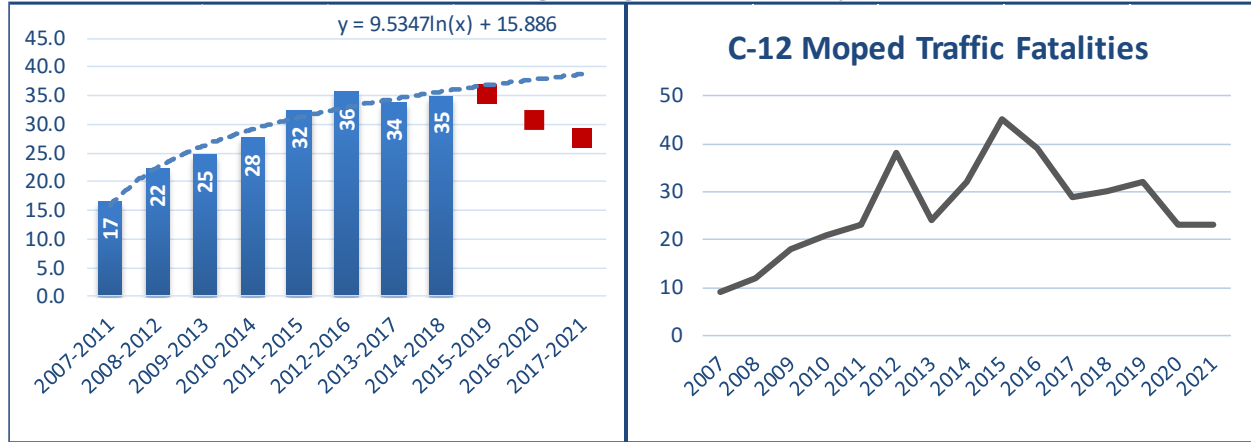


| | |
|--|--|
| <p>Polynomial Projection = $- 0.0359(11)^3 + 0.6877(11)^2 - 2.9955(11) + 17.229 = 20$</p> <p>2013-2017 Average = 17 2014-2018 Average = 19 2015-2019 Average = 21 2016-2020 Est. Average = 21 2017-2021 Est. Average = 20</p> | <p>2014 = 14 2015 = 16 2016 = 25 2017 = 17 2018 = 23 2019 = 26 2020 = 14 (FARS ARF) 2021 = 18 (SARS Prediction)</p> |
|--|--|

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that there will be 18 bicyclist fatalities for 2021. Based on current projections, the state is expected to meet its 2021 bicyclist traffic fatalities goal of 18.

3. To decrease moped traffic fatalities by 2.9% from the 2014-2018 baseline average of 35 to 34 by December 31, 2021.

**Figure C-12: South Carolina Moped Traffic Fatalities
5 Year Moving Average with Trend Analysis**



| | |
|--|--|
| <p>Logarithmic Projection = $9.5347\ln(11) + 15.886 = 39$</p> <p>2013-2017 Average = 34 2014-2018 Average = 35 2015-2019 Average = 35 2016-2020 Est. Average = 31 2017-2021 Est. Average = 27</p> | <p>2014 = 32 2015 = 45 2016 = 39 2017 = 29 2018 = 30 2019 = 32 2020 = 23 (State Data) 2021 = 23 (SARS Prediction)</p> |
|--|--|

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that there will be 23 moped fatalities for 2021. Based on current projections, the state is expected to meet its 2021 moped traffic fatalities goal of 34.

Vulnerable Roadway Users Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: PS-2021-HS-04-21
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 collisions, 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 2021, 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 efforts to educate the public about highway safety issues related to pedestrians, bicyclists and mopeds. Community Relations Officers (CROs) give hundreds of safety presentations each year, attend hundreds of safety fairs and give numerous interviews on various topics, including the topic of vulnerable roadway users.



2021 *Vulnerable Roadway Users Campaign*
 Social Media Graphic

The *Vulnerable Roadway Users* campaign was implemented and ran from August 23 – September 19, 2021 on outdoor/alternative media as well as social/digital media and radio.

| Vulnerable Roadway Users Project: Budget Summary | | | | | |
|---|---|---|---------------|---------------------|----------------------|
| Project Number | Subgrantee | Project Title | Budget | Expenditures | Budget Source |
| FHPE-2021-HS-04-21 | South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs | Public Information, Outreach and Training (Pedestrian and Bicyclist Billboard Campaign) | \$164,294 | \$163,795 | FAST ACT NHTSA 402 |
| Total | | | | \$163,795 | All funds |

Paid Media Overview

2020 Sober or Slammer! Halloween Campaign

Media Buy Summary for 2020 Sober or Slammer! Halloween Campaign

Flight Dates: October 19 – November 1, 2020

Campaign Overview

According to the South Carolina Department of Public Safety’s Strategic Highway Safety Plan, 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. According to data from the National Highway Traffic Safety Administration (NHTSA), on average there are 300 alcohol-impaired driving fatalities in South Carolina each year. The SCDPS’ Office of Highway Safety and Justice Programs (OHSJP) continued a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its new *Sober or Slammer! (SOS!) Halloween* campaign. The campaign utilized 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.

Campaign expenditures included connected television, programmatic out-of-home media, and YouTube. The primary target audience included Caucasian, African American, and Hispanic men 20 – 34 in the following 20 focus counties as identified by the 2021 South Carolina Highway Safety Plan with the highest number of DUI-related fatal and severe injury crashes from 2014-2018: Greenville (374), Horry (237), Lexington (236), Spartanburg (207), Richland (203), Anderson (199), Charleston (178), Berkeley (142), York (139), Aiken (120), Florence (103), Laurens (101), Beaufort (95), Orangeburg (90), Lancaster (81), Dorchester (76), Pickens (70), Darlington (69), Cherokee (68), and Oconee (66).

A new 30-second anti-DUI ad was created by the agency contractor, 9Rooftops, to debut on connected television and YouTube. The new ad begins with three trick-or-treaters walking on the same road upon which a drunk driver is driving and ends with the driver hitting one of the children. The ad featured the “Drink. Drive. Die” message and the crumpled beer can graphic, along with the SCDPS logo and *Target Zero* messaging.

Programmatic Out-of-Home Media:

- Venues: Parking Garages, Gas Stations, Casual Dining, Sports Entertainment, Bars, Grocery Stores, Convenience Stores, and Billboards
- Delivered Impressions: 2,192,717
- Total Investment: \$18,571.43

Connected TV:

- Delivered Impressions: 718,252
- Over-Delivered 78,000 Impressions (12.2%)
- Highest performing day of the week: Thursday (29% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Vizio, and NBC



**2020 Sober or Slammer! Halloween
Out-of-Home Graphic**

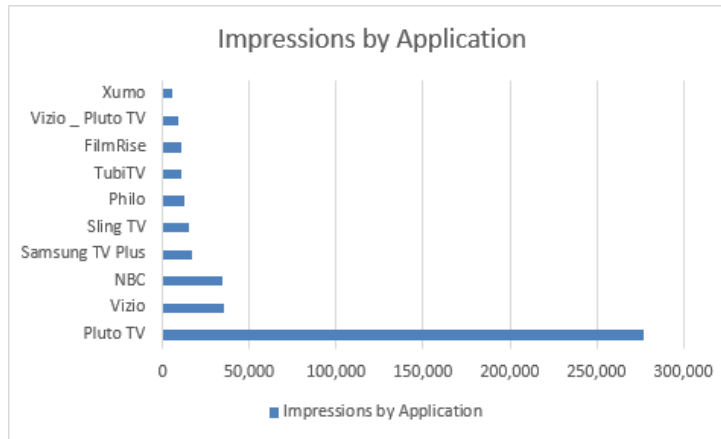
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$32,000.00

YouTube:

- Impressions: 2,960,942
- Views: 315,930
- View rate: 10.67%
- Total Investment: \$29,486.83

Total Media Spend: \$80,058.26

Total Campaign Expenditures: **\$96,285.62**



2020 Sober or Slammer! Halloween Connected TV Chart

2020 Thanksgiving Distracted Driving Campaign

Media Buy Summary for 2020 Thanksgiving Distracted Driving Campaign

Flight Dates: November 16 – 29, 2020

Campaign Overview

According to the SCDPS’ OHSJP, distracted or inattentive driving while on a cell phone or texting is listed as a top contributing factor in an average of 20,000 traffic collisions each year in South Carolina. Noticing a true distracted driving education campaign was needed in the state, SCDPS’ OHSJP continued to pursue the initiative in 2021. OHSJP and South Carolina Highway Patrol (SCHP) implemented a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities with a special education effort during the month of November. The paid media campaign positioned distracted driving—most notably using a phone while driving—prevention as a key element of the SCDPS *Target Zero* initiative.

A new anti-distracted driving ad was created by 9Rooftops to debut on radio, cable and connected television, programmatic out-of-home media, paid social media, and YouTube. The new ad shows a family gathering and sharing happy memories while they are awaiting the arrival of the last family member. Upon watching the mother send her son a text while he is driving, she is then greeted at the door by SCHP Troopers. The ad concludes with a new featured slogan: “Distracted driving. Deadly decision,” along with the SCDPS logo and *Target Zero* logo.

Radio:

- Buying demo was focused on adults 18 – 49
- Schedules ran within AM and PM Drive, and Evening and Weekend dayparts
- Buyers were able to negotiate 1,327 bonus spots
- Total Investment: \$24,670.40

Cable TV:

- Buying demo focused on adults 25 – 54
- Schedule ran within Prime and Weekend dayparts
- Buyers were able to negotiate 7,345 bonus spots
- Total Investment: \$42,253.50

Connected TV:

- Delivered Impressions: 879,545
- Over-delivered 238,000 impressions (137%)
- Highest performing day of the week: Tuesday (15.9% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Vizio, and NBC
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$36,693.90

Programmatic Out-of-Home Media:

- Venue types: Parking Garages, Gas Stations, Liquor Stores, Bars, Convenience Stores, Billboards
- Delivered Impressions: 2,664,276
- Over-delivered 442,000 impressions (120%)
- Total Investment: \$20,000.00

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 716,664
- Total Impressions: 2,766,987
- Total Ad Recall Rate was 9.74%
- Total Investment: \$12,995.65

YouTube:

- Impressions: 3,256,186
- Views: 396,592
- View rate: 12.18%
- Total Investment: \$29,993.16

Total Media Spend: \$166,606.61 net media + \$2,070.00 net distribution = \$168,676.61

Total Campaign Expenditures: **\$209,651.45**

2020-2021 *Sober or Slammer!* Holiday Campaign

Media Buy Summary for 2020-2021 Sober or Slammer! Holiday Campaign

Flight Dates: December 14, 2020 – January 1, 2021

Campaign Overview

The SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! Holiday* campaign during the holiday season, which incorporated the 2021 Law Enforcement *Target Zero* Challenge. The campaign, in coordination with NHTSA's *Drive Sober*



ABOVE: 2020 *Thanksgiving Distracted Driving Out-of-Home* Graphic
BELOW: 2020 *Thanksgiving Distracted Driving Paid Social Media* Post



or *Get Pulled Over* campaign, utilized 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. High visibility enforcement of the state’s DUI laws is a primary component of the *SOS* campaign and 2021 Challenge, 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.

Campaign expenditures included cable television, connected television, radio, YouTube, paid social media, and out-of-home media. The primary target audience and 20 focus counties for this campaign were those previously listed on Page 108.

Two previously-produced DUI enforcement television ads, featuring the “Drink. Drive. Die” messaging, were distributed and broadcasted. The first ad, created in 2019, shows a group of friends at a bar. When the couple decides to leave, a crumpled beer can designed to resemble a vehicle runs across the frame and the man ultimately decides to call a rideshare. The sequel ad, created in 2020, features the same couple leaving the bar. The spot then foreshadows two potential consequences of driving impaired: either the man is arrested for driving under the influence or a collision occurs, resulting in the woman being transported to the hospital. A Christmas tree was also previously edited in the spot to reflect the holiday season, and the state’s anti-DUI campaign slogan/logo, *Sober or Slammer!* and the *Target Zero/SCDPS* logo appeared on the spots.

Pre- and post-campaign 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 surveys were conducted in November 2020. Post-campaign surveys were conducted in January 2021.

Cable TV:

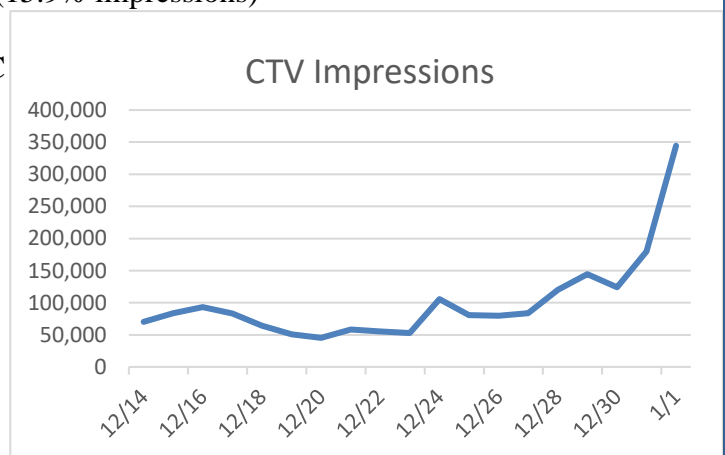
- Buying demo was focused on Adults 25 – 54
- Schedule ran within Prime and weekend dayparts
- Total Investment: \$82,633.60

Connected TV:

- Delivered Impressions: 878,475
- Over delivered 238,000 impressions (37.3%)
- Highest Performing Day of the Week: Tuesday (15.9% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Vizio, and NBC
- Programming included: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Clicks: 106
- Total Investment: \$28,000.00

Radio:

- Aired in English and Spanish
- Delivered Impressions: 2,387,545
- Total Investment: \$37,796.55



2020 SOS! Holiday Connected TV Impressions Graph



2020 SOS! Holiday Out-of-Home Graphic

Digital Audio:

- Platform: Katz Radio Network
- Delivered Impressions: 1,339,625
- Total Investment: \$14,882.70

YouTube:

- Impressions: 3,499,471
- Views: 601,837
- View rate: 17.19%
- Total Investment: \$29,988.78

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 716,664
- Total Impressions: 4,705,324
- Total Ad Recall Rate: 18.08%
- Total Investment: \$46,365.70

Programmatic Out-of-Home Media:

- Venue Types: Parking Garages, Gas Stations, Liquor Stores, Bars, Convenience Stores, and Billboards
- Delivered Impressions: 2,664,276
- Total Investment: \$25,000.00

Total Media Spend: \$264,667.33

Total Campaign Expenditures: **\$334,257.33**

2021 Sustained Highway Safety Public Information & Education Campaign

*Media Buy Summary for 2021 Sustained Highway Safety PI&E Campaign
Flight Dates: January – August, 2021
Campaign Overview*

SCDPS desired to have, under the *Target Zero* umbrella, a *Sustained Public Information and Education (PI&E) campaign* conducted during the first eight months of 2021. Primary focuses of this effort were as follows: 1) education of the motoring public regarding several of the (lesser-publicized) leading causes of traffic collisions (e.g., following too closely) and how to avoid them; 2) young drivers and the deadly consequences they face when their inexperience behind the wheel is combined with bad driving habits and/or risk-taking tendencies; 3) the on-going issue of distracted driving in this state; and 4) the increasing problem of speeding that occurs on South Carolina's highways and roadways, as well as the annual, multi-state *Operation Southern Shield* speed enforcement campaign and the media efforts surrounding this initiative.

Paid social media and YouTube ran each week, starting on January 4, 2021 through August 31, 2021. Billboards were also displayed for *Operation Southern Shield* from July 19 – 24, 2021, in coordination with NHTSA Region 4 states.

The table below provides more specific details surrounding the *PI&E* campaign.

| FLIGHT DATES | TOPIC |
|--------------|-------------------------------|
| Jan. 4-17 | Passing Unlawfully |
| Jan. 18-31 | Improper Lane Change |
| Feb. 1-14 | Disregard Sign/Signal |
| Feb. 15-28 | Failure to Yield Right of Way |
| March 1-7 | Too Fast for Conditions |
| March 8-21 | Following Too Closely |
| March 22-31 | Young Drivers |
| April 5-15 | Distracted Drivers |
| April 16-30 | Young Drivers |
| May 1-16 | Young Drivers |
| June 1-14 | Improper Turn |
| June 15-30 | Distracted Driving |
| July 1-15 | Distracted Driving |
| July 19-24 | Speeding |
| August 1-31 | Distracted Driving |



Operation Southern Shield Paid Social Media/Billboard Graphic



Disregard Sign/Signal Paid Social Media Graphic

YouTube:

- Impressions: 7,076,059
- Views: 1,218,005
- Total Investment: \$59,020.92

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Impressions: 27,154,822
- Total Ad Recall: 908,840
- Total Investment: \$102,500.34

Billboards:

- Flight Dates: June 28 – July 18, 2021
- Number of Units: 15
- Total Investment: \$22,365.00

Total Media Spend: \$183,886.26

Total Campaign Expenditures: **\$246,306.26**

2021 Sober or Slammer! St. Patrick’s Day Campaign

Media Buy Summary for 2021 Sober or Slammer! St. Patrick’s Day Campaign

Flight Dates: March 10 – 17, 2021

Campaign Overview

SCDPS’ OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS! St. Patrick’s Day* campaign, which incorporated the 2021 Law Enforcement *Target Zero* Challenge. The campaign utilized 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. High visibility enforcement of the state’s DUI laws is a primary component of the *SOS* campaign and 2021 Challenge, 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.

Campaign expenditures included radio, paid social media, and YouTube. The primary target audience and 20 focus counties for this campaign were previously listed on Page 108. Paid social media and YouTube featured the “Drink. Drive. Die” messaging, along with SCDPS, *Target Zero*, and *Sober or Slammer!* messaging in the 2019 bar scene described on Page 111. A previously produced St. Patrick’s Day radio ad also aired during the campaign.

Radio:

- Flight Dates: March 10 – 14, 2021
- Aired in English and Spanish
- Delivered Impressions: 720,257
- Total Investment: \$8,366.00

Paid Social Media:

- Flight Dates: March 10 – 14, 2021, March 17, 2021
- Included placements on Facebook and Instagram
- Total Reach: 371,126
- Total Impressions: 925,791

| Market Name | Station | Format | Dial Position | Number of Spots | TRPs Purchased | Purchased (Net Dollars) | Percent of Budget |
|--------------------|---------|--------|---------------|-----------------|----------------|-------------------------|-------------------|
| Aiken, SC | WKSPFM | UAC | 96.3 | 28 | 12.1 | \$378 | 38% |
| | WLLBFM | CO | 105.7 | 22 | 9.2 | \$238 | 24% |
| | WPRWFM | UC | 107.7 | 39 | 20.6 | \$391 | 39% |
| | | | | 89 | 41.90 | \$1,007 | 100% |
| Charleston, SC | WSSXFM | CHR | 95.1 | 61 | 25.1 | \$616 | 49% |
| | WXSTFM | UAC | 99.7 | 29 | 0.0 | \$633 | 51% |
| | | | | 90 | 25 | \$1,250 | 100% |
| York-Lancaster, SC | WFNZAM | S/T | 610 | 71 | 2.8 | \$0 | 0% |
| | WKQCFCM | AC | 104.7 | 32 | 8.6 | \$493 | 21% |
| | WLKCFM | HAC | 107.9 | 71 | 18.3 | \$586 | 25% |
| | WNKSFM | PHR | 95.1 | 18 | 6.0 | \$374 | 16% |
| | WOSFFM | URO | 105.3 | 80 | 15.0 | \$596 | 25% |
| | WPEGFM | UC | 97.9 | 16 | 4.0 | \$289 | 12% |
| | WQNCFCM | UC | 92.7 | 84 | 7.5 | \$0 | 0% |
| | | | 372 | 62 | \$2,338 | 100% | |
| Columbia, SC | WARQFM | HAC | 93.5 | 30 | 8.4 | \$167 | 17% |
| | WHXTFM | UC | 103.9 | 24 | 24.0 | \$370 | 37% |
| | WLKCFM | UAC | 103.1 | 41 | 18.8 | \$179 | 18% |
| | WTCBFM | AC | 106.7 | 21 | 4.7 | \$116 | 12% |
| | WXBTFM | UC | 100.1 | 24 | 18.9 | \$170 | 17% |
| | | | 140 | 75 | \$1,000 | 100% | |
| Florence, SC | WYNNFM | UC | 106.3 | 22 | 41.4 | \$239 | 100% |
| | | | | 22 | 41 | \$239 | 100% |
| Greenville, SC | WFBCF2 | UAC | 96.3 | 20 | 9.5 | \$84 | 7% |
| | WFBCFM | PHR | 93.7 | 16 | 7.1 | \$188 | 15% |
| | WGTKF2 | PHR | 93.7 | 18 | 0.0 | \$153 | 13% |
| | WHZTFM | RCH | 98.1 | 21 | 12.0 | \$281 | 23% |
| | WJMEFM | UC | 107.3 | 16 | 14.2 | \$264 | 22% |
| | WMYIFM | AH | 102.5 | 27 | 6.5 | \$145 | 12% |
| | WTPTFM | AR | 93.3 | 15 | 3.4 | \$99 | 8% |
| | | | 133 | 53 | \$1,212 | 100% | |
| Hilton Head, SC | WEASFM | UC | 93.1 | 22 | 11.8 | \$264 | 28% |
| | WGCOFM | CHR | 98.3 | 39 | 5.6 | \$106 | 11% |
| | WQBTM | UC | 94.1 | 13 | 12.3 | \$344 | 37% |
| | WYBFBM | UAC | 103.9 | 23 | 1.9 | \$26 | 3% |
| | WXYFFM | RAC | 100.1 | 40 | 10.4 | \$200 | 21% |
| | | | 137 | 42 | \$940 | 100% | |
| Myrtle Beach, SC | WDAIFM | UC | 98.5 | 37 | 31.8 | \$198 | 52% |
| | WKZQFM | ALT | 96.1 | 22 | 10.0 | \$114 | 30% |
| | WLOBFM | SR | 93.5 | 15 | 0.0 | \$68 | 18% |
| | | | 74 | 42 | \$380 | 100% | |
| | | | 1057 | | \$8,366 | | |

2021 SOS! St. Patrick’s Day Radio Market Breakdown

- Total Ad Recall Rate: 11.18%
- Total Investment: \$7,377.68

YouTube:

- Flight Dates: March 10 – 14, 2021, March 17, 2021
- Impressions: 523,318
- Views: 64,925
- View Rate: 12.41%
- Total Investment: \$4,898.32

Total Media Spend: \$20,642.00
 Total Campaign Expenditures: **\$25,082.00**

2021 Spring Distracted Driving Campaign

Media Buy Summary for 2021 Spring Distracted Driving Campaign

Campaign Dates: March 28 – April 18, 2021

Campaign Overview

SCDPS continued the statewide initiative to reduce collisions related to distracted driving with the *Spring Distracted Driving* campaign. OHSJP and South Carolina Highway Patrol (SCHP) implemented a statewide initiative to reduce the number of distracted driving-related traffic collisions and fatalities with a special enforcement and education effort during National Distracted Driving Awareness Month in April. The mobilization utilized enforcement and public information and education components, including paid and earned media, to position distracted driving prevention as a key element of the SCDPS *Target Zero* initiative. High visibility enforcement was a primary component of the *Target Zero* initiative.

The previously produced anti-distracted driving ad described on Page 109 ran during this campaign on paid social media. A new radio ad was also produced to air during the campaign flight dates. In the spot, the Colonel of the SCHP warns of the consequences of distracted driving in South Carolina and the stepped up enforcement during the campaign.

Radio:

- Flight Dates: April 4 – 18, 2021
- Buying demo was focused on Adults 25 – 54
- Schedule ran within AM Drive, Midday, PM Drive, Evening and Weekend dayparts

| Market Name | Station | Format | Dial Position | Number of Spots | TRPs Purchased | Purchased (Net Dollars) | Percent of Budget |
|----------------------------|---------|--------|---------------|-----------------|----------------|-------------------------|-------------------|
| Aiken, SC | WBBQFM | AC | 104.3 | 81 | 45.5 | \$1,105 | 35% |
| | WLUBFM | CO | 105.7 | 88 | 13.8 | \$791 | 25% |
| | WPRWFM | UC | 107.7 | 111 | 66.2 | \$1,254 | 40% |
| | | | | 280 | 126 | \$3,149 | 100% |
| Charleston, SC | WEZLFM | CO | 103.5 | 106 | 17.4 | \$1,064 | 26% |
| | WSSXFM | CHR | 95.1 | 125 | 52.2 | \$1,443 | 35% |
| | WWWZFM | UC | 93.3 | 87 | 101.5 | \$1,561 | 38% |
| | | | | 318 | 171 | \$4,068 | 100% |
| Columbia, SC | WARQFM | HAC | 93.5 | 57 | 18.2 | \$278 | 6% |
| | WCOSFM | CO | 97.5 | 36 | 14.7 | \$1,222 | 28% |
| | WHXTFM | UC | 103.9 | 46 | 38.1 | \$799 | 18% |
| | WLXCFM | UAC | 103.1 | 59 | 15.0 | \$279 | 6% |
| | WNOKFM | PHR | 104.7 | 41 | 29.3 | \$995 | 21% |
| | WTCBFM | AC | 106.7 | 56 | 15.2 | \$284 | 6% |
| | WXBTFM | UC | 100.1 | 62 | 38.5 | \$642 | 14% |
| | | | | 357 | 169 | \$4,439 | 100% |
| Florence, SC | WJMXFM | HAC | 103.3 | 61 | 46.5 | \$367 | 28% |
| | WMXTFM | CR | 102.1 | 51 | 27.9 | \$210 | 16% |
| | WYNNFM | UC | 106.3 | 51 | 95.4 | \$718 | 55% |
| | | | | 112 | 142 | \$1,295 | 100% |
| Greenville-Spartanburg, SC | WFBCFM | CHR | 93.7 | 67 | 26.8 | \$969 | 19% |
| | WHZTFM | RCH | 98.1 | 61 | 37.2 | \$840 | 16% |
| | WJMZFM | UC | 107.3 | 50 | 32.3 | \$784 | 15% |
| | WSPA FM | AC | 98.9 | 72 | 16.4 | \$643 | 13% |
| | WSSLFM | CO | 100.5 | 64 | 31.2 | \$1,190 | 23% |
| | WTPTFM | AR | 93.3 | 57 | 26.5 | \$711 | 14% |
| | | | | 371 | 170 | \$5,136 | 100% |
| Hilton Head, SC | WAEVFM | CHR | 97.3 | 36 | 27.4 | \$748 | 22% |
| | WEASFM | UC | 93.1 | 40 | 25.6 | \$629 | 18% |
| | WGCOFM | CHR | 98.3 | 66 | 26.6 | \$243 | 7% |
| | WLWHFM | UAC | 101.1 | 39 | 40.6 | \$697 | 20% |
| | WQBTFM | UC | 94.1 | 63 | 70.3 | \$1,059 | 31% |
| | WTYBFM | UAC | 103.9 | 36 | 4.1 | \$68 | 2% |
| | | | | 280 | 195 | \$3,444 | 100% |
| Myrtle Beach, SC | WDAIFM | UC | 98.5 | 54 | 78.6 | \$434 | 24% |
| | WKZQFM | ALT | 96.1 | 69 | 22.4 | \$317 | 18% |
| | WWXM-FM | PHR | 97.7 | 61 | 53.1 | \$739 | 42% |
| | WYNAFM | AH | 104.9 | 46 | 41.2 | \$285 | 16% |

2021 Spring Distracted Driving Radio Market Break

- Buyers were able to negotiate 641 bonus spots
- Total Investment: \$23,305.73

Paid Social Media:

- Flight Dates: March 28 – April 4, 2021
- Included placements on both Facebook and Instagram
- Total Reach: 763,778
- Total Impressions: 2,191,626
- Ad Recall Rate: 7.36%
- Total Investment: \$12,487.90

Total Media Spend: \$35,793.63

Total Campaign Expenditures: **\$45,601.13**

2021 Sober or Slammer! Memorial Day Campaign

Media Buy Summary for 2021 Sober or Slammer! Memorial Day Campaign

Flight Dates: April 21 – 25, May 26 – 31, 2021

Campaign Overview

SCDPS’ OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS! Memorial Day* campaign, which incorporated the 2021 Law Enforcement *Target Zero* Challenge. The campaign utilized 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. High visibility enforcement of the state’s DUI laws is a primary component of the *SOS* campaign and 2021 Challenge, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

The 2020 bar sequel scene, discussed on Page 111, was aired on paid social media and YouTube. Campaign expenditures also included radio. The primary target audience and 20 focus counties for this campaign were those previously listed on Page 108.

Radio:

- Aired in English and Spanish
- Buying demo was focused on Men 21 – 34
- Delivered Impressions: 438,201
- Total Investment: \$16,267.73

Paid Social Media:

- Included placements on Facebook and Instagram
- Total Reach: 506,773
- Total Impressions: 1,606,291
- Total Ad Recall Rate: 13.99%
- Total Investment: \$14,981.42



**2021 SOS! Memorial Day
Paid Social Media Post**

YouTube:

- Impressions: 1,829,773
- Views: 228,056
- View Rate: 12.46%
- Total Investment: \$19,425.15

Total Media Spend: \$50,674.30

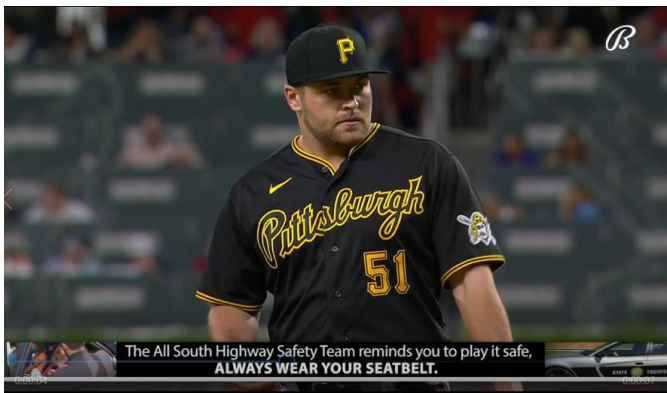
Total Campaign Expenditures: **\$59,609.30**

2021 All South Highway Safety Team Campaign

*Media Buy Summary for 2021 All South Highway Safety Team Campaign
Flight Dates April – September, 2021
Campaign Overview*

The SCDPS partnered with other states in the Southeast – Georgia, Tennessee, and North Carolina – to air a series of previously produced highway safety spots during the Atlanta Braves’ baseball games aired through the Bally Sports Southeast network. The effort was led by the Georgia Governor’s Office of Highway Safety and featured all four states in a series of spots sharing a seatbelt message, an anti-impaired driving message, and a speeding message.

Total Campaign Expenditures: **\$44,280.00**



2021 ASHST In-Game Gameflow



2021 ASHST In-Game Billboard

2021 PARTNERSHIP ELEMENT RECAP

| | <u>Promised</u> | <u>Delivered</u> | <u>Additional Value Added</u> |
|--------------------------------|-----------------|------------------|-------------------------------|
| Braves In-Game :30's | 130 | 213 | \$212,000 |
| Braves In-Game Gameflow | 65 | 65 | \$0 |
| Braves In-Game Billboard | 65 | 65 | \$0 |
| Braves Preseason In-Game :30's | 0 | 7 | \$7,000 |
| Braves Post-Game :30's | 0 | 10 | \$12,000 |
| Braves Pre-Game :30's | 0 | 28 | \$21,000 |
| ROS Sports | 500 | 1859 | \$67,950 |
| | | 2247 | \$319,950 |

2021 ASHST Partnership Recap (as a whole)

2021 Motorcycle Awareness Campaign

Media Buy Summary for 2021 Motorcycle Awareness Campaign

Campaign Dates: May 7 – 31, 2021

Campaign Overview

There were 141 motorcyclist fatalities on South Carolina’s roadways in 2018. Though figures for 2019 show a slight decrease (123 fatalities), the OHSJP continued the utilization of a comprehensive paid media campaign that complemented enforcement efforts throughout the year; the OHSJP also continued its outreach efforts conducted during the Myrtle Beach motorcycle rallies in May.

The campaign featured a newly designed graphic featuring a “Look twice. Save a life” message, encouraging motorists to look out for motorcycles. The SCDPS *Target Zero* umbrella campaign was also incorporated. A new radio ad was produced featuring a SCHP Trooper reminding other motorists to look out for motorcyclists on the road. Messaging ran on paid social media, radio, and programmatic out-of-home media.

Media was executed with a focus on eight priority counties identified in the 2021 South Carolina Highway Safety Plan with the highest number of motorcycle collisions involving another motor vehicle: Horry (243), Greenville (199), Charleston (178), Spartanburg (139), Richland (114), Anderson (106), Lexington (96), and York (84).

Paid Social Media:

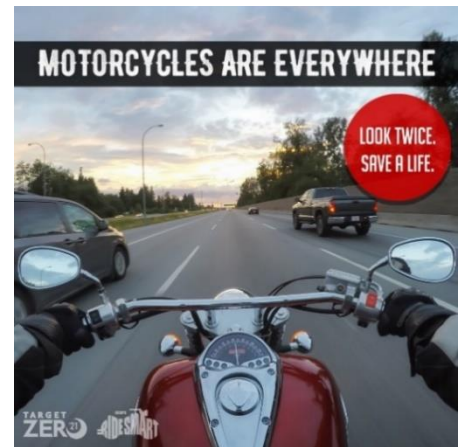
- Flight dates: May 7 – 31, 2021
- Included placements on both Facebook and Instagram
- Total Reach: 763,741
- Total Impressions: 3,025,535
- Ad Recall Rate: 10.38%
- Total Investment: \$11,250.01

Radio:

- Flight dates: May 7 – 31, 2021
- Aired in English and Spanish
- Buying demo was focused on Adults 25 – 54
- Schedule ran within AM Drive, Midday, PM Drive, Evening and Weekend dayparts
- Buyers were able to negotiate 961 bonus spots
- Total Investment: \$27,608.64

Programmatic Out-of-Home Media:

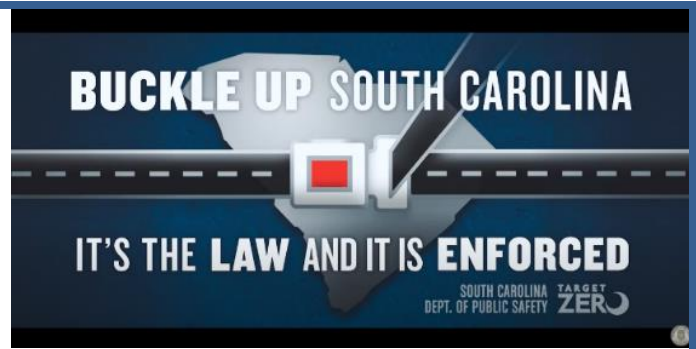
- Flight dates: May 7 – 16, 2021
- Ordered Impressions: 1,645,833
- Delivered Impressions: 3,212,984
- Percent Delivered: 195.20%
- Total Investment: \$19,750.00
- Total Media Spend: \$58,608.65
- Total Campaign Expenditures: **\$76,378.65**



2021 Motorcycle Awareness
Out-of-Home/ Paid Social Media Graphic

2021 Buckle Up, South Carolina Campaign

Media Buy Summary for 2021 BUSC Campaign
 Paid Social Media Flight Dates: May 17 – June 6, 2021
 Campaign Overview



2021 Buckle Up, SC Paid Social Media Graphic

The goals of the *Buckle Up, South Carolina (BUSC) 2021* mobilization were to increase observed daytime safety belt usage in South Carolina and to decrease by 5% the number of traffic fatalities and serious injuries during the enforcement period. *BUSC* is a high visibility statewide safety belt enforcement, public information and education campaign coordinated by SCDPS. This effort was conducted in conjunction with NHTSA’s *Click It or Ticket* national and regional enforcement mobilization. The increased enforcement component of the *BUSC 2021* blitz contained public information and educational components, including paid and earned media to position safety belt usage, as well as enforcement by SC Highway Patrol as a key element of the SCDPS *Target Zero* initiative. The enforcement component focused heavily on rural and night-time safety belt enforcement strategies aimed at increasing the use of safety belts and child restraints. The paid media focused on diversity outreach to the state’s Hispanic, African-American, youth, and rural male populations who have shown statistically lower safety belt usage rates than their non-minority and female counterparts.

The 30-second spot, previously produced in 2020, aired on cable and connected television, as well as paid social media. The spot featured a “missed milestones” message as a result of not buckling up and concluded with a SCHP Trooper reciting the “Buckle up, South Carolina. It’s the law and it is enforced” message. The *Target Zero* logo, as well as the SCDPS logo, appeared on the spot. A 30-second radio spot was also produced from the audio of the television spot in 2020.

Cable TV:

- Buying demo was focused on Adults 25 – 54
- Schedule ran within Prime and weekend dayparts
- Over 80 different networks purchased across all markets
- Total Investment: \$92,475.00

Connected TV:

- Delivered impressions: 1,113,219
- Highest performing day of the week: Monday & Tuesday (15% each)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Tubi, and Xumo
- Programming: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$55,344.77

Radio:

- Aired in English and Spanish
- Buying demo was focused on Adults 18-49
- Schedule ran within AM and PM Drive, Evening and Weekend dayparts
- Total Investment: \$74,027.25

| Top 10 Networks - Purchased TRPs | |
|----------------------------------|--------------|
| Network | % Total TRPs |
| TNT | 6.14% |
| USA | 5.45% |
| ESPN | 5.16% |
| CNN | 4.96% |
| BET | 4.75% |
| ESPN News | 4.14% |
| TBS | 4.10% |
| A&E | 3.98% |
| VH1 | 3.93% |
| AEN | 3.20% |

2021 Buckle Up, SC
 Cable TV Top 10 Recap

Digital Audio:

- Platforms: Pandora, iHeart, Katz
- Total Impressions: 3,678,235
- Total Investment: \$32,758.39

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 1,155,109
- Total Impressions: 5,235,641
- Total Ad Recall Rate was 13.10%
- Total Investment: \$23,437.03

Total Media Spend: \$278,042.44

Total Campaign Expenditures: **\$332,077.44**

2021 Carolina Country Music Festival Recap

*Media Buy Summary for 2021 Carolina Country Music Festival
June 10 – 13, 2021
Outreach Overview*

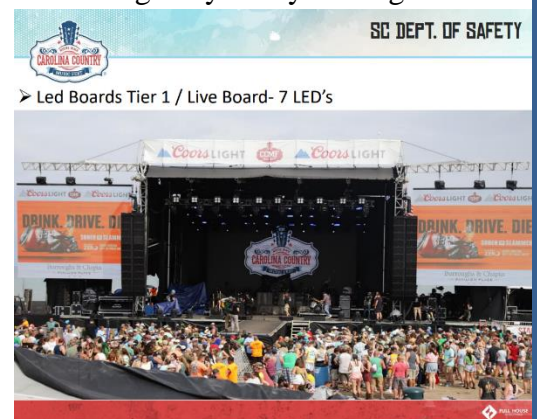
According to the 2019 South Carolina Traffic Collision Fact Book, in 2019, there were 513,246 licensed drivers in South Carolina aged 15-24, representing 13.2 percent of the total number of licensed drivers in the state. Based on 2019 data, this group represented 22.2 percent of the drivers involved in all reported collisions, 20.9 percent of the drivers involved in injury collisions, and 15.3 percent of the drivers involved in fatal collisions. Male drivers aged 15-24 represented 10.9 percent of drivers in traffic collisions and female drivers aged 15-24 represented 10.0 percent. One of the top contributing factors to fatal collisions in 2019—for all drivers— was driving under the influence, representing 20.1% of all fatal collisions. With all of these statistics in mind, the SCDPS’ OHSJP reached young drivers through highway safety messages at the 2021 Carolina Country Music Festival in Myrtle Beach, SC. The messaging included highway safety messages for DUI (“Sober or Slammer”), designated drivers, safety belts (“Buckle Up, SC”), and distracted driving (“Distracted driving. Deadly decision”). The advertising used at this event will serve as a model for outreach at future festivals and similar events in an effort to reach young drivers.

Recap:

- Total Attendance: 134,528
- 1 Still LED Board
- 7 Live LED Boards
- Logo and Push/Exit Notifications in CCMF App
- Artwork and Logo on CCMF Tower/Exit Signage
- On Stage Announcements
- 5 Digital Billboards

Total Media Spend: \$50,000.00

Total Campaign Expenditures: **\$52,968.75**



➤ Led Boards Tier 1 / Live Board- 7 LED's

2021 CCMF LED Board Recap

2021 Sober or Slammer! Summer – Labor Day Campaign

Media Buy Summary for 2021 Sober or Slammer! Summer – Labor Day Campaign

Flight Dates: June – September, 2021

Campaign Overview

SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS! Summer – Labor Day* campaign, which incorporated the 2021 Law Enforcement *Target Zero* Challenge. The campaign utilized 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. High visibility enforcement of the state's DUI laws is a primary component of the *SOS* campaign and 2021 Challenge, 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.

Campaign expenditures included radio, paid social media, YouTube, billboards, and cable/connected television. Both the bar scene ad from 2019 and its sequel ad from 2020, mentioned on Page 111, were used throughout the flight dates. The primary target audience and 20 focus counties for this campaign were those previously listed on Page 108.

Cable TV:

- Flight Dates: August 25 – September 5, 2021
- Buying demo was focused on Adults 25 – 54
- Schedule ran within Prime and weekend dayparts
- Total Investment: \$72,319.95

Connected TV:

- Flight Dates: August 18 – September 6, 2021
- Impressions: 2,067,586 (Over-delivered 408,000 impressions, or 30.3%)
- Majority of inventory ran across internet based-TV platforms such as Hulu, Pluto TV, and Roku
- Programming within these platforms include: movies, original shows, popular TV shows, Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$75,000.00

| Market Name | System | System Provider | Number of Spots | TRPs Purchased | Purchased (Net Dollars) | Percent of Budget |
|-----------------------|--------|--------------------------------|-----------------|----------------|-------------------------|-------------------|
| AIKEN | 1069CA | Comcast - North Augusta | 612 | 98.4 | \$1,710.20 | 43% |
| | 9643CA | Comcast - Aiken | 500 | 97.7 | \$2,284.80 | 57% |
| | | | 1,112 | 196.1 | \$3,995.00 | |
| CHARLESTON | 2199CA | Prime Media/Walterboro | 254 | 101.6 | \$953.70 | 8% |
| | 7647CA | Comcast/Charleston | 733 | 102.6 | \$11,231.05 | 92% |
| | | | 987 | 204.2 | \$12,184.75 | |
| YORK-LANCASTER | 0659CA | Spectrum/GAS-Gaston County | 317 | 167.4 | \$3,368.55 | 21% |
| | 0906CA | Spectrum/RCK-York-Lancaster | 456 | 147.6 | \$3,762.95 | 23% |
| | 1564CA | Spectrum/Charlotte South | 370 | 156.6 | \$1,449.25 | 9% |
| | 4964CA | Spectrum/SHE-Cleveland Cty | 313 | 169.7 | \$2,275.45 | 14% |
| | 9520CA | Spectrum/CHN-North Mecklenburg | 358 | 147.9 | \$5,438.30 | 33% |
| | | 1,814 | 789.2 | \$16,294.50 | | |
| COLUMBIA | 1173CA | Spectrum/Columbia U-Verse | 639 | 168.5 | \$745.45 | 7% |
| | 1960CA | Prime Media/Sumter | 325 | 168.4 | \$3,929.55 | 37% |
| | 2360CA | Spectrum/Orangeburg | 427 | 165.2 | \$629.00 | 6% |
| | 5295CA | Spectrum/Columbia | 638 | 166.5 | \$3,140.75 | 30% |
| | 9301CA | Ad Systems/Santee | 420 | 115.3 | \$2,176.00 | 20% |
| | | 2,449 | 783.9 | \$10,620.75 | | |
| FLORENCE-MYRTLE BEACH | 0358CA | Spectrum/Metro Horry Co. | 428 | 99.7 | \$1,771.40 | 2.5 |
| | 5899CA | Spectrum/South Horry Co. | 406 | 99.5 | \$1,812.20 | 2.6 |
| | 6957CA | Intellistrand/Myrtle Beach | 534 | 100 | \$2,470.10 | 3.5 |
| | | 1,368 | 299.2 | \$6,053.70 | | |
| GREENVILLE | 0257CA | Ad Systems/North Greenville | 589 | 100.5 | \$1,388.90 | 7% |
| | 0652CA | Spectrum/Greenville, SC | 641 | 100.5 | \$2,335.80 | 12% |
| | 0653CA | Spectrum/Spartanburg, SC | 629 | 100.5 | \$2,182.80 | 11% |
| | 1785CA | Spectrum/GSAA | 550 | 98.5 | \$1,651.55 | 8% |
| | 3208CA | Cable Ad-Concepts/Clemson | 819 | 99.3 | \$2,177.70 | 11% |
| | 3408CA | Spectrum/Golden Strip | 452 | 100.2 | \$4,085.10 | 21% |
| | 6351CA | Spectrum/Anderson City | 416 | 99.5 | \$3,536.85 | 18% |
| | 8961CA | Viamedia/Greenwood, SC | 470 | 98.1 | \$2,177.70 | 11% |
| | | 4,566 | 797.1 | \$19,536.40 | | |

2021 SOS! Summer – Labor Day Cable TV Recap

Radio:

- Flight Dates: June 16 – 20, June 30 – July 4, August 18 – September 6, 2021
- Aired in English and Spanish
- Buying demo was focused on adults 21 – 54
- Impressions: 6,494,339
- Total Investment: \$58,641.77

YouTube:

- Flight Dates: June 16 – 20, June 30 – July 4, August 18 – September 6, 2021
- Impressions: 3,479,959
- Views: 383,859
- View rate: 11.03%
- Total Investment: \$27,616.39

Paid Social Media:

- Flight Dates: June 16 – 20, June 30 – July 4, August 18 – September 6, 2021
- Included placements on both Facebook and Instagram
- Total Impressions: 4,556,881
- Total Ad Recall: 67,600
- Total Investment: \$29,361.61

Billboards:

- Flight Dates: August 23 – September 19, 2021
- Total Investment: \$58,114.00

Total Media Spend: \$321,053.72

Total Campaign Expenditures: **\$386,093.72**

2021 Rail Safety Week/School Bus Safety Campaign

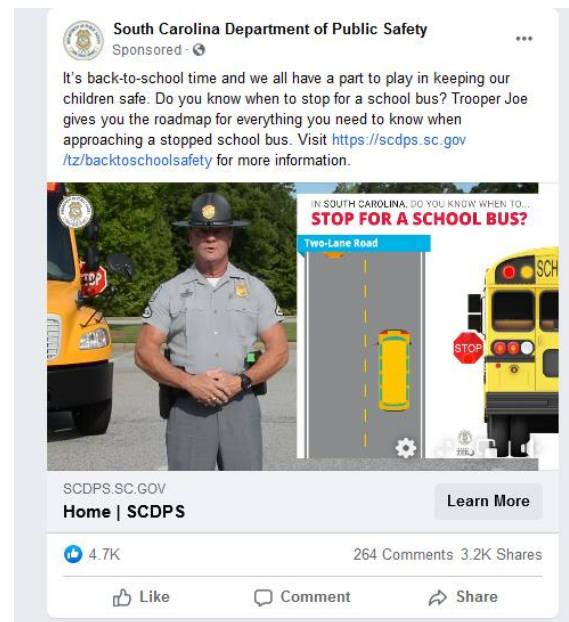
Media Buy Summary for 2021 Rail Safety Week/School Bus Safety Campaign

Flight Dates: August 9 – September 10 / September 20 – 26, 2021

Campaign Overview

According to NHTSA and the Federal Railroad Administration (FRA), a recent study found that more than 95% of all rail-related fatalities and injuries occur at railroad crossings or due to trespassing. Approximately every three hours, a person or vehicle is hit by a train in the United States. In 2019, there were 1,671 motor vehicle collisions at public rail grade crossings. According to the 2019 SCDPS Traffic Collision Fact Book, 44 traffic collisions involved a train in South Carolina. For that reason, the OHSJP partnered with the FRA and Operation Lifesaver, Inc. on rail safety education initiatives to empower drivers to make safe choices at crossings, increase public awareness around railroad tracks, and reduce crossing deaths and injuries.

In addition to the education and awareness efforts on behalf of rail grade crossings, the OHSJP increased awareness of school bus safety in an effort to educate the public about the issue South Carolina faces with traffic collisions involving school buses. According to the 2019 SCDPS Traffic Collision Fact Book, there were 464 total collisions involving a school bus in 2019, and 68 of them occurred during the months of August and September. That is an increase of 47 collisions from 2018.



2021 School Bus Safety Paid Social Media Post
during the months of August and September.

Paid social media for the *School Bus Safety* Campaign ran from August 9 – September 10, 2021 and featured an SCHP Trooper answering some frequently asked questions about when to stop for a school bus, particularly on a two-lane road and a four-lane road.

For Rail Safety Week, September 20 – 26, 2021, SCDPS requested a re-tag of NHTSA’s previously created video: “The Long Mile”. The 30-second video depicts the moment at which a train strikes a vehicle on the tracks with the message that it takes approximately one mile for the train to come to a stop. The SCDPS logo was used in both videos.

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach (School Bus Safety): 1,222,569
- Total Reach (Rail Safety Week): 593,903
- Total Investment: \$24,999.77

Total Media Spend: \$24,999.77

Total Campaign Expenditures: **\$29,184.77**

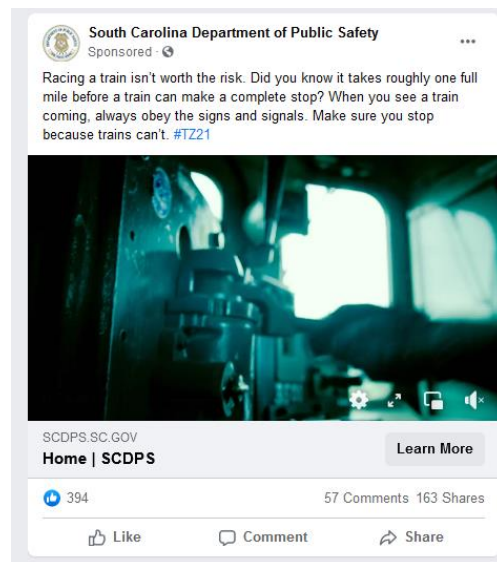
2021 Vulnerable Roadway Users Campaign

Media Buy Summary for 2021 Vulnerable Roadway Users Campaign

Flight Dates: August 19 – September 19, 2021

Campaign Overview

According to the 2021 SCDPS’ Highway Safety Plan and the 2019 Traffic Collision Fact Book, state data indicates that in 2019, vulnerable roadway users (VRU – pedestrians and bicyclists) accounted for 188, or 18.7%, of the state’s 1,006 traffic fatalities. During the five-year period from 2014 – 2018, there were a total of 95 bicyclist fatalities and 694 pedestrian fatalities in South Carolina. In an effort to decrease pedestrian and bicyclist fatalities and injuries that result from crashes involving a motor vehicle, and to educate motorists, pedestrians, and bicyclists of state traffic laws applicable to pedestrian and bicycle safety, the OHSJP implemented a Vulnerable Roadway Users Campaign for FFY 2021. The campaign focused on pedestrian and bicyclist safety and included social media and billboards in strategic locations throughout the state.



2021 Rail Safety Week Paid Social Media Post



2021 VRU Pedestrian Paid Social Media Post

Paid Social Media:

- Flight Dates: September 5 – 19, 2021
- Included placements on both Facebook and Instagram
- Total Reach: 2,064,916
- Total Impressions: 7,890,702
- Total Ad Recall Rate: 11.83%
- Total Investment: \$38,021.46



2021 VRU Bicyclist Paid Social Media Post

Billboards:

- Flight Dates: August 23 – September 19, 2021
- Total Units: 39
- Counties: Beaufort, Berkeley, Charleston, Greenville, Horry, Richland, and Spartanburg
- Total Investment: \$99,978.54

Total Media Spend: \$138,000.00

Total Campaign Expenditures: **\$163,795.00**

2021 Sustained Highway Safety PI&E Campaign Media Plan Development

Summary for 2021 Sustained Highway Safety PI&E Media Plan Development

September 7 – 30, 2021

Media Plan Development Overview

SCDPS desires to continue, under the *Target Zero* umbrella, the sustained public information and education (PI&E) campaign in October and November 2021. Primary focuses of this effort will be vulnerable roadway users (highway workers/work zones, first responders, and mopeds) and running off the road/over correction. According to the SCDPS state data, from 2015 – 2019, there were 485 total collisions involving first responders/ EMS, tow truck drivers, police, and/or firefighters identified as being located off the roadway. South Carolina also experienced 175 moped traffic fatalities from 2015 - 2019, with 32 occurring in 2019. In addition, there were 60,462 total collisions reported statewide from 2015 – 2019 where at least one of five contributing factors was identified as running off the road and/or over-correcting. It is the goal of this campaign to take an educational approach and deliver these various life-saving messages to the motoring public. This Part 1 of the *PI&E* campaign focused on the media plan development for the ads to run on paid social media and YouTube.

Flight dates for FFY 2022, after the purchase of media time, *Sustained Highway Safety PI&E Campaign Media Expenses*: October 11 – 31, 2021, November 1 – 14, 2021.

Total Campaign Expenditures (Agency Fees): **\$5,450.00**

2021 Sober or Slammer! Halloween Part II Media Plan Development

*Summary for 2021 Sober or Slammer! Halloween Part II
September 7, 2021 – September 30, 2021
Media Plan Development Overview*

SCDPS' OHSJP desires to continue a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS!) Halloween* campaign. The *SOS! Halloween Part II* campaign will contain enforcement, public information and education components, including paid and earned media. It will air after the purchase of media time in FFY 2022 to position the DUI enforcement as a key element of the SCDPS *Target Zero* initiative. This Part 1 of the *SOS! Halloween* campaign focused on the media plan development for the ads to run on connected television, paid social media/YouTube, and billboards.

Flight dates for FFY 2022, after the purchase of media time, *SOS! Halloween Part II Campaign Media Expenses*: October 1 – 31, 2021.

Total Campaign Expenditures (Agency Fees): **\$16,050.00**

Attitudinal Survey Results

SCDPS DUI Enforcement Campaign Awareness and Impact Study

Winter Holiday 2020-2021

This report presents the findings of a Campaign Awareness and Impact Study conducted on behalf of the **South Carolina Department of Public Safety (SCDPS)** and **9Rooftops**.

The purpose of the Study is to assess and track awareness, perceptions and impact of the **SCDPS's** DUI Enforcement Campaigns. The campaigns involve two major media blitzes – Winter Holiday and Labor Day. This report presents findings for the 2020/2021 Winter Holiday Campaign, with airdates from November 24, 2020 through January 3, 2021.

Traditionally, research consists of “pre” and “post” measures, with a survey conducted before the Campaign starts and another conducted immediately following completion of the Campaign, to identify shifts in driver awareness and behaviors that can be attributed to the Campaign.

Interviews each period are conducted by telephone among a mix of South Carolina’s licensed drivers. Data collection now includes 15% mobile phones in an effort to more effectively reach and represent consumer segments less likely to have landlines. Sample size is approximately 400 each period (pre and post); sampling error is ± 4.9 percentage points at the 95% confidence level; and data are weighted to reflect an appropriate distribution of respondent age.

Unless otherwise indicated, findings presented in this report are in percent, have been rounded to the nearest whole number, and represent “post” period results for this Campaign period. Comparisons to “pre” period findings are made when significant

shifts are evidenced. In addition, when relevant, reference is made to findings from previous Campaign periods.

Key Findings

- **DUI is a key safety concern of SC drivers:**
 - ✓ 84% of study respondents feel that *drinking and driving* is a serious driver safety issue (higher than speeding, aggressive driving, uninsured motorists, and/or lack of seatbelt usage) (Q1); and
 - ✓ 63% believe it should be the top priority for police enforcement (Q2).
- **Drivers in the state support strict enforcement of DUI laws and, specifically, the SCDPS DUI enforcement campaigns:**
 - ✓ 90% support the strong enforcement of DUI laws in South Carolina (Q5); and
 - ✓ 88% support the implementation of a DUI enforcement program/campaign in the state (Q15).
- **Awareness of the SCDPS DUI Campaign is strong:**
 - ✓ 67% agree that law enforcement is making a big effort to crack down on drinking and driving in the state (Q10); and
 - ✓ 54% are aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis (Q12).

- **Motivating messages are effectively conveyed by the current Campaign.**

Among those who claim awareness of SCDPS Campaign elements, key takeaways are (Q13):

- ✓ to get drunk drivers off the road (56%),
- ✓ warning people about the consequences of drinking and driving (24%),
- ✓ if you drink and drive, you'll get caught (18%), and
- ✓ drunk driving kills (12%).

- **Study findings identify positive impacts of the Campaign:**

- ✓ Several key measures increased significantly between the "pre" and "post" Campaign periods, identifying a positive shift in attitudes and/or behaviors that may be attributed to the Campaign:
 - *Enforcement* of DUI laws in the state is *too weak* – from 23% "pre" to 37% "post" Campaign (Q7);
 - *Penalties* for DUI are *too weak* – from 24% "pre" to 32% "post" (Q6);
 - *Support* the strict *enforcement of DUI laws* – from 80% "pre" to 90% "post" (Q5);
 - *DUI should be the highest priority* for law enforcement - from 58% "pre" to 63% "post" (Q2);
 - *Support implementation of a DUI enforcement campaign* in general - from 82% "pre" to 88% "post" (Q15);

- Key Campaign message is to get drunk drivers off the road - from 46% "pre" to 56% "post" (Q13).

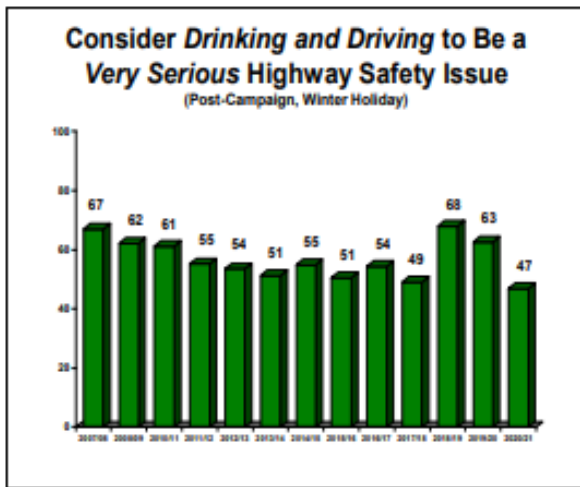
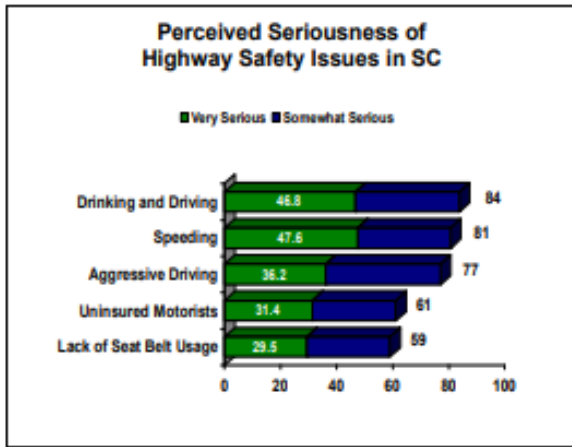
✓ Findings also identify some significant attitudinal differences between those who have been exposed to the Campaign and those who have not:

- 78% of those with Campaign exposure *agree* that SC law enforcement is cracking down on DUIs, compared to 54% of those without Campaign exposure (Q10);
- 91% of those who have seen or heard Campaign elements *support* the implementation of this type of DUI Enforcement Campaign compared to 84% of those who have not (Q15);
- 51% of study respondents with Campaign exposure say *drinking and driving* is a *very serious* highway safety issue compared to 42% of those who haven't seen the Campaign (Q1c);
- Those who have seen or heard Campaign elements are *less likely* to feel that DUI penalties and enforcement are *too weak* (27% versus 41% and 34% versus 40% respectively), suggesting that the Campaign is effectively conveying these messages (Qs 6 and 7); and
- 54% of those who have seen or heard Campaign elements rate the SCDPS DUI Campaign as an effective deterrent compared to 32% of those who have not seen/heard ads (Q16).

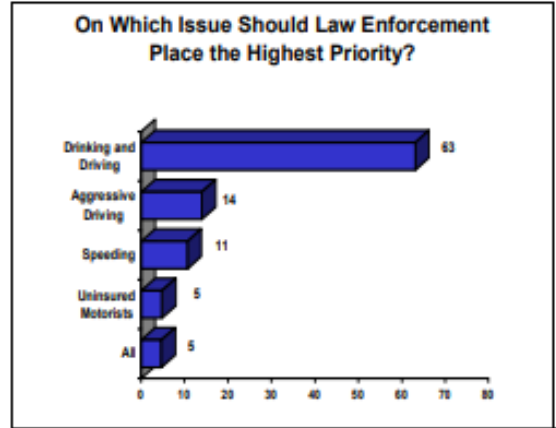
Detailed Study Results

Perceptions of DUI as a Driver Safety Issue

- How big of a problem do you feel ... [speeding, aggressive driving, drinking and driving, lack of seatbelt usage, and uninsured motorists] ... is on South Carolina's roads and highways – very serious, somewhat serious, not too serious, or not serious at all? (Q1)

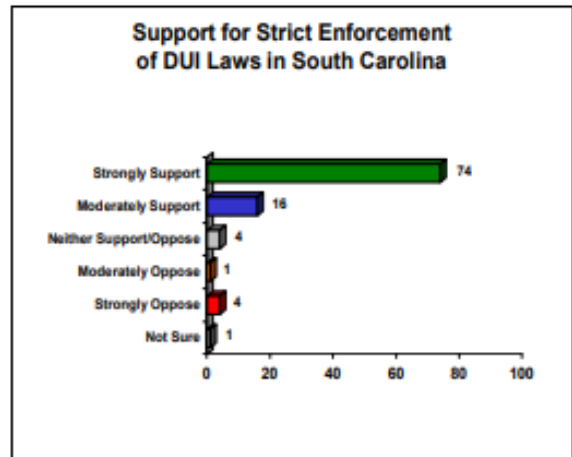


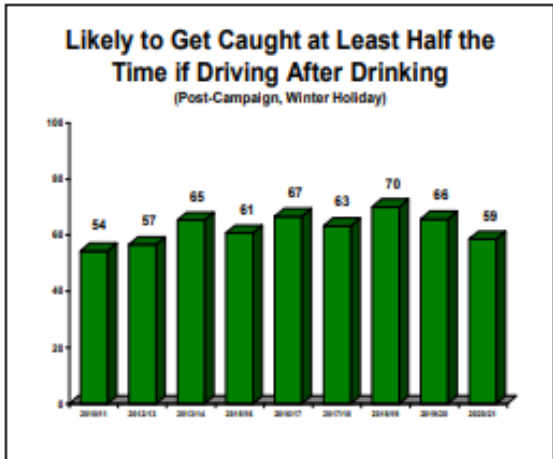
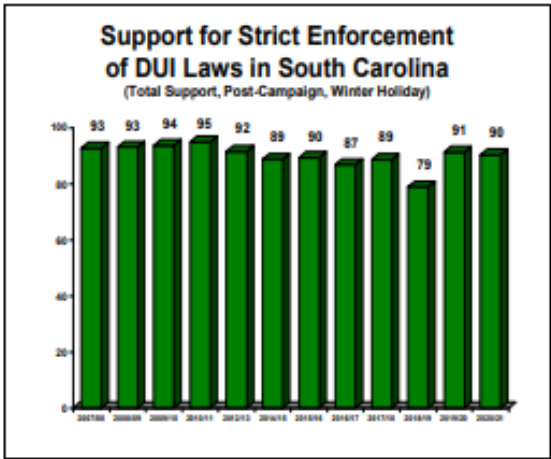
- On which of these problems should law enforcement place the highest priority – speeding, aggressive driving, drinking and driving, seatbelt usage, or uninsured motorists? (Q2)



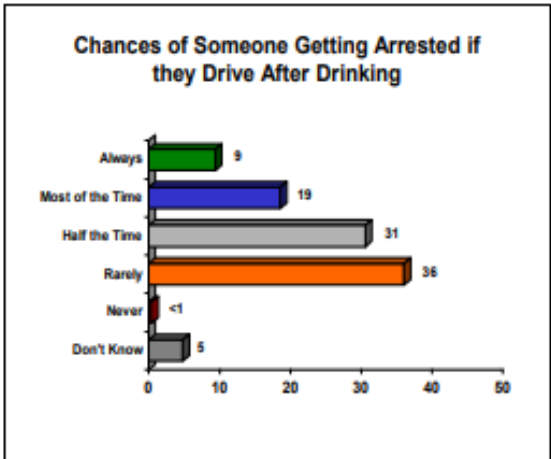
Support for and Expectations of South Carolina DUI Enforcement Efforts

- Where do you stand on the strict enforcement of DUI laws in South Carolina? (Q5)





- *What do you think the chances are of someone getting arrested if they drive after drinking – always, most of the time, half of the time, rarely or never? (Q8)*

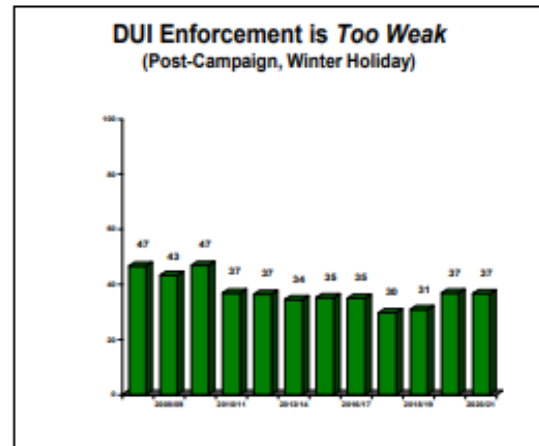
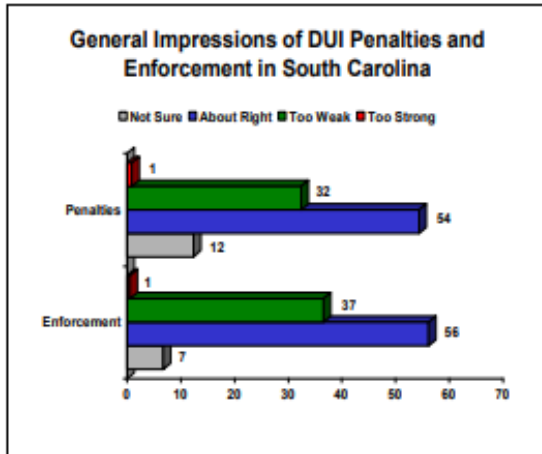


- *If a South Carolina driver is convicted of driving while intoxicated, what type of consequences can they expect? (Q9, open-ended)*

Consequences of DUI Conviction in South Carolina

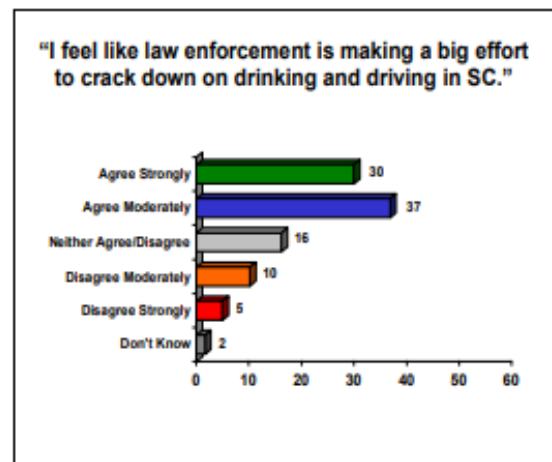
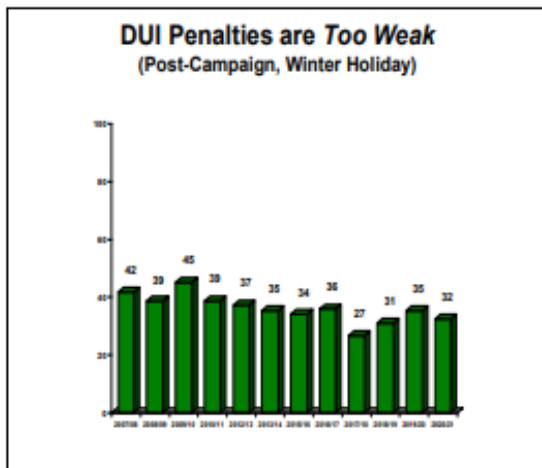
| | |
|---------------------------------------|-----|
| Going to jail | 54% |
| Losing driver's license | 48 |
| Getting a fine/ticket/citation | 37 |
| Higher insurance rates/lose insurance | 7 |
| Education programs | 5 |
| Community service | 4 |
| Appear in court | 3 |
| Probation | 2 |
| Having a felony/police record | 2 |
| Car impounded | 2 |
| Not much/slap on wrist | 1 |
| Other consequences | 7 |
| Don't know | 12 |

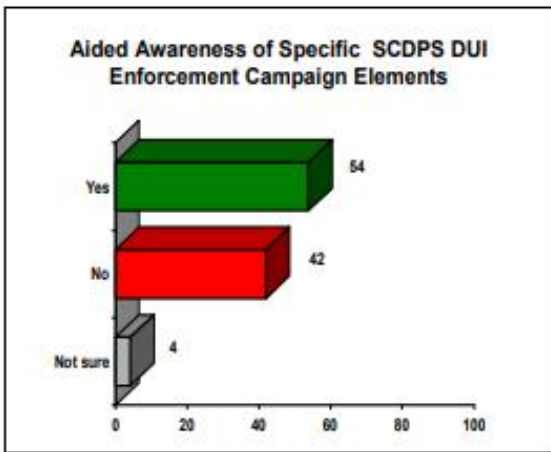
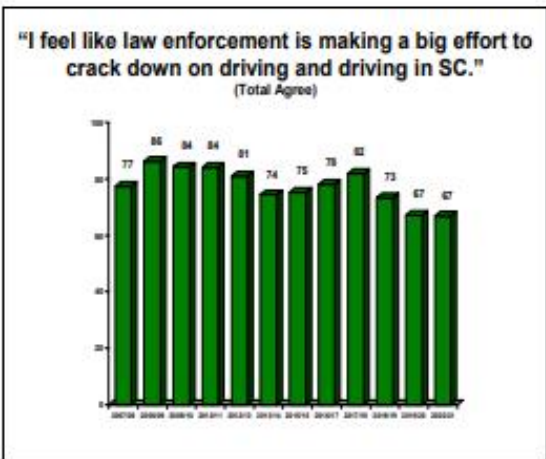
- In your opinion, do you think [penalties/enforcement] of drinking and driving laws in South Carolina [is/are] too strong, too weak, or about right? (Qs 6 and 7)



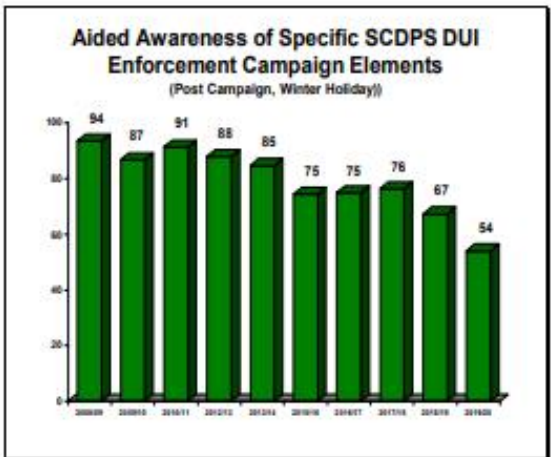
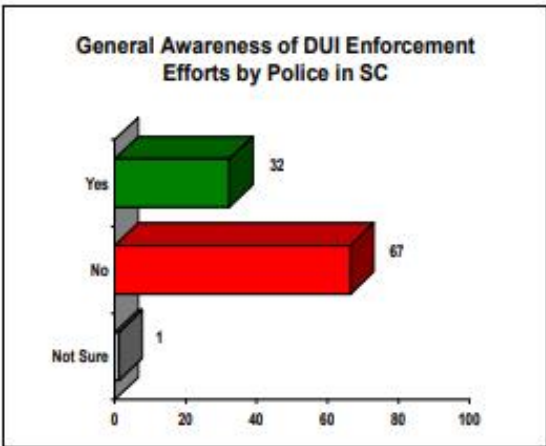
DUI Enforcement Campaign Awareness

- To what degree do you agree or disagree with this statement: "I feel like law enforcement is making a big effort to crack down on drinking and driving in South Carolina." (Q10)





- In the past 30 days, have you read, seen or heard anything about alcohol impaired driving or drunk driving enforcement by police? (Q11)



- Within the past 30 days, have you seen or heard of the DUI enforcement campaigns featuring slogans "Drink. Drive. Die." "Highways or Dieways." "Sober or Slammer!" or "Dial *47 to Report a Drunk Driver Before it's Too Late"? (Q12)

SCDPS DUI Enforcement Campaign Message Communication

- What is the primary point of these campaigns, including "Drink. Drive. Die." "Highways or Dieways." "Sober or Slammer!" or "Dial *47 to Report a Drunk Driver Before it's Too Late." (among those with aided awareness, n = 215)? (Q13)

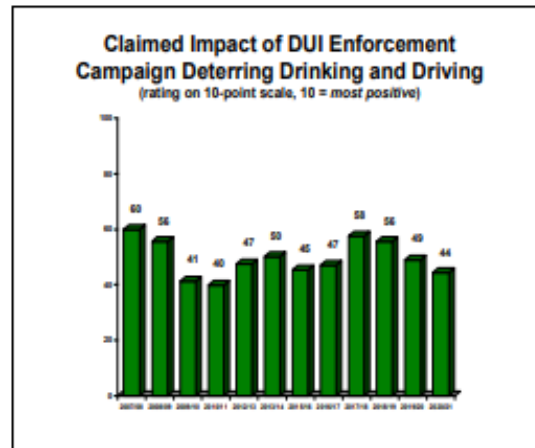
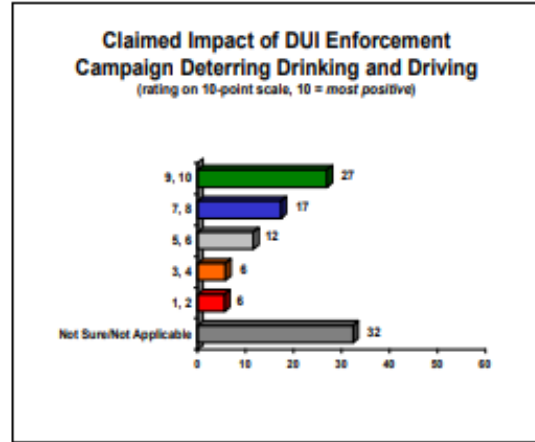
**Main Point of SCDPS DUI Campaign
(among those aware, n= 215)**

| | |
|--|-----|
| To stop DUIs | 56% |
| To warn people of the consequences of drinking and driving | 24 |
| If you drink and drive, you'll go to jail | 18 |
| Driving drunk kills | 12 |
| Raise awareness of SC DUI laws | 5 |
| Other | 4 |
| Don't know | 3 |

- *Where did you see or hear these DUI Campaigns (among those with aided awareness, n = 215)? (Q14)*

**Source of SCDPS DUI Campaign
Exposure**

| | |
|----------------------|-----|
| Television | 55% |
| Billboards | 54 |
| Radio | 36 |
| Social media | 20 |
| Friends or relatives | 11 |
| Gas pump/station | 9 |
| Newspaper | 8 |
| Schools | 5 |
| Semis/big trucks | 3 |
| Other | 9 |



**SCDPS DUI Enforcement
Campaign Impacts on Perceptions
and Behaviors**

- *On a scale from 1 to 10, where 1 means the campaigns have not or would not deter you at all and 10 means they have been or would be a major deterrent, to what extent have or would these DUI campaigns deter you personally from drinking and driving? (Q16)*

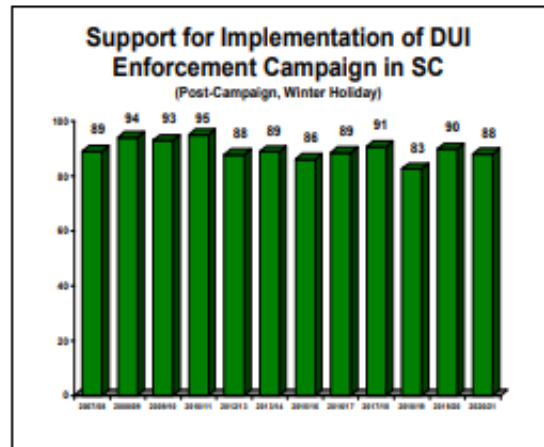
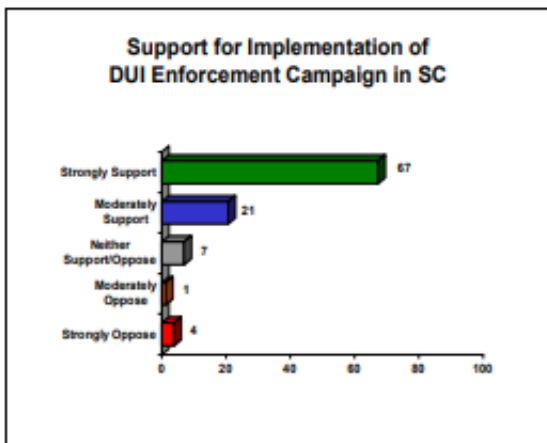
- Quantitative indicators of Campaign impacts:

| Shifts in Attitudes/Perceptions that May Be Attributed to Campaign Exposure | | |
|--|------------|-------------|
| | Pre | Post |
| Support strict enforcement of DUI laws (Q5) | 80% | 90% |
| Feel that <i>Enforcement</i> of DUI laws in the state is <i>too weak</i> (Q7) | 23% | 37% |
| Feel that <i>Penalties</i> for DUI in the state are <i>too weak</i> (Q6) | 24% | 32% |
| Feel DUI should be highest highway safety priority for police (Q2) | 58% | 63% |
| Support implementation of DUI type of safety campaign (Q15) | 82% | 88% |
| Aided awareness of SCDPS DUI Campaign (Q12) | 48% | 54% |
| Identify <i>to get drunk drivers off the road</i> as key message of SCDPS DUI Campaign (Q13) | 46% | 56% |

| Differences in Attitudes Between Those With Campaign Exposure and Those Without | | |
|---|--------------------------|----------------------|
| | Not Seen Campaign | Seen Campaign |
| Agree that law enforcement is cracking down on DUIs (Q10) | 54% | 78% |
| <i>Strongly Support</i> the implementation of this type of DUI Enforcement Campaign (Q15) | 62% | 73% |
| <i>Drinking and Driving</i> is a <i>very serious</i> highway safety issue (Q1c) | 42% | 51% |
| Rate the SCDPS DUI Campaign as an effective deterrent (rating of 7, 8, 9 or 10 on 10-point scale) (Q16) | 32% | 54% |
| Think DUI <i>Penalties</i> are <i>too weak</i> (Q6) | 41% | 27% |
| Think DUI <i>Enforcement</i> is <i>too weak</i> (Q7) | 40% | 34% |

Overall Support for SC DPS DUI Enforcement Campaign

- “Drink. Drive. Die” “Highways or Dieways.” “Sober or Slammer!” and “Dial *47 to Report a Drunk Driver Before it’s Too Late” represent a combined DUI enforcement campaign being implemented by the state of South Carolina Department of Public Safety. The campaigns involved advertisements and heightened enforcement by the SC Highway Patrol, the State Transport Police, and local law enforcement agencies. To what degree do you support the implementation of this type of DUI enforcement program and campaign by South Carolina – strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose? (Q15)*



Personal Vs. Peer Drinking Behaviors

- Historically, the study has asked respondents to share information about the frequency of consuming alcoholic beverages and, among those who ever drink, about the number of times within the past two months they have driven a motor vehicle within two hours of drinking alcoholic beverages.

For the past two years the study has also asked them about the consumption behaviors of their friends and co-workers in an effort to assess the degree to which their own behaviors might be under-represented.

Findings suggest that self-reported incidence of alcohol consumption, in general, may be a fair representation (61% self, 56% peer), but that self-reported behaviors relative to driving within two hours of drinking alcohol may be under-reported by as much as 50% (9% self, 19% peer). (Qs 3, 4, 17, 18)

Federal Funds Expended on Projects

State: South Carolina U.S. Department of Transportation National Highway Traffic Safety Administration
Expenditure Close Out Report
 2021-VOU-18
 Posted: 12/22/2021 Page: 1
 Report Date: 12/22/2021

| Program Area | Project | Description | Obligated | Expended | Unexpended | Forwarded into Next FY | Total # Vouchers | Last Voucher # | Last Voucher Posted | |
|---------------------------|------------------------------------|----------------------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------|----------------|---------------------|--|
| NHTSA | | | | | | | | | | |
| 164 Transfer Funds | | | | | | | | | | |
| 164 Alcohol | | | | | | | | | | |
| | 164AL-2021-00-00-00 | Holding Account | \$1,355,361.35 | \$0.00 | \$1,355,361.35 | \$0.00 | 0 | | | |
| | 164AL-2021-00-00-00 | | \$1,355,361.35 | \$0.00 | \$1,355,361.35 | \$0.00 | 0 | | | |
| | 164AL-2021-HS-36-21 | City of Goose Creek Prosecutor | \$84,637.70 | \$84,637.70 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-36-21 | | \$84,637.70 | \$84,637.70 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-39-21 | Berkeley Co SO *164AL | \$54,296.00 | \$54,296.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-39-21 | | \$54,296.00 | \$54,296.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-43-21 | Berkeley Co SO DUI Prosecutor | \$83,227.00 | \$83,227.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-43-21 | | \$83,227.00 | \$83,227.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-44-21 | Sixth Circuit Solicitor's DUI | \$74,472.00 | \$74,472.00 | \$0.00 | \$0.00 | 4 | VOU-14 | Dec-13-2021 | |
| | 164AL-2021-HS-44-21 | | \$74,472.00 | \$74,472.00 | \$0.00 | \$0.00 | 4 | VOU-14 | Dec-13-2021 | |
| | 164AL-2021-HS-45-21 | Lancaster CO SO *164AL | \$72,153.00 | \$72,153.00 | \$0.00 | \$0.00 | 4 | VOU-18 | Dec-22-2021 | |
| | 164AL-2021-HS-45-21 | | \$72,153.00 | \$72,153.00 | \$0.00 | \$0.00 | 4 | VOU-18 | Dec-22-2021 | |
| | 164AL-2021-HS-46-21 | City of Goose Creek *164AL | \$61,676.00 | \$61,676.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-46-21 | | \$61,676.00 | \$61,676.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-47-21 | Town of Summerville *164AL | \$43,183.00 | \$43,183.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-47-21 | | \$43,183.00 | \$43,183.00 | \$0.00 | \$0.00 | 4 | VOU-17 | Dec-21-2021 | |
| | 164AL-2021-HS-48-21 | City of Hartsville *164AL | \$31,310.00 | \$31,310.00 | \$0.00 | \$0.00 | 3 | VOU-18 | Dec-22-2021 | |
| | 164AL-2021-HS-48-21 | | \$31,310.00 | \$31,310.00 | \$0.00 | \$0.00 | 3 | VOU-18 | Dec-22-2021 | |
| | 164AL-2021-HS-51-21 | Fifth Judicial Circuit Solicitor | \$61,486.00 | \$61,486.00 | \$0.00 | \$0.00 | 4 | VOU-14 | Dec-13-2021 | |
| | 164AL-2021-HS-51-21 | | \$61,486.00 | \$61,486.00 | \$0.00 | \$0.00 | 4 | VOU-14 | Dec-13-2021 | |
| | 164 AlcoholTotal | | \$1,921,802.05 | \$566,440.70 | \$1,355,361.35 | \$0.00 | 13 | VOU-18 | Dec-22-2021 | |
| | 164 Paid Media | | | | | | | | | |
| | 164PM-2021-HS-25-21 | ID Countermeasures PAID MEDIA | \$507,461.34 | \$507,461.34 | \$0.00 | \$0.00 | 3 | VOU-16 | Dec-20-2021 | |
| | 164PM-2021-HS-25-21 | | \$507,461.34 | \$507,461.34 | \$0.00 | \$0.00 | 3 | VOU-16 | Dec-20-2021 | |
| | 164 Paid MediaTotal | | \$507,461.34 | \$507,461.34 | \$0.00 | \$0.00 | 3 | VOU-16 | Dec-20-2021 | |
| | 164 Transfer FundsTotal | | \$2,429,263.39 | \$1,073,902.04 | \$1,355,361.35 | \$0.00 | 14 | VOU-18 | Dec-22-2021 | |
| | FAST Act NHTSA 402 | | | | | | | | | |
| | Planning and Administration | | | | | | | | | |
| | PA-2021-HS-01-21 | OHSJP PLANNING AND ADMINISTRAT | \$96,042.44 | \$96,042.44 | \$0.00 | \$0.00 | 13 | VOU-15 | Dec-17-2021 | |
| | PA-2021-HS-01-21 | | \$96,042.44 | \$96,042.44 | \$0.00 | \$0.00 | 13 | VOU-15 | Dec-17-2021 | |
| | Planning and | | \$96,042.44 | \$96,042.44 | \$0.00 | \$0.00 | 13 | VOU-15 | Dec-17-2021 | |

| AdministrationTotal | | | | | | | |
|---------------------------------|--------------------------------|---------------------|---------------------|----------------|---------------|------------------|--------------------|
| Occupant Protection | | | | | | | |
| OP-2021-HS-02-21 | OHSJP OCCUPANT PROTECTION *OP | \$149,254.65 | \$149,254.65 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| OP-2021-HS-02-21 | | \$149,254.65 | \$149,254.65 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| OP-2021-HS-17-21 | SC DHEC OPERATION SAFE RIDE *O | \$146,761.11 | \$146,761.11 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| OP-2021-HS-17-21 | | \$146,761.11 | \$146,761.11 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| Occupant ProtectionTotal | | \$296,015.76 | \$296,015.76 | \$0.00 | \$0.00 | 15 VOU-18 | Dec-22-2021 |
| Police Traffic Services | | | | | | | |
| PT-2021-00-00-00 | Holding Account | \$3,581,730.77 | \$0.00 | \$3,581,730.77 | \$0.00 | 0 | |
| PT-2021-00-00-00 | | \$3,581,730.77 | \$0.00 | \$3,581,730.77 | \$0.00 | 0 | |
| PT-2021-HS-05-21 | OHSJP POLICE TRAFFIC SERVICES | \$157,279.06 | \$157,279.06 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| PT-2021-HS-05-21 | | \$157,279.06 | \$157,279.06 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| PT-2021-HS-06-21 | OHSJP LAW ENF COORD *PTS-LEC | \$366,174.06 | \$366,174.06 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| PT-2021-HS-06-21 | | \$366,174.06 | \$366,174.06 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| PT-2021-HS-07-21 | SCCJA TSO PROGRAM *PTS-TSO | \$377,499.69 | \$377,499.69 | \$0.00 | \$0.00 | 8 VOU-17 | Dec-21-2021 |
| PT-2021-HS-07-21 | | \$377,499.69 | \$377,499.69 | \$0.00 | \$0.00 | 8 VOU-17 | Dec-21-2021 |
| PT-2021-HS-08-21 | City of Spartanburg *PTS-EU/P | \$84,736.00 | \$84,736.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-08-21 | | \$84,736.00 | \$84,736.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-09-21 | Moncks Corner PD *PTS-EU/PTS-O | \$63,949.00 | \$63,949.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-09-21 | | \$63,949.00 | \$63,949.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-10-21 | City of Anderson *PTS-EU/PTS-O | \$62,151.00 | \$62,151.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-10-21 | | \$62,151.00 | \$62,151.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-11-21 | Goose Creek P.D. *PTS-EU/PTS-O | \$69,070.00 | \$69,070.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-11-21 | | \$69,070.00 | \$69,070.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-12-21 | City of Orangeburg *PTS-EU/PTS | \$80,337.00 | \$80,337.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-12-21 | | \$80,337.00 | \$80,337.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-13-21 | Town of Port Royal *PTS-EU/PTS | \$125,293.00 | \$125,293.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-13-21 | | \$125,293.00 | \$125,293.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-14-21 | City of North Augusta *PTS-EU/ | \$71,025.00 | \$71,025.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-14-21 | | \$71,025.00 | \$71,025.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-16-21 | York County S.O. *PTS-EU/PTS-O | \$83,197.00 | \$83,197.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-16-21 | | \$83,197.00 | \$83,197.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-18-21 | Chesterfield County S.O. *PTS- | \$49,309.00 | \$49,309.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-18-21 | | \$49,309.00 | \$49,309.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-19-21 | Berkeley Co SO *PTS--EU/PTS-OP | \$143,072.00 | \$143,072.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-19-21 | | \$143,072.00 | \$143,072.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-20-21 | Mount Pleasant Police Dept *PT | \$86,043.00 | \$86,043.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-20-21 | | \$86,043.00 | \$86,043.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-21-21 | Lexington Police Department *P | \$121,507.00 | \$121,507.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-21-21 | | \$121,507.00 | \$121,507.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-22-21 | Town of Summerville *PTS-EU/PT | \$137,630.00 | \$137,630.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-22-21 | | \$137,630.00 | \$137,630.00 | \$0.00 | \$0.00 | 4 VOU-17 | Dec-21-2021 |
| PT-2021-HS-28-21 | Simpsonville Police Dept **PTS | \$52,607.00 | \$52,607.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-28-21 | | \$52,607.00 | \$52,607.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-29-21 | Lancaster Police Dept *PTS-EU/ | \$57,267.00 | \$57,267.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |
| PT-2021-HS-29-21 | | \$57,267.00 | \$57,267.00 | \$0.00 | \$0.00 | 4 VOU-18 | Dec-22-2021 |

| | | | | | | | |
|---|---------------------------------|-----------------------|-----------------------|-----------------------|---------------|------------------|--------------------|
| PT-2021-HS-30-21 | Georgetown County S.O. *PTS-EU | \$150,628.00 | \$150,628.00 | \$0.00 | \$0.00 | 3 VOU-18 | Dec-22-2021 |
| PT-2021-HS-30-21 | | \$150,628.00 | \$150,628.00 | \$0.00 | \$0.00 | 3 VOU-18 | Dec-22-2021 |
| PT-2021-HS-32-21 | Oconee County S.O. *PTS-EU/PTS | \$61,325.00 | \$61,325.00 | \$0.00 | \$0.00 | 3 VOU-18 | Dec-22-2021 |
| PT-2021-HS-32-21 | | \$61,325.00 | \$61,325.00 | \$0.00 | \$0.00 | 3 VOU-18 | Dec-22-2021 |
| Police Traffic ServicesTotal | | \$5,981,829.58 | \$2,400,098.81 | \$3,581,730.77 | \$0.00 | 17 VOU-18 | Dec-22-2021 |
| Traffic Records | | | | | | | |
| TR-2021-HS-03-21 | OHSJP Traf Rec Improvements *T | \$21,812.59 | \$21,812.59 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| TR-2021-HS-03-21 | | \$21,812.59 | \$21,812.59 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| Traffic RecordsTotal | | \$21,812.59 | \$21,812.59 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| Safe Communities | | | | | | | |
| SA-2021-HS-04-21 | OHSJP PIOT *PIOT-SA | \$774,651.17 | \$774,651.17 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| SA-2021-HS-04-21 | | \$774,651.17 | \$774,651.17 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| Safe CommunitiesTotal | | \$774,651.17 | \$774,651.17 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| FAST Act NHTSA 402Total | | \$7,170,351.54 | \$3,588,620.77 | \$3,581,730.77 | \$0.00 | 17 VOU-18 | Dec-22-2021 |
| FAST Act 405b OP High | | | | | | | |
| 405b High HVE | | | | | | | |
| M1HVE-2021-00-00-00 | Holding Account | \$562,404.16 | \$0.00 | \$562,404.16 | \$0.00 | 0 | |
| M1HVE-2021-00-00-00 | | \$562,404.16 | \$0.00 | \$562,404.16 | \$0.00 | 0 | |
| 405b High HVETotal | | \$562,404.16 | \$0.00 | \$562,404.16 | \$0.00 | 0 | |
| 405b High OP Information System | | | | | | | |
| M1OP-2021-HS-02-21 | M1 OP BUCKLE UP SURVEYS HIGH * | \$12,470.87 | \$12,470.87 | \$0.00 | \$0.00 | 2 VOU-16 | Dec-20-2021 |
| M1OP-2021-HS-02-21 | | \$12,470.87 | \$12,470.87 | \$0.00 | \$0.00 | 2 VOU-16 | Dec-20-2021 |
| 405b High OP Information SystemTotal | | \$12,470.87 | \$12,470.87 | \$0.00 | \$0.00 | 2 VOU-16 | Dec-20-2021 |
| 405b High Alcohol | | | | | | | |
| M1*AL-2021-HS-25-21 | 405B High Imp Driving Counterme | \$59,609.30 | \$59,609.30 | \$0.00 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| M1*AL-2021-HS-25-21 | | \$59,609.30 | \$59,609.30 | \$0.00 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| 405b High AlcoholTotal | | \$59,609.30 | \$59,609.30 | \$0.00 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| FAST Act 405b OP HighTotal | | \$634,484.33 | \$72,080.17 | \$562,404.16 | \$0.00 | 2 VOU-16 | Dec-20-2021 |
| FAST Act 405b OP Low | | | | | | | |
| 405b Low HVE | | | | | | | |
| M2HVE-2021-00-00-00 | Holding Account | \$187,836.42 | \$0.00 | \$187,836.42 | \$0.00 | 0 | |
| M2HVE-2021-00-00-00 | | \$187,836.42 | \$0.00 | \$187,836.42 | \$0.00 | 0 | |
| M2HVE-2021-HS-02-21 | OP BUCKLE UP CAMPAIGN *OP PEM | \$332,077.44 | \$332,077.44 | \$0.00 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| M2HVE-2021-HS-02-21 | | \$332,077.44 | \$332,077.44 | \$0.00 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| 405b Low HVETotal | | \$519,913.86 | \$332,077.44 | \$187,836.42 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| FAST Act 405b OP LowTotal | | \$519,913.86 | \$332,077.44 | \$187,836.42 | \$0.00 | 1 VOU-16 | Dec-20-2021 |
| FAST Act 405c Data Program | | | | | | | |
| 405c Data Program | | | | | | | |
| M3DA-2021-00-00-00 | Traffic Records Holding Accoun | \$914,375.30 | \$0.00 | \$914,375.30 | \$0.00 | 0 | |
| M3DA-2021-00-00-00 | | \$914,375.30 | \$0.00 | \$914,375.30 | \$0.00 | 0 | |
| M3DA-2021-HS-03-21 | OHSJP Tr Rec Improvements *TR- | \$533,404.75 | \$533,404.75 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| M3DA-2021-HS-03-21 | | \$533,404.75 | \$533,404.75 | \$0.00 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| 405c Data ProgramTotal | | \$1,447,780.05 | \$533,404.75 | \$914,375.30 | \$0.00 | 13 VOU-15 | Dec-17-2021 |
| FAST Act 405c Data ProgramTotal | | \$1,447,780.05 | \$533,404.75 | \$914,375.30 | \$0.00 | 13 VOU-15 | Dec-17-2021 |

FAST Act 405d Impaired Driving High

405d High HVE

| | | | | | | | |
|----------------------------|--------------------------------|---------------------|---------------------|---------------------|---------------|-----------|---------------------------|
| M4HVE-2021-00-00-00 | Holding Account | \$454,030.77 | \$0.00 | \$454,030.77 | \$0.00 | 0 | |
| M4HVE-2021-00-00-00 | | \$454,030.77 | \$0.00 | \$454,030.77 | \$0.00 | 0 | |
| M4HVE-2021-HS-25-21 | Imp. Driving Countermeasures P | \$207,396.68 | \$207,396.68 | \$0.00 | \$0.00 | 13 | VOU-16 Dec-20-2021 |
| M4HVE-2021-HS-25-21 | | \$207,396.68 | \$207,396.68 | \$0.00 | \$0.00 | 13 | VOU-16 Dec-20-2021 |
| M4HVE-2021-HS-39-21 | Berkeley Co SO *M4HVE | \$4,102.00 | \$4,102.00 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4HVE-2021-HS-39-21 | | \$4,102.00 | \$4,102.00 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4HVE-2021-HS-45-21 | Lancaster CO SO *M4HVE | \$611.00 | \$611.00 | \$0.00 | \$0.00 | 4 | VOU-18 Dec-22-2021 |
| M4HVE-2021-HS-45-21 | | \$611.00 | \$611.00 | \$0.00 | \$0.00 | 4 | VOU-18 Dec-22-2021 |
| M4HVE-2021-HS-46-21 | City of Goose Creek *M4HVE | \$1,521.00 | \$1,521.00 | \$0.00 | \$0.00 | 3 | VOU-12 Oct-14-2021 |
| M4HVE-2021-HS-46-21 | | \$1,521.00 | \$1,521.00 | \$0.00 | \$0.00 | 3 | VOU-12 Oct-14-2021 |
| M4HVE-2021-HS-47-21 | Town of Summerville *M4HVE | \$16,297.00 | \$16,297.00 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4HVE-2021-HS-47-21 | | \$16,297.00 | \$16,297.00 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| 405d High HVE Total | | \$683,958.45 | \$229,927.68 | \$454,030.77 | \$0.00 | 16 | VOU-18 Dec-22-2021 |

405d High Court Support

| | | | | | | | |
|--------------------------------------|--------------------------------|---------------------|---------------------|---------------|---------------|-----------|---------------------------|
| M4CS-2021-HS-24-21 | SCDPS DUI Paralegal Support *M | \$43,824.59 | \$43,824.59 | \$0.00 | \$0.00 | 10 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-24-21 | | \$43,824.59 | \$43,824.59 | \$0.00 | \$0.00 | 10 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-27-21 | SC Comm on Prosecution Coord. | \$131,331.48 | \$131,331.48 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-27-21 | | \$131,331.48 | \$131,331.48 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-36-21 | City of Goose Creek Prosecutor | \$1,363.30 | \$1,363.30 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-36-21 | | \$1,363.30 | \$1,363.30 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-43-21 | Berkeley Co SO DUI Prosecutor | \$8,587.00 | \$8,587.00 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-43-21 | | \$8,587.00 | \$8,587.00 | \$0.00 | \$0.00 | 4 | VOU-17 Dec-21-2021 |
| M4CS-2021-HS-44-21 | Sixth Circuit Solicitor's DUI | \$3,312.00 | \$3,312.00 | \$0.00 | \$0.00 | 3 | VOU-14 Dec-13-2021 |
| M4CS-2021-HS-44-21 | | \$3,312.00 | \$3,312.00 | \$0.00 | \$0.00 | 3 | VOU-14 Dec-13-2021 |
| M4CS-2021-HS-51-21 | Fifth Judicial Circuit Solicit | \$9,343.00 | \$9,343.00 | \$0.00 | \$0.00 | 3 | VOU-14 Dec-13-2021 |
| M4CS-2021-HS-51-21 | | \$9,343.00 | \$9,343.00 | \$0.00 | \$0.00 | 3 | VOU-14 Dec-13-2021 |
| 405d High Court Support Total | | \$197,761.37 | \$197,761.37 | \$0.00 | \$0.00 | 12 | VOU-17 Dec-21-2021 |

405d High Paid/Earned Media

| | | | | | | | |
|--|-------------------------------|---------------------|---------------------|---------------|---------------|----------|---------------------------|
| M4PEM-2021-HS-25-21 | ID Countermeasures PAID MEDIA | \$339,707.33 | \$339,707.33 | \$0.00 | \$0.00 | 2 | VOU-16 Dec-20-2021 |
| M4PEM-2021-HS-25-21 | | \$339,707.33 | \$339,707.33 | \$0.00 | \$0.00 | 2 | VOU-16 Dec-20-2021 |
| 405d High Paid/Earned Media Total | | \$339,707.33 | \$339,707.33 | \$0.00 | \$0.00 | 2 | VOU-16 Dec-20-2021 |

405d High Training

| | | | | | | | |
|---------------------------------|--------------------------------|---------------------|---------------------|---------------|---------------|----------|---------------------------|
| M4TR-2021-HS-26-21 | CJA Imp Dr Countermeasures Tra | \$135,553.65 | \$135,553.65 | \$0.00 | \$0.00 | 6 | VOU-14 Dec-13-2021 |
| M4TR-2021-HS-26-21 | | \$135,553.65 | \$135,553.65 | \$0.00 | \$0.00 | 6 | VOU-14 Dec-13-2021 |
| 405d High Training Total | | \$135,553.65 | \$135,553.65 | \$0.00 | \$0.00 | 6 | VOU-14 Dec-13-2021 |

405d Impaired Driving High

| | | | | | | | |
|---|--------------------|-----------------------|-----------------------|---------------------|---------------|-----------|---------------------------|
| M4X-2021-HS-23-21 | MADD Midlands *M4X | \$63,367.00 | \$63,367.00 | \$0.00 | \$0.00 | 4 | VOU-18 Dec-22-2021 |
| M4X-2021-HS-23-21 | | \$63,367.00 | \$63,367.00 | \$0.00 | \$0.00 | 4 | VOU-18 Dec-22-2021 |
| M4X-2021-HS-50-21 | MADD Coastal *M4X | \$54,217.00 | \$54,217.00 | \$0.00 | \$0.00 | 4 | VOU-18 Dec-22-2021 |
| M4X-2021-HS-50-21 | | \$54,217.00 | \$54,217.00 | \$0.00 | \$0.00 | 4 | VOU-18 Dec-22-2021 |
| 405d Impaired Driving High Total | | \$117,584.00 | \$117,584.00 | \$0.00 | \$0.00 | 5 | VOU-18 Dec-22-2021 |
| FAST Act 405d Impaired | | \$1,474,564.80 | \$1,020,534.03 | \$454,030.77 | \$0.00 | 17 | VOU-18 Dec-22-2021 |

| | | | | | | | |
|--|----------------------------------|------------------------|-----------------------|-----------------------|---------------|-----------|---------------------------|
| <i>Driving HighTotal</i> | | | | | | | |
| <i>FAST Act 405d Impaired Driving Mid</i> | | | | | | | |
| <i>405d Impaired Driving Mid</i> | | | | | | | |
| M5X-2021-00-00-00 | 405 Impaired Driving Mid Holdi | \$2,058,183.63 | \$0.00 | \$2,058,183.63 | \$0.00 | 0 | |
| M5X-2021-00-00-00 | | \$2,058,183.63 | \$0.00 | \$2,058,183.63 | \$0.00 | 0 | |
| 405d Impaired Driving MidTotal | | \$2,058,183.63 | \$0.00 | \$2,058,183.63 | \$0.00 | 0 | |
| <i>FAST Act 405d Impaired Driving MidTotal</i> | | | | | | | |
| <i>FAST Act 405f Motorcycle Safety Programs</i> | | | | | | | |
| <i>405f Safety Motorcyclist Awareness</i> | | | | | | | |
| M11MA-2021-00-00-00 | 405f Motorcycle Safety Awareness | \$22,972.55 | \$0.00 | \$22,972.55 | \$0.00 | 0 | |
| M11MA-2021-00-00-00 | | \$22,972.55 | \$0.00 | \$22,972.55 | \$0.00 | 0 | |
| M11MA-2021-HS-04-21 | PIOT MOTORCYCLE AWARENESS *M11 | \$76,378.65 | \$76,378.65 | \$0.00 | \$0.00 | 1 | VOU-11 Sep-14-2021 |
| M11MA-2021-HS-04-21 | | \$76,378.65 | \$76,378.65 | \$0.00 | \$0.00 | 1 | VOU-11 Sep-14-2021 |
| 405f Safety Motorcyclist AwarenessTotal | | \$99,351.20 | \$76,378.65 | \$22,972.55 | \$0.00 | 1 | VOU-11 Sep-14-2021 |
| <i>405f Motorcycle Safety Programs</i> | | | | | | | |
| M11X-2021-00-00-00 | Motorcycle Safety HOLDING ACCO | \$450.00 | \$0.00 | \$450.00 | \$0.00 | 0 | |
| M11X-2021-00-00-00 | | \$450.00 | \$0.00 | \$450.00 | \$0.00 | 0 | |
| 405f Motorcycle Safety ProgramsTotal | | \$450.00 | \$0.00 | \$450.00 | \$0.00 | 0 | |
| <i>FAST Act 405f Motorcycle Safety ProgramsTotal</i> | | <i>\$99,801.20</i> | <i>\$76,378.65</i> | <i>\$23,422.55</i> | <i>\$0.00</i> | <i>1</i> | <i>VOU-11 Sep-14-2021</i> |
| <i>FAST Act 405h Nonmotorized Safety</i> | | | | | | | |
| <i>405h Public Education</i> | | | | | | | |
| FHPE-2021-00-00-00 | Holding Account | \$349,045.19 | \$0.00 | \$349,045.19 | \$0.00 | 0 | |
| FHPE-2021-00-00-00 | | \$349,045.19 | \$0.00 | \$349,045.19 | \$0.00 | 0 | |
| FHPE-2021-HS-04-21 | PIOT NONMOTORIZED SAFETY CAMPA | \$163,795.00 | \$163,795.00 | \$0.00 | \$0.00 | 1 | VOU-15 Dec-17-2021 |
| FHPE-2021-HS-04-21 | | \$163,795.00 | \$163,795.00 | \$0.00 | \$0.00 | 1 | VOU-15 Dec-17-2021 |
| 405h Public EducationTotal | | \$512,840.19 | \$163,795.00 | \$349,045.19 | \$0.00 | 1 | VOU-15 Dec-17-2021 |
| <i>405h Nonmotorized Safety</i> | | | | | | | |
| FHX-2021-00-00-00 | 405h Nonmotorized HOLDING ACCO | \$153,498.91 | \$0.00 | \$153,498.91 | \$0.00 | 0 | |
| FHX-2021-00-00-00 | | \$153,498.91 | \$0.00 | \$153,498.91 | \$0.00 | 0 | |
| 405h Nonmotorized SafetyTotal | | \$153,498.91 | \$0.00 | \$153,498.91 | \$0.00 | 0 | |
| <i>FAST Act 405h Nonmotorized SafetyTotal</i> | | <i>\$666,339.10</i> | <i>\$163,795.00</i> | <i>\$502,544.10</i> | <i>\$0.00</i> | <i>1</i> | <i>VOU-15 Dec-17-2021</i> |
| <i>NHTSA Total</i> | | <i>\$16,500,681.90</i> | <i>\$6,860,792.85</i> | <i>\$9,639,889.05</i> | <i>\$0.00</i> | <i>18</i> | <i>VOU-18 Dec-22-2021</i> |
| <i>Total</i> | | <i>\$16,500,681.90</i> | <i>\$6,860,792.85</i> | <i>\$9,639,889.05</i> | <i>\$0.00</i> | <i>18</i> | <i>VOU-18 Dec-22-2021</i> |