



**south carolina**  
**DEPARTMENT *of* PUBLIC SAFETY**  
**PROTECT. EDUCATE. SERVE.**

**OFFICE *of* HIGHWAY SAFETY AND JUSTICE PROGRAMS**

**Highway Safety Grant Program**

**ANNUAL EVALUATION REPORT**

**FFY 2023**

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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 \$10 - \$12 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. Click it. Don't risk it.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click it or Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement efforts, etc.;
- Supports the SC Law Enforcement Network (SCLN) system. The SCLN is comprised of 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts;

- 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

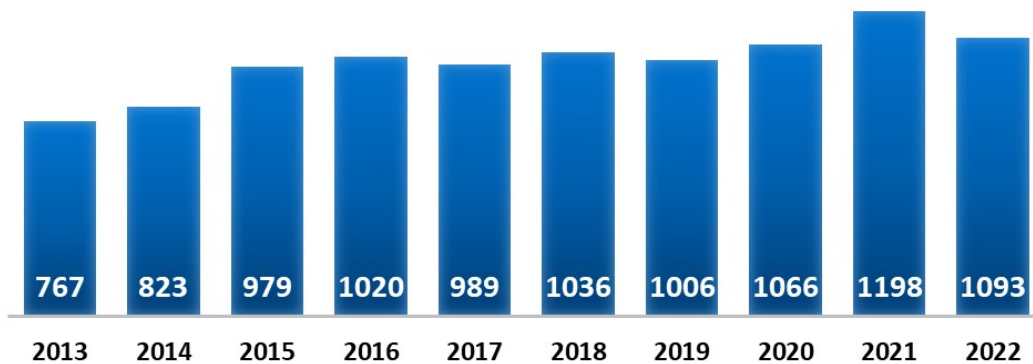
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. The OHSJP is divided into the following primary sections: **Body-Worn/In-car Camera Program; 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; SC Law Enforcement Officers Hall of Fame; and Traffic Records.**

## Introduction

### Statistical Summary

South Carolina experienced an increase in traffic fatalities from 2018 to 2022 when compared to the number of fatalities that occurred from 2013-2017. According to the Statistical Analysis and Research Section (SARS) of the OHSJP, the five-year period of 2018-2022 included two significant spikes in traffic fatalities. The first was in 2020 with a total of 1,066 traffic fatalities, an increase of 60 fatalities from 2019. The second was in 2021 with a total of 1,198 fatalities, an increase of 132 fatalities from 2020. Traffic fatalities in 2022 represent a decrease of approximately 8.75% compared to 2021, and preliminary 2023 trends also show a decrease in the traffic fatality number compared to 2022.

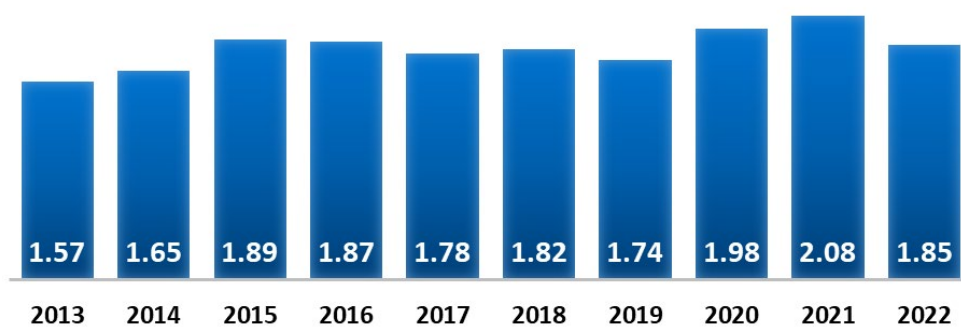
**South Carolina Traffic Fatalities**



Note: The number of total fatalities is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data.

South Carolina's mileage death rate (MDR) has demonstrated a similar trend, with spikes in 2020 and 2021 (1.98 & 2.08). The MDR declined significantly in 2022 compared to 2021, though it is still higher than the 2018 and 2019 rates. The lowest MDR in the history of South Carolina occurred in 2013 with an MDR of 1.57, and South Carolina's 2021 MDR was the highest in the nation.

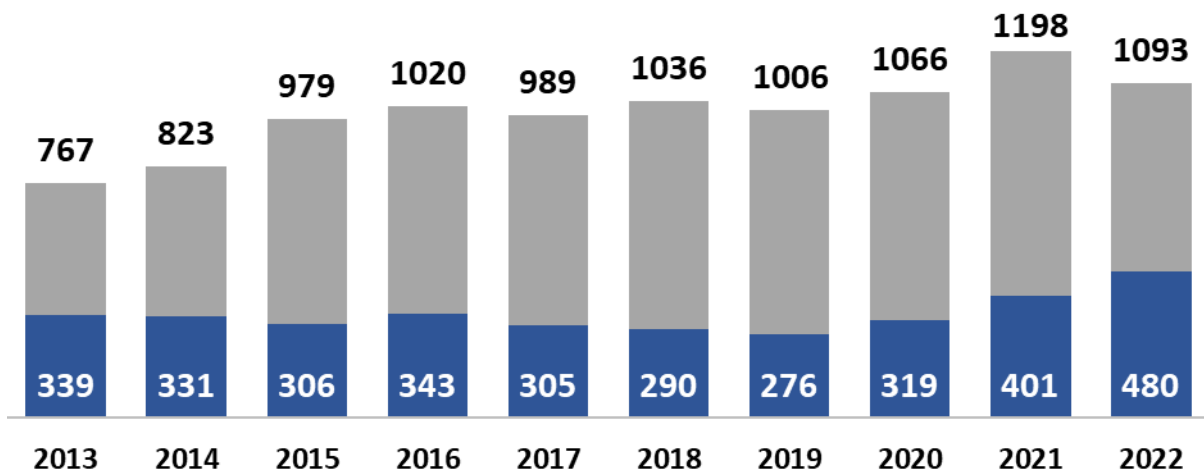
**South Carolina Mileage Death Rate**



Note: The MDR is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC 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 (2013-2022). 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. A second three-year downward trend occurred from 2017-2019. The total number of alcohol-impaired driving fatalities, as well as the percentage of alcohol-impaired driving fatalities, reached its lowest of the 10 year span in 2019, with 276 and 27.4%, respectively. The second lowest percentage of the period occurred in 2018, with approximately 28.0%. Alcohol-impaired driving fatalities have been on the rise since 2020. The 2022 figure is an increase of 19.7% from 2021 and the 2022 state estimated percentage of alcohol-impaired driving fatalities compared to total traffic fatalities was 43.9%, the second highest percentage during the ten-year span.

**South Carolina Alcohol-Impaired Driving Fatalities**

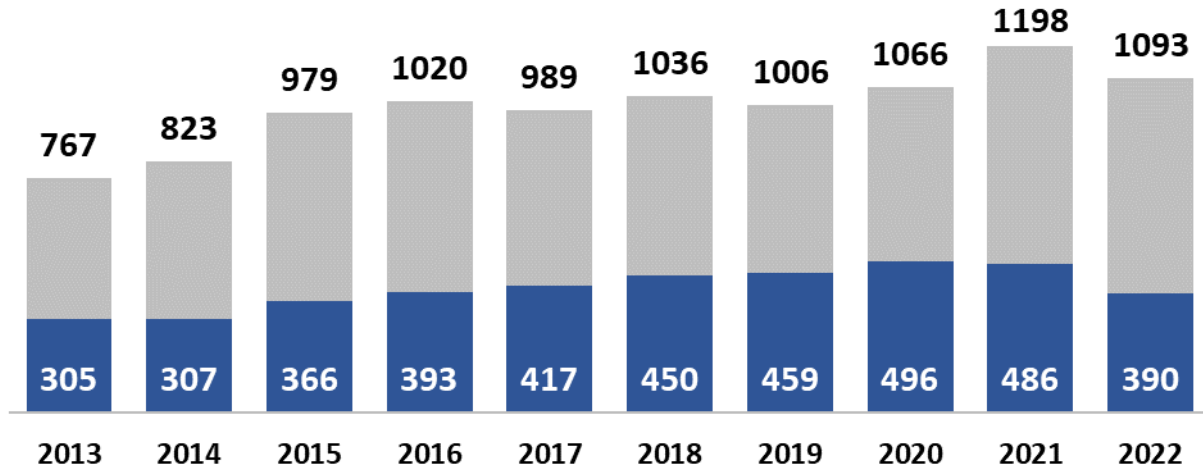


Note: The number of alcohol-impaired driving traffic fatalities and of total fatalities is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data.

South Carolina has experienced an upward trend in speeding-related fatalities in the past ten years. Since 2014, speeding-related fatalities have increased considerably and at a higher percentage than fatalities. However, preliminary state data for 2022 indicates the percentage of speeding-related fatalities is 35.7%; this is the lowest percentage in the ten-year period of 2013-2022.



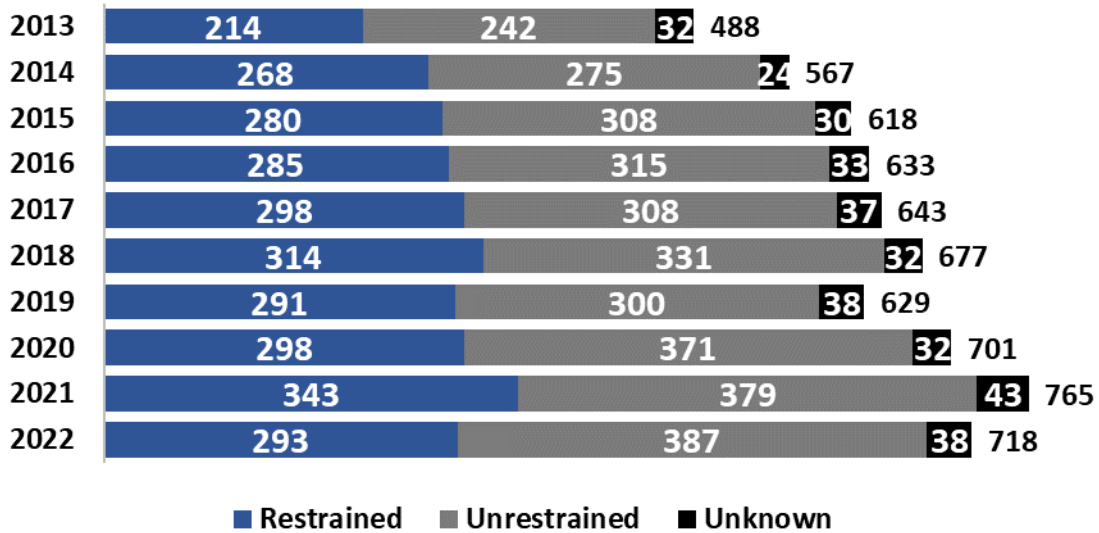
### South Carolina Speeding-Related Fatalities



Note: The number of speeding-related traffic fatalities and total fatalities is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data.

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. The highest number of passenger vehicle occupant fatalities of the ten-year period occurred in 2021.

### South Carolina Passenger Vehicle Occupant Fatalities (All Seat Positions)

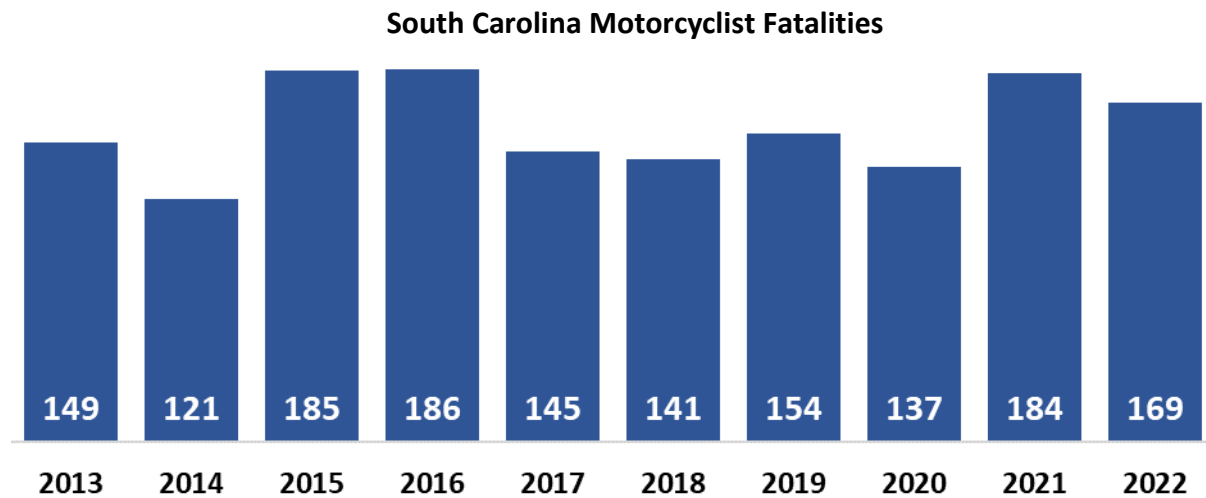


Note: The number of passenger vehicle occupant traffic fatalities (all seat positions) with restraint usage totals is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data.

A major factor contributing to passenger vehicle occupant fatalities is restraint usage. More than

half of all passenger vehicle occupant fatalities, where restraint usage was known, were unrestrained from 2013 to 2022. In the last ten years, the highest number of unrestrained occupant fatalities occurred in 2022.

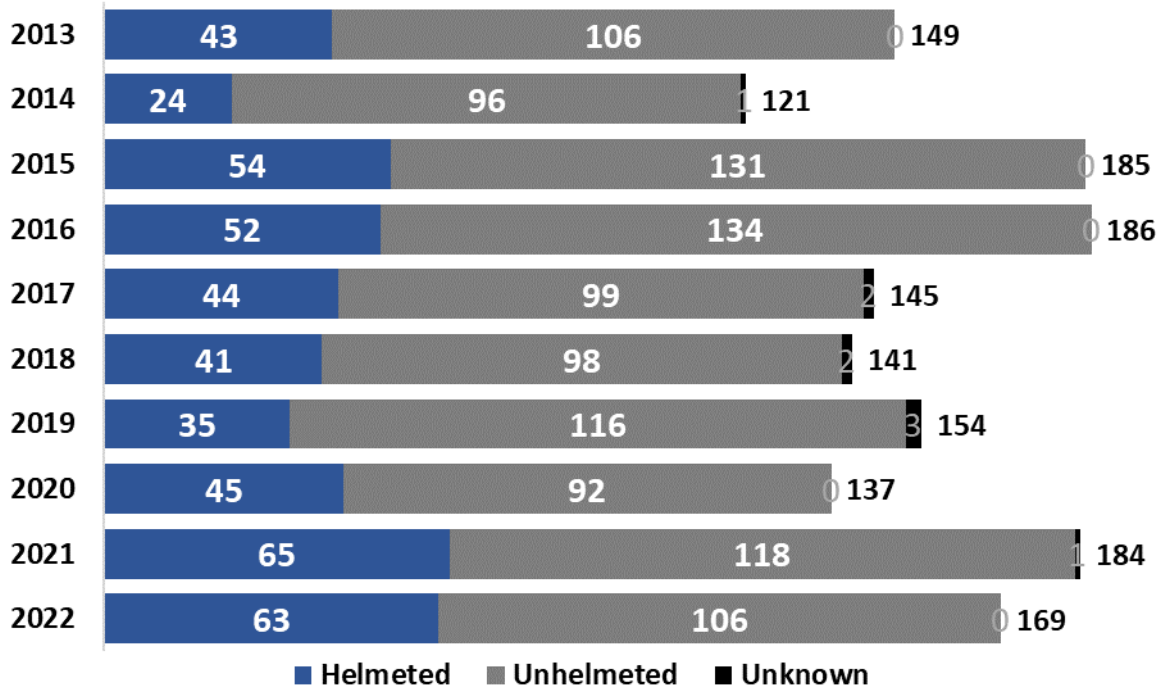
Motorcyclist fatalities decreased by 22% to 145 in 2017 from 186 in 2016. This downward trend continued through 2020 (with a slight spike in 2019) until 2021 when motorcyclist fatalities increased by 34.3%, from 137 in 2020 to 184 in 2021. The preliminary 2022 figures indicate a decrease of 8.2%, from 184 in 2021 to 169. The motorcyclist figures include moped rider data to be consistent with FARS reporting.



Note: The number of motorcyclist fatalities is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data. 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 2013 to 2022. The highest percentage of unhelmeted motorcyclist fatalities occurred in 2014 at 79.3%. The lowest percentage from the last ten years occurred in 2022 at 62.7% (preliminary). South Carolina’s helmet law only requires motorcyclists (operators and passengers) to wear a helmet if they are under the age of 21.

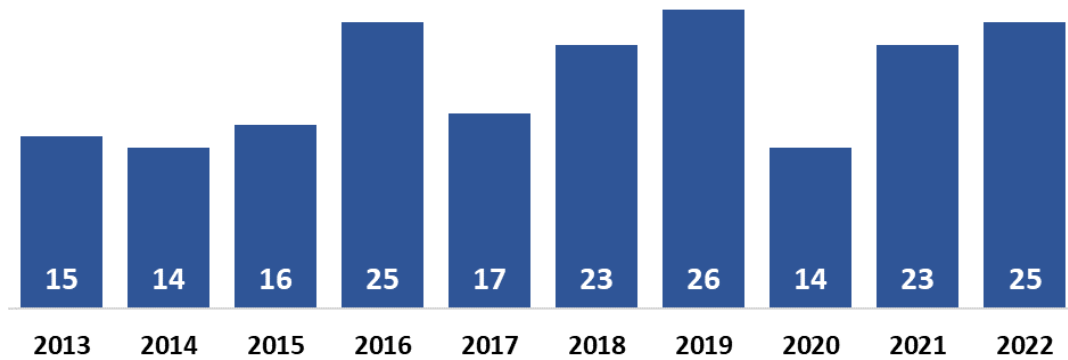
### South Carolina Motorcyclist Fatalities Helmet Usage



Note: The number of motorcyclist fatalities (helmeted, unhelmeted, and unknown) is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data. 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 have fluctuated over the past ten years but have trended upward overall, with spikes occurring in 2016 and 2019. The 2019 figure of 26 bicyclist fatalities was the highest number of the ten-year period. Fatalities decreased to 14 in 2020, a decrease of 46.1% and the largest decline during the period. In 2021, bicyclist fatalities increased to 23, an increase of 64.3% compared to 2020, which is the highest percentage increase during the ten year period. The 2022 figure of 25 bicyclist fatalities represents an 8.7% increase compared to 2021.

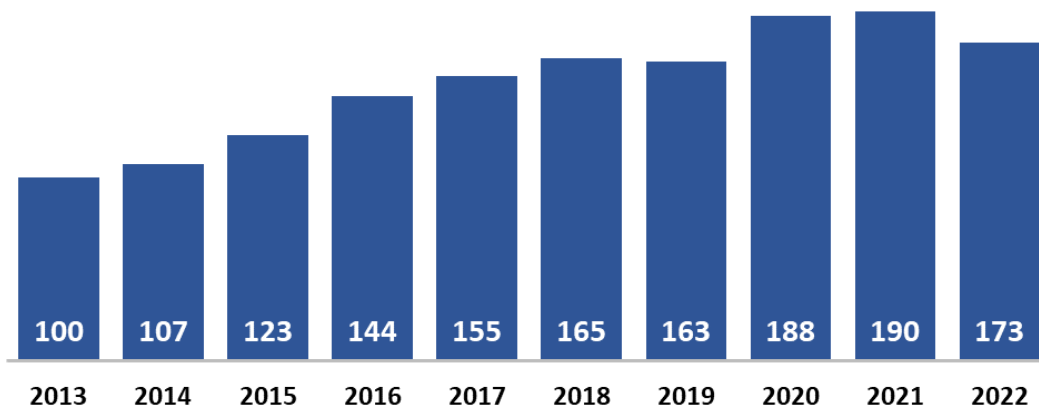
### South Carolina Bicyclist Fatalities



Note: The number of bicyclist fatalities is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data.

In 2013, South Carolina experienced 100 pedestrian fatalities. Since 2013, pedestrian fatalities have been on the rise overall. Although the preliminary 2022 figure of 173 indicates a decrease of 8.9% from 2021, it still represents an overall increase in pedestrian traffic fatalities of 73% from 2013 to 2022.

### South Carolina Pedestrian Traffic Fatalities



Note: The number of pedestrian fatalities is provided by FARS 2013-2020 Final File, FARS 2021 ARF, and 2022 SC state data.

## Statewide Performance Targets and Results

Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/ FY 23 Progress Results	On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 year	2019-2023	1,119	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 1,072	YES
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	2,868	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 2,771	YES
C-3) Fatalities/VMT	5 year	2019-2023	1.94	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 1.86	YES

Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY 23 HSP.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2023	324	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 321	YES
C-5) Alcohol-Impaired Driving Fatalities	5 year	2023	306	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 370	NO
C-6) Speeding-Related Fatalities	5 year	2023	442	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 352	YES

C-7) Motorcyclist Fatalities	5 year	2023	151	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 156	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2023	107	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 105	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2023	116	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 136	NO
C-10) Pedestrian Fatalities	5 year	2023	162	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 167	NO
C-11) Bicyclist Fatalities	5 year	2023	20	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 20	YES
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	90.4	NHTSA Certified State Survey 93.1* (*Results not certified yet)	YES
(C-12) Moped Traffic Fatalities	5 year	2023	29	2009-2020 Final FARS; 2021 ARF; 2022 State Data; and 2023 State Prediction/ 31	NO

## Annual Activity Performance Measures Tracker

<b>Seatbelt Citations</b>	FFY 2017: 126,541 FFY 2018: 123,659 FFY 2019: 125,909 FFY 2020: 53,156 FFY 2021: 57,550 FFY 2022: 59,475 FFY 2023: 88,552
<b>Impaired Driving Arrests</b>	FFY 2017: 18,678 FFY 2018: 20,832 FFY 2019: 18,165 FFY 2020: 15,081 FFY 2021: 17,419 FFY 2022: 15,662 FFY 2023: 19,165
<b>Number of Speeding Citations</b>	FFY 2017: 352,000 FFY 2018: 327,614 FFY 2019: 330,174 FFY 2020: 198,191 FFY 2021: 279,340 FFY 2022: 279,744 FFY 2023: 327,739

## Federal Grant Projects by Program Area

### **Planning and Administration Program Overview**

The Primary activities of the Planning and Administration Program Area include:

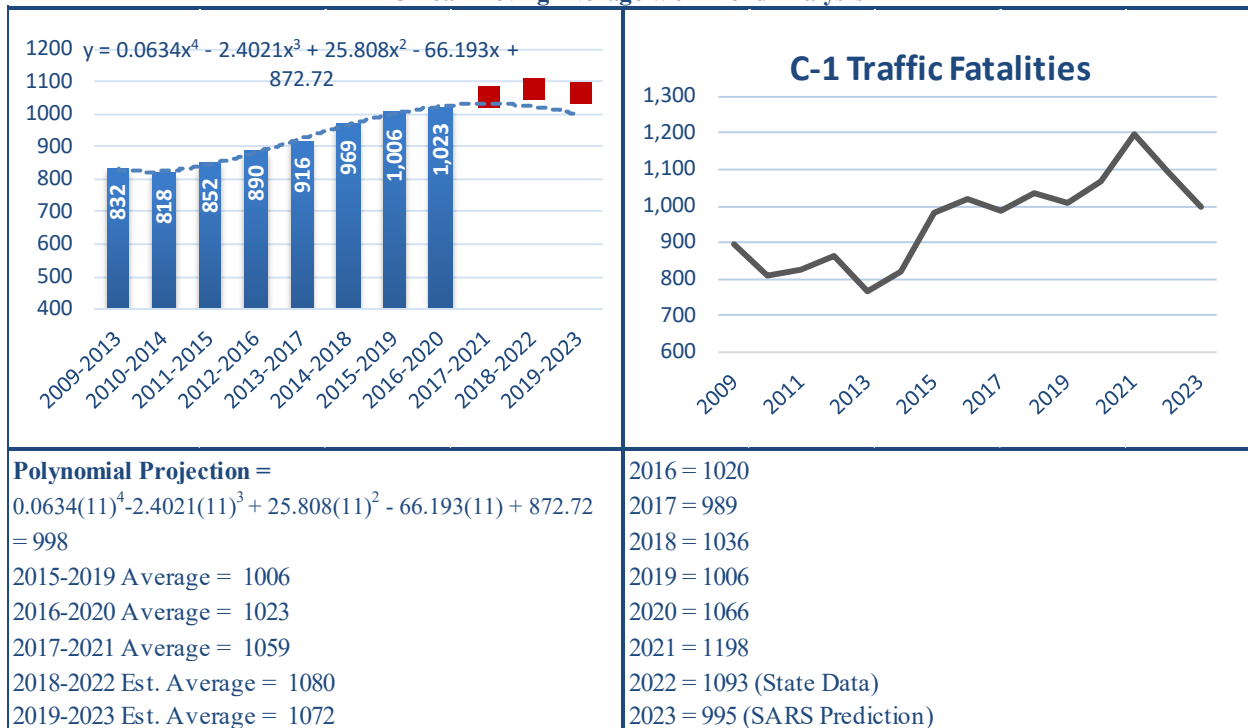
- Administration: Includes preparation of the Highway Safety Plan and distribution and administration of federal funds to state, local, and private agencies.
- Problem Identification: Includes identification of actual and potential traffic safety hazards and effective countermeasures.
- Monitoring and 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 Goals:

We expect traffic fatalities will increase by 9.4% from a five-year average of 1,023 for 2016-2020 to a five-year average of 1,119 for 2019-2023.

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

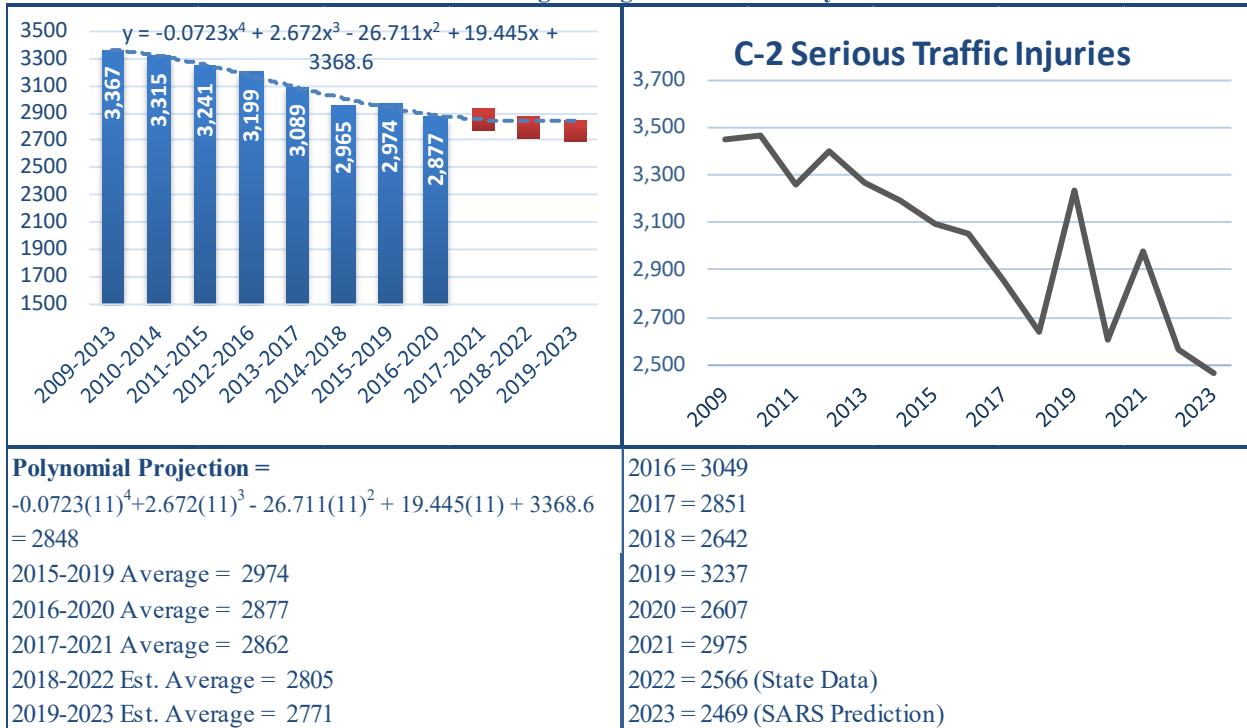


Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1,072 traffic fatalities by December 31, 2023. Based on current projections, the state is expected to meet its 2019-2023 average fatality goal of 1,119. Although the five-year average of 1,072 is 4.20% lower than the performance target, it is still 4.79% higher than the 2016-2020 average.

We expect serious traffic injuries will decrease by 0.3% from the 2016-2020 baseline average of 2,877 to 2,868 for 2019-2023.

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

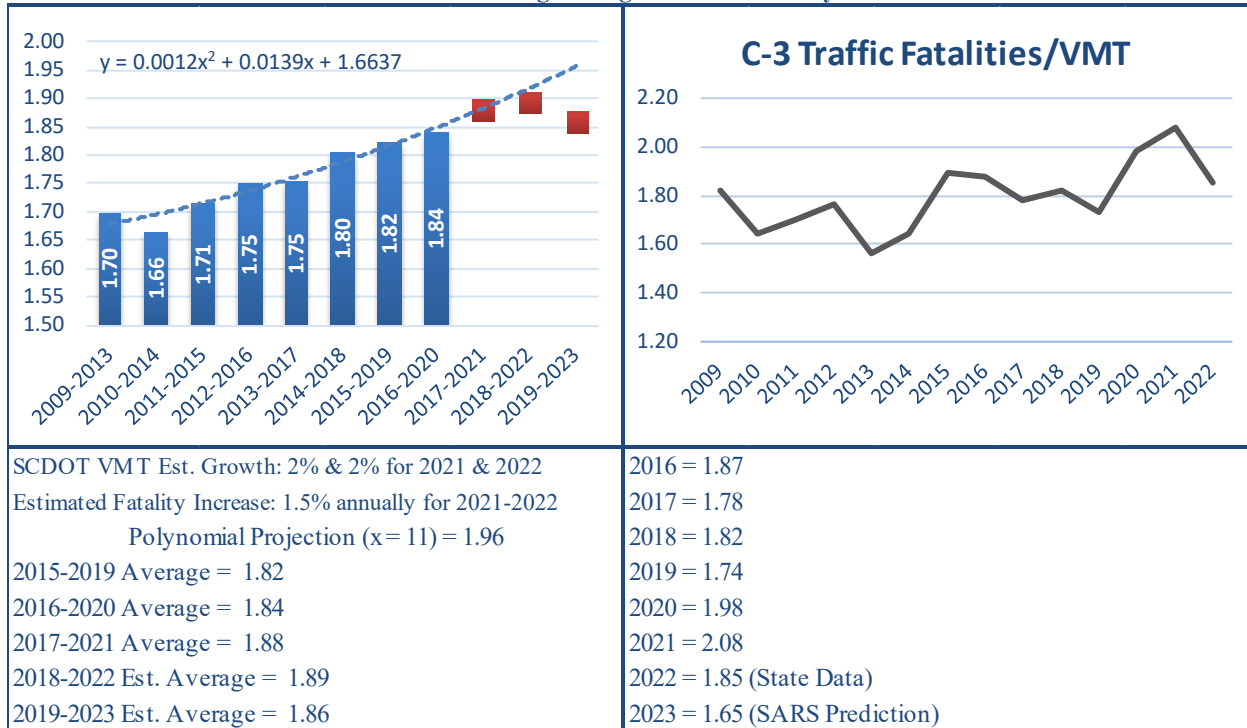


Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The OHSJP predicts that the 2019-2023 average number of serious traffic injuries will be 2,771. Based on current projections, the state is expected to meet its 2019-2023 average serious traffic injuries goal of 2,868.

We expect that the traffic fatalities/VMT rate will increase by 5.4% from a five-year average of 1.84 in 2016-2020 to a five-year average of 1.940 for 2019-2023.

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

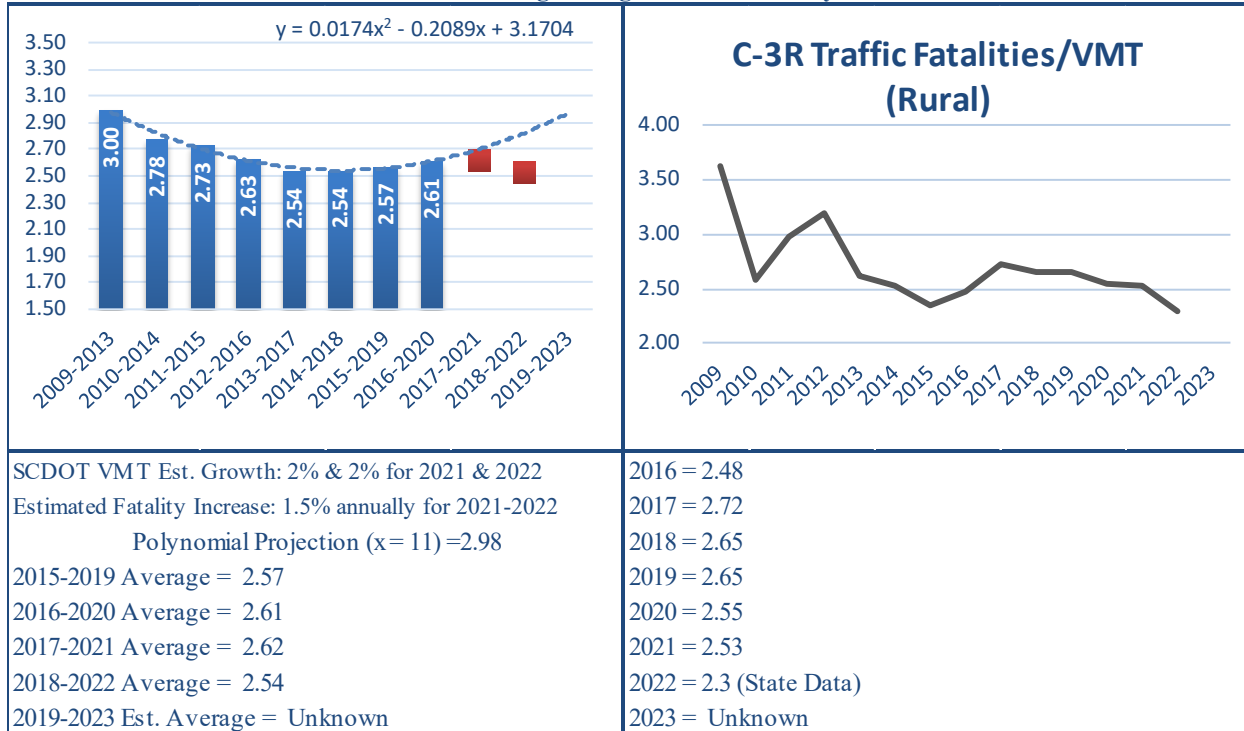


Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The OHSJP predicts that South Carolina will experience a five-year average number of 1.86 traffic fatalities/VMT by December 31, 2023. Based on current projections, the state is expected to meet its 2019-2023 average fatality goal of 1.940.

We expect traffic fatalities/VMT in rural areas to decrease by 0.4% from the 2016-2020 baseline average of 2.74 to 2.73 for 2023.

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

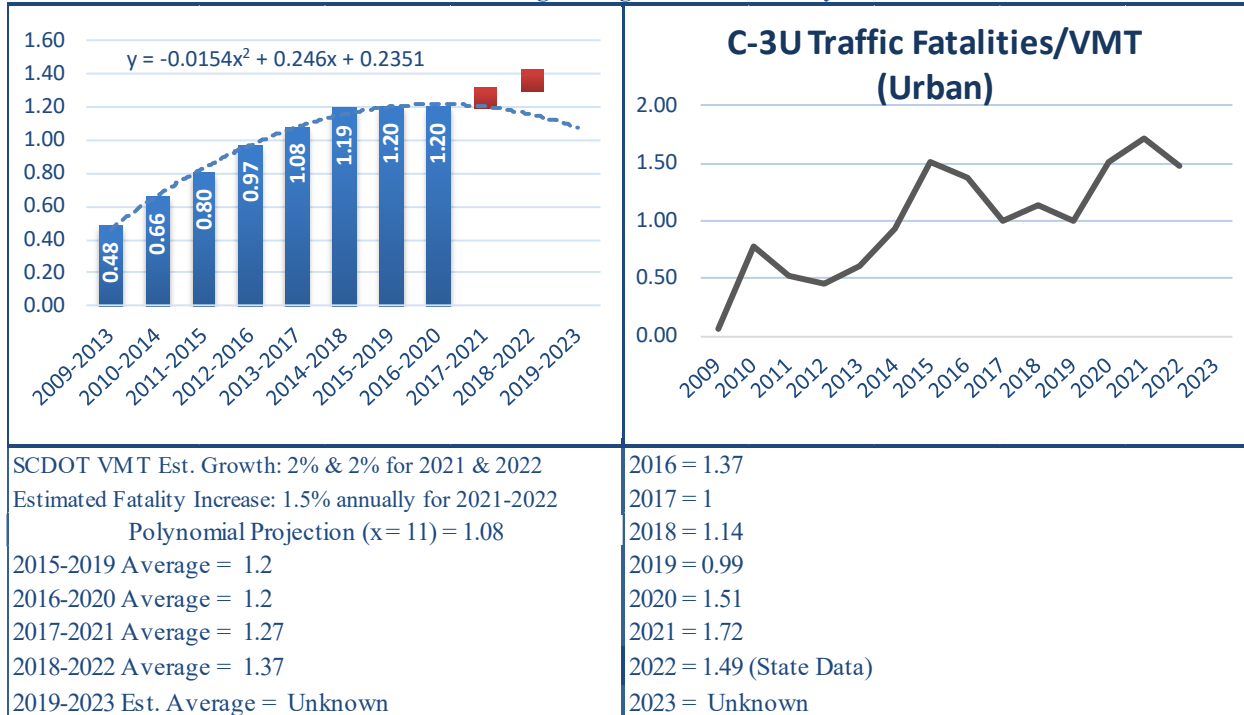


Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

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

We expect a decrease in traffic fatalities/VMT in urban areas of 8.3% from the 2016-2020 baseline average of 1.09 to 1.00 for 2023.

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



Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

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-2023-HS-01-23  
**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 (30%), and one (1) Highway Safety Grant Program Manager (90%).

## Planning and Administration Project Summary

<b>Activities Funded/Implemented</b>	<b>Results</b>
<b>To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.</b>	In Federal Fiscal Year (FFY) 2023, the following staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Grants Administration Manager (30%), and one (1) Highway Safety Grant Program Manager (90%).
<b>To plan and conduct a Project Management course for all new Highway Safety Project Directors by 12/15/2022.</b>	The Project Management Workshop was held on October 4, 2022 to ensure all Highway Safety Project Directors and financial representatives were properly trained.
<b>To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects by 12/30/2022.</b>	The FFY 2024 Funding Guidelines were issued on January 20, 2023. The release of the guidelines was delayed in an effort to allow time for NHTSA to release the Uniform Procedures for State Highway Safety Grant Programs under the Bipartisan Infrastructure Law (BIL).
<b>To plan and conduct workshops on the FFY 2024 Highway Safety Funding Guidelines, to include how to write a highway safety grant, by 12/30/2022.</b>	The Grant Solicitation Workshop was held on January 26, 2023. The workshop covered eligible project types, financial requirements, and the application submission process, which included information on how to write a highway safety grant. Planning for the workshop took place during the first quarter of the grant period.
<b>To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council by 6/30/2023.</b>	The OHSJP received and reviewed 58 applications for funding under its grant solicitation. A two-part review process was conducted prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC) on May 15, 2023. 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 15, 2023 meeting. Fifty-two projects were recommended for funding in FFY 2024.
<b>To develop an Annual Highway Safety Plan for submittal to NHTSA by 7/1/2023.</b>	The Triennial Highway Safety Plan was submitted on June 30, 2023. The FFY 2024 Annual Grant Application, which included the state's relevant incentive grant applications, was submitted on July 27, 2023.
<b>To award all FFY 2023 approved grants by 10/1/2022, or upon receipt of the FFY 2022 Obligation Limitation from NHTSA.</b>	The approved FFY 2023 grants were awarded by the October 1, 2022 deadline. Award notifications were emailed to each subrecipient.
<b>To conduct programmatic and financial on-site and/or virtual monitoring visits on 100% of all current Highway Safety grants by 9/30/2023.</b>	One hundred percent of the FFY 2023 subgrantees received at least one programmatic and financial monitoring visit by September 30, 2023. Visits were conducted in-person and/or virtually in accordance with the policies outlined in the Highway Safety Grant Program's Programmatic and Financial Standard Operating Procedures (SOP) manuals.  Routine desk-monitoring occurred throughout the grant year for all subgrantees.
<b>To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials.</b>	Technical assistance was provided to all subgrantees throughout the grant period, primarily from the Program Coordinators and the Grants Administration Accountants. Assistance was provided 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.
<b>To provide technical training for the staff of the Office of Highway Safety and Justice Programs through participation in seminars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available and are safe to attend.</b>	The OHSJP Highway Safety staff participated in relevant trainings as they became available. The Highway Safety Grant Program Manager participated in the Emerging Leaders in Highway Safety Seminar during the third quarter of the grant period. The Highway Safety Grant Program Manager, OHSJP Grants Administration Manager and the Director of the OHSJP participated in GHSA's annual workshop during the fourth quarter of the grant period.
<b>To prepare and submit an evaluation report on all FFY 2022 Highway Safety projects funded by 12/30/2022.</b>	The Annual Report for FFY 2022 was submitted to NHTSA on December 29, 2022.



**To utilize a Contractor to maintain the Highway Safety portion of the online Grants Management System, SCDPS Grants by 10/1/2022.**

The OHSJP utilizes K2Share to maintain its online grants management system, SCDPS Grants.

<b>Planning and Administration Program Area: Budget Summary</b>					
<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>PA-2023-HS-01-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration	\$248,814	\$126,828.28	<b>BIL NHTSA 402</b>
<b>PA-2023-HS-01-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Highway Safety Planning & Administration		\$126,828.28	<b>State</b>
<b>Total All Funds</b>				<b>\$253,656.56</b>	
<b>State Funds</b>				<b>\$126,828.28</b>	<b>State</b>
<b>BIL NHTSA 402 Total</b>				<b>\$126,828.28</b>	<b>BIL NHTSA 402</b>

## Alcohol Countermeasures Program Overview

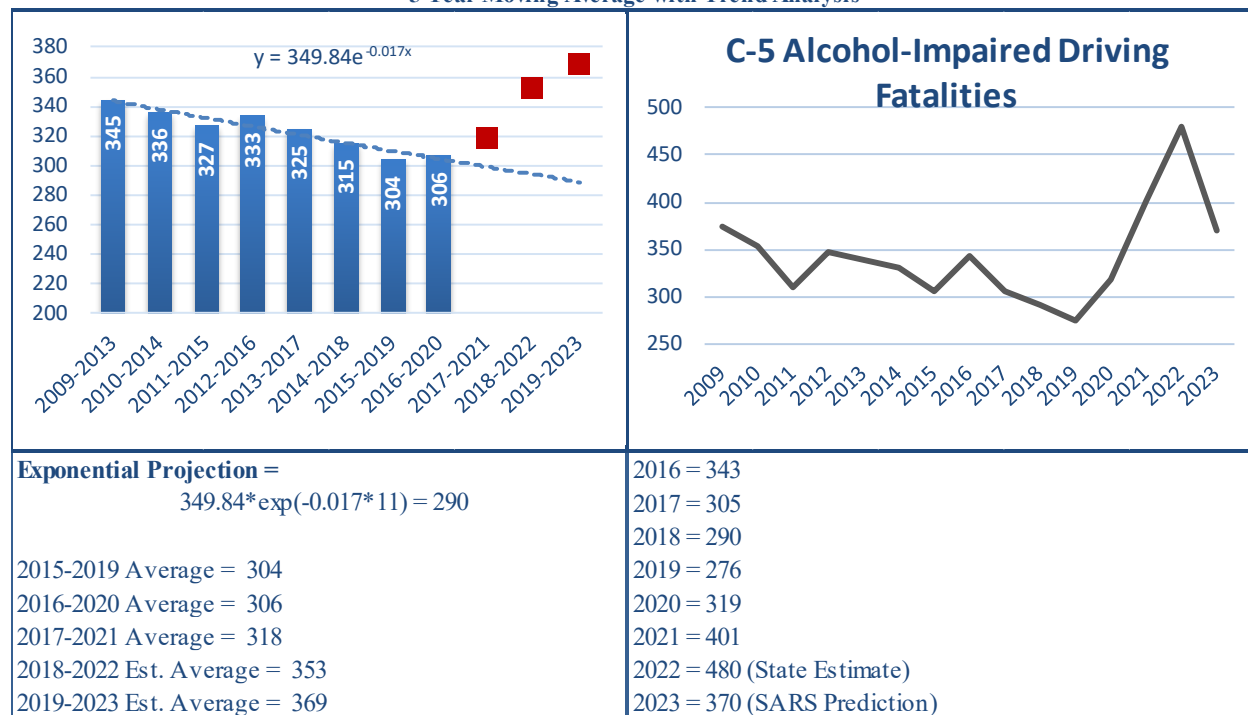
### Alcohol Countermeasures Program Area

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 2023, 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 and 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 2016-2020 baseline average of 306 to 305 by December 31, 2023.

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



Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that the 2023 number of alcohol-impaired traffic fatalities will be 370. Based on current projections, the state is not expected to meet its 2023 alcohol-impaired driving fatalities goal of 305. Although this

performance target has not been met, the state successfully implemented changes in FFY 2023 that were intended to improve alcohol-impaired driving fatality outcomes. For example, in FFY 2023 the state achieved a 19% increase in LEN participation. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations and sustained an increase in impaired driving enforcement and nighttime seat belt activity during FFY 2023.

In FFY 2024, the state will continue efforts to improve the solicitation process to increase the number of subrecipients. This work began during FFY 2022 with the development of the OHSJP's pilot program for overtime enforcement grant projects and enhanced project development efforts. The improvements to the solicitation process, enhanced project development efforts, and the addition of the overtime and occupant protection enforcement programs resulted in a 13% increase in the number of subrecipients for FFY 2024.

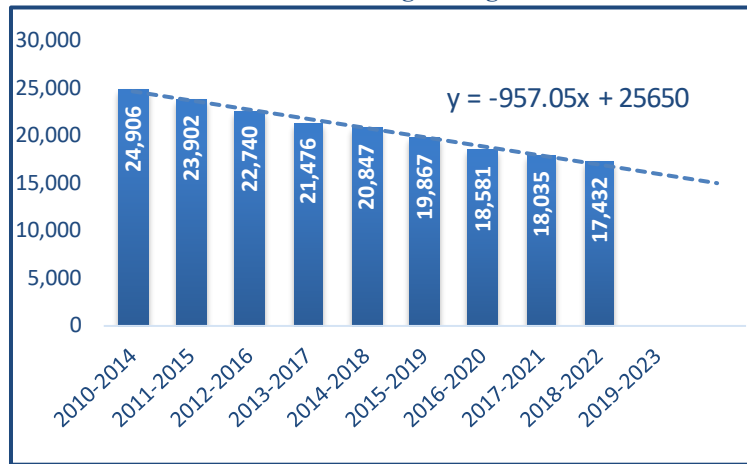
The OHSJP will continue to share high-collision corridor data with enforcement subgrantees to focus enforcement efforts in the locations in which fatal and serious injury collisions occur. Resources, which included best practices, were provided for all new FFY 2024 subgrantees to assist them in the implementation of their programs; enhanced monitoring efforts will be utilized in FFY 2024, and the state will share the FFY 2023 Annual Report and approval letter with subgrantees.

As the state develops its FFY 2025 Annual Grant Application (AGA), the OHSJP will utilize the recommendations included in the 2019 Occupant Protection and Impaired Driving Program Assessments to enhance and develop projects. Final data from CY 2023 and feedback obtained through the state's public participation and engagement efforts will be examined and taken into appropriate consideration as the FFY 2025 performance targets are developed. To assist the state's achievement of its performance targets, several adjustments will be made in FFY 2025. The state's efforts will include those intended to develop and strengthen relationships with community groups and other non-traditional partners that are underserved and overrepresented in order to address areas where vulnerable users are most at risk. Efforts to develop and implement programming for mature drivers, youth and college-age populations, and rural road users will also be prioritized along with innovative programming for distraction among Vulnerable Road Users. The state will continue to incorporate public participation and engagement in its highway safety planning process to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly, further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.

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 2023 Highway Safety Plan. Thus, Figure A-2 below is presented as a demonstration of an overall downward trend of enforcement activity over the

last eight data points relative to this type of citation.

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



Since the 2013-2017 data point, the state has experienced an overall decline in the number of reported impaired driving arrests made. In FFY 2019, there were 18,165 DUI arrests made. A decrease of 17% was observed in FFY 2020 when the number of DUI arrests declined to 15,081. This was 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. From FFY 2020 to FFY 2021, the number of DUI arrests increased 15.5% to 17,419, but decreased by 10% in FFY 2022 to 15,662.

South Carolina has struggled for many years to effectively address impaired driving problems due to many factors, including but not limited to weak DUI laws and the fact that many of our law enforcement officers prosecute their own traffic offense cases, including those resulting from a DUI arrest. For many years, South Carolina was classified as a high-range state when qualifying for impaired driving funds, and our office has been working diligently to make improvements in the areas of impaired driving. In FFY 2021, South Carolina moved from a high-range state to a mid-range state. The OHSJP has employed countermeasure strategies aimed at deterrence including enforcement, prosecution, and adjudication as well as those aimed at prevention, intervention, communications, and outreach.

South Carolina utilizes high-visibility enforcement (HVE); however, state law prohibits the use of sobriety checkpoints. Rather, we utilize Public Safety Checkpoints, which are intended to detect all traffic offenses but often result in the detection and arrest of impaired drivers. The state also utilizes saturation patrols and what is labeled in *Countermeasures that Work* as integrated enforcement by directing enforcement activity at offenses such as speeding and seat belt violations, which provide an opportunity for the detection of impaired drivers.

In addition to the previously listed enforcement activities, the SHSO coordinates activities of the SCLEN. The SCLEN is comprised of 16 individual law enforcement networks (LEN) that encompass all 46 South Carolina counties. The networks are made up of local and state traffic enforcement

officers, members of Federal law enforcement agencies, and prosecutors from each region of the state. The networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives, coordinate joint traffic enforcement and media events, and to support statewide traffic safety campaigns.

Additional efforts implemented by the SC OHSJP that have been effective have included the addition of a State Judicial Outreach Liaison (SJOL) and continuing the Special DUI Prosecutor program to serve counties/jurisdictions with a backlog of DUI cases and a documented problem of effectively prosecuting DUI jury trials. These experienced prosecutors are often better equipped to convict DUI offenders as the law enforcement personnel who typically have to prosecute their own cases are often outmaneuvered by defense attorneys who specialize in defending DUI cases. In addition to increasing the conviction rate of DUI offenders, the use of DUI prosecutors allows officers to focus their efforts on traffic enforcement, rather than the prosecution of DUI cases which is traditionally a better use of their time. The state's paralegal project continued in FFY 2023 as well. The project maintains the employment of a paralegal to process discovery requests forwarded to troopers in SC Highway Patrol Troop 6 and to assist in the scheduling of the Office of Motor Vehicle Hearings (OMVH) appearances related to the troopers' DUI arrests. This project has ultimately enabled enhanced impaired driving enforcement activity by the Troop 6 law enforcement officers and affected the number of administrative dismissals of impaired driving cases in Troop 6. The state also uses data-driven and innovative media strategies (e.g. paid, earned, owned, and social media) to accompany its law enforcement efforts specifically targeting impaired drivers in South Carolina.

## Alcohol Countermeasures – Program Management Project

**Subgrantee:** SCDPS, Office of Highway Safety and Justice Programs  
**Project Number:** M5HVE-2023-HS-25-23  
**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) (90%), four (4) Senior Accountants (25% each), one (1) Program Coordinator II (20%), one (1) Administrative Manager (5.12%), one (1) Administrative Assistant (20%), two (2) Statisticians (2.5% and 10.21%), and one (1) Fiscal Tech (33%) 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 2022-2023 Christmas/New Year's and 2023 Labor Day holiday time periods.

## Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p><b>To work with the SCDPS Contractor for the development and implementation of a statewide PI&amp;E campaign with an emphasis on impaired driving behaviors and issues during the grant year.</b></p>	<p>Throughout the FFY 2023 grant year, the Office of Highway Safety and Justice Programs (OHSJP) worked with the agency contractor for the development and implementation of a statewide PI&amp;E campaign that emphasized impaired driving-related behaviors and issues. The agency contractor, 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 2023 Law Enforcement <i>Target Zero</i> Challenge. The OHSJP met this objective.</p>
<p><b>To work with state and local law enforcement agencies to develop and implement the enforcement aspect of the 2022-2023 Christmas/New Year's and 2023 Labor Day <i>Sober or Slammer!</i> campaigns.</b></p>	<p>The 2023 Law Enforcement DUI Challenge ran from December 1, 2022 through September 5, 2023. Approximately 58% 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 2023 Challenge, participating state and local law enforcement agencies collectively reported 14,980 DUI arrests and issued 72,039 citations for seatbelt violations and 259,126 citations for speeding violations.</p> <p>Of the 14,980 DUI arrests made during the Challenge period, 819 were made during the Christmas/New Year’s 2022/2023 <i>Sober or Slammer!</i> (SOS!) enforcement mobilization period and 824 were made during the 2023 Labor Day SOS! 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>



	<p>The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol from December 2022 through August 2023, supported by radio advertising. The OHSJP met the objective.</p>
<p><b>To organize at least two meetings of the SC Impaired Driving Prevention Council during the grant period.</b></p>	<p>During the FFY 2023 grant period, one SC Impaired Driving Prevention Council (SCIDPC) meeting was organized. The Planning and Evaluation Coordinator of the OHSJP assisted in the coordination of the meeting.</p> <p>The meeting was held on June 13, 2023, and was conducted in person. During this meeting, Chair Bruder read aloud and demonstrated compliance with the Freedom of Information Act by stating the required information and requesting a motion for the minutes to reflect compliance. A motion was made to approve the FOIA Compliance, which was properly seconded and carried unanimously. Joi Brunson provided office updates and discussed the upcoming fiscal year and the outcomes of the Highway Safety Grant Program’s FFY 2024 grant solicitation. Ms. Brunson also provided an overview of the new requirements for the state under the Bipartisan Infrastructure Law (BIL), which passed in November 2021. Brent Kelly presented a letter from the National Transportation Safety Board (NTSB) written to Governor McMaster with impaired driving-related safety recommendations for the state. The recommendations were shared with the council, and members were encouraged to share any feedback or suggestions in response to the letter. Mr. Kelly provided a brief overview of impaired driving-related collision statistics. Subcommittee participation was discussed, and members were encouraged to sign up to serve on subcommittees of interest in hopes of increasing subcommittee participation. Legislative updates about the passing of Bill S. 0036, the all-offender law, were also provided.</p> <p>A second meeting was scheduled but had to be canceled due to scheduling conflicts.</p>
<p><b>To work with the SCDPS Contractor in developing Diversity Outreach components for the 2022-2023 Christmas/New Year's and 2023 Labor</b></p>	<p>During the FFY 2023 grant period, the agency contractor produced a diversity outreach component for the SOS! campaign initiatives</p>

<p><b>Day SOS! campaigns.</b></p>	<p>occurring during the Christmas/New Year's and Labor Day holidays. 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 PSAs utilized the State's anti-DUI slogan <i>Sober or Slammer!</i>, and the national slogan, <i>Drive Sober or Get Pulled Over</i>. The OHSJP met the objective.</p>
<p><b>To maintain the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period.</b></p>	<p>The OHSJP maintained the employment of an Impaired Driving Countermeasures Program Coordinator during the grant period.</p>
<p><b>To continue to develop new impaired driving countermeasure project applications in problem areas and review all grant applications submitted by assigned deadlines.</b></p>	<p>The OHSJP held a Problem Identification meeting during the last quarter of FFY 2022 to identify locations that are problematic for impaired driving-related collisions, injuries, and fatalities. Subsequent follow-up meetings were held during the first quarter of FFY 2023. The identified problem areas were targeted for the development of impaired driving countermeasures highway safety grant projects. The FFY 2024 Grant Solicitation Workshop was announced on 1/18/2023 and the Funding Guidelines were placed on the OHSJP website on the same day. The Workshop was held during the second quarter of the grant period, on January 26, 2023. Assistance in the development of new impaired driving countermeasures projects was provided, and all impaired driving countermeasures grant applications submitted by the deadline of March 3, 2023, were reviewed and considered for funding by the OHSJP grant staff during the second and third quarters. These applications were presented in the <i>Summaries and Recommendations for FFY 2024 Highway Safety Projects</i>. The Summaries and Recommendations were presented to the SC Public Safety Coordinating Council (SCPSCC) on May 15, 2023.</p>
<p><b>To provide technical assistance to Impaired Driving Countermeasures programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested during the grant period.</b></p>	<p>Throughout the FFY 2023 grant period, ongoing technical assistance was provided to all Impaired Driving Countermeasures Program subgrantees. Technical assistance included the following: responding to correspondence and revision requests, making monthly contacts, and desk monitoring of projects. Additional technical assistance was provided at the request of the subgrantee.</p>

**To prepare the Impaired Driving Countermeasures sections of the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report by assigned deadlines.**

During the FFY 2023 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 eleven (11) IDC enforcement projects funded during FFY 2023. The projects funded statewide include the following:

<b>Project Number</b>	<b>Agency</b>
<b>M5HVE-2023-HS-39-23</b>	Berkeley County Sheriff's Office
<b>M5HVE-2023-HS-40-23</b>	Lexington County Sheriff's Department
<b>M5HVE-2023-HS-41-23</b>	York County Sheriff's Office
<b>M5HVE-2023-HS-42-23</b>	City of Easley Police Department
<b>M5HVE-2023-HS-45-23</b>	Lancaster County Sheriff's Office
<b>M5HVE-2023-HS-47-23</b>	Town of Summerville Police Department
<b>M5HVE-2023-HS-50-23</b>	City of Goose Creek Police Department
<b>M5HVE-2023-HS-51-23</b>	Lancaster County Sheriff's Office
<b>M5HVE-2023-HS-52-23</b>	City of Clemson Police Department
<b>M5HVE-2023-HS-53-23</b>	North Augusta Department of Public Safety
<b>M5HVE-2023-HS-54-23</b>	York County Sheriff's Office

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 eleven (11) 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 531 DUI arrests, which removed 531 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
<b>To conduct a minimum of 44 public safety checkpoints by September 30, 2023.</b>	During the FFY 2023 grant period, 106 public safety checkpoints were conducted.
<b>To conduct a minimum of 132 saturation patrols by September 30, 2023.</b>	During the FFY 2023 grant period, 220 saturation patrols were conducted.
<b>To have an appropriate, corresponding increase in DUI arrests by September 30, 2023 due to enhanced traffic enforcement efforts over the course of the grant period.</b>	During the FFY 2023 grant period, grant activity performing Impaired Driving enforcement officers collectively made 531 DUI arrests; which represents a 1.3% increase when compared to 524 DUI arrests made in FFY 2022.
<b>To submit a Monthly Enforcement Data Report Form by the 10<sup>th</sup> of each month for the previous month, and include the officers' work schedules with the monthly report forms.</b>	The Monthly Enforcement Data Report Form was submitted monthly throughout the duration of the FFY 2023 grant period, and the work schedules of the officers performing grant activity were submitted with the monthly report forms.
<b>To participate actively in the local Law Enforcement Networks.</b>	The eleven (11) IDC enforcement projects funded during FFY 2023 actively participated in their respective local Law Enforcement Networks by attending meetings and participating in multi-jurisdictional enforcement activity.
<b>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.</b>	The eleven (11) IDC enforcement projects funded during FFY 2023 participated in all aspects of the Christmas/New Year's and Labor Day <i>Sober or Slammer!</i> enforcement crackdowns.
<b>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.</b>	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.
<b>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.</b>	Prior to their assignment to perform grant activity hours, all officers completed Basic Law Enforcement training and were certified in Standardized Field Sobriety Testing.
<b>To issue monthly press releases to the local media outlets or social media posts detailing the activities of the Traffic Unit.</b>	The IDC enforcement projects issued monthly press releases and/or social media posts during the grant period.
<b>To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.</b>	All agencies with IDC enforcement grant 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:** M5TR-2023-HS-26-23  
**Project Title:** Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the employment of a Training & Development Director I/Impaired Driving Countermeasures Training Coordinator (IDCTC) to continue the growth and expansion of the Drug Recognition Expert (DRE) Program and to provide advanced training for the detection of impaired drivers with Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standardized Field Sobriety Testing (SFST). The IDCTC ensures that officers participating in the DRE, ARIDE, 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 (IACP). 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 47 classes to 1,427 students over the course of the grant year. This resulted in 27 officers being awarded Drug Recognition Expert certifications, and six (6) officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs completed a total of 556 DRE evaluations from October 1, 2022 through September 30, 2023; of the total number of evaluations, 200 were enforcement evaluations and 356 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 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><b>To increase the number of law enforcement officers trained and actively certified as Drug Recognition Experts (DREs) and Drug Recognition Experts Instructors by 15%, from 98 DREs and 25 DRE Instructors at the end of FFY 2021, to 113 DREs and 29 DRE Instructors by September 30, 2023.</b></p>	<p>During the grant period, the IDCTC conducted two combined DRE Schools and one DRE Instructor school and certified 33 officers: 27 DREs and six (6) 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. By the end of the FFY 2023 grant period, there were a total of 129 active DREs, with 27 also certified as DRE Instructors.</p> <p>The number of DREs fluctuates due to various reasons: certified officers leaving law enforcement, retirement, other personal reasons, and failure to recertify. The statewide lack of manpower also played a role as it resulted in lower class attendance. The IDCTC worked to offset attrition by contacting expired DREs and re-enrolling them in the program, enabling them to complete the training and evaluations required for recertification.</p>
<p><b>To increase the number of law enforcement officers in South Carolina that have been trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) by 15%, from 1,580 at the end of FFY 2021, to 1,817 by September 30, 2023.</b></p>	<p>During the grant period, the IDCTC conducted 14 ARIDE courses and trained 189 officers. By the end of the FFY 2023 grant period, there were 1,962 officers trained in ARIDE. This represents a 24% increase in the number of ARIDE-trained law enforcement officers in the state compared to FFY 2021.</p>
<p><b>To increase the number of active Standardized Field Sobriety Testing (SFST) Instructors in the state by 5%, from 608 at the end of FFY 2021, to 639 by September 30, 2023.</b></p>	<p>During the grant period, a total of five (5) DUI/SFST Instructor classes were conducted. A total of 74 students successfully completed the class and received their SFST Instructor certifications; this represents an increase in the number of active SFST instructors of approximately 12.2% compared to FFY 2021.</p>

<p><b>The SCCJA will maintain the employment of a Training &amp; Development Director/Impaired Driving Countermeasures Training Coordinator (IDCTC) to coordinate and participate in aspects of the grant project. The IDCTC will also be required to maintain the necessary hours of continued education to maintain his/her credentials as an IDCTC/DRE trainer.</b></p>	<p>The IDCTC/State DRE Coordinator’s employment and credentials were maintained throughout the grant year. The IDCTC stayed abreast of emerging trends and conducted research related to impaired driving and efforts to combat the behavior through education and enforcement. The IDCTC received the necessary hours of continued education to maintain his credentials as the state’s DRE Coordinator by attending conferences; his attendance also allowed him to maintain a professional relationship with the IACP’s Drug Evaluation and Classification program personnel.</p>
<p><b>The IDCTC will coordinate at least two (2) combined Drug Recognition Expert Schools and one (1) Drug Recognition Expert Instructor school by the end of the FFY 2023 grant period.</b></p>	<p>The IDCTC coordinated two (2) combined DRE Schools and one (1) DRE Instructor School during the FFY 2023 grant period. The combined DRE Schools were held on October 24, 2022 – November 4, 2022, and March 6–17, 2023. The DRE Instructor school was held on March 2-3, 2023. The subgrantee submits rosters for each course.</p>
<p><b>The IDCTC will coordinate at least ten (10) Advanced Roadside Impaired Driving Enforcement (ARIDE) classes by the end of the FFY 2023 grant period.</b></p>	<p>The IDCTC coordinated and/or taught fourteen (14) ARIDE classes during the FFY 2023 grant period. A total of 189 students successfully completed the program. The subgrantee submits rosters for each course.</p>
<p><b>The IDCTC will coordinate at least three (3) Standardized Field Sobriety Testing Instructor courses by the end of the FFY 2023 grant period</b></p>	<p>The IDCTC coordinated five (5) DUI/SFST Instructor courses during FFY 2023. These classes were held on February 13-17, 2023, April 3-7, 2023, May 22-26, 2023, July 24-28, 2023 and September 25-29, 2023.</p>
<p><b>The IDCTC will work with the SCCJA's Traffic Safety Unit by assisting in the oversight of the instruction of Impaired Driving Countermeasures-related trainings, such as DRE, ARIDE, SFST, and DataMaster DMT throughout the FFY 2023 grant period.</b></p>	<p>The IDCTC continued to assist in the oversight of the impaired driving countermeasures-related programs at the SCCJA. The DRE, ARIDE, and SFST Instructor courses are mentioned above. The IDCTC also assisted with twenty-four (24) Basic Law Enforcement classes (1,131 students) which certified officers in SFST Practitioner and DMT Operator, one (1) field SFST Practitioner class (23 students), and eighteen (18) DMT Operator classes (204 students).</p>



**The IDCTC will monitor the trainings of law enforcement officers statewide and notify them of required trainings to maintain pertinent traffic safety certification(s) in the FFY 2023 grant period.**

During the grant period, the IDCTC monitored the training of law enforcement statewide, in particular the DREs, to ensure their certifications stayed current and notified them of the process and requirements for the successful renewal of their certifications. The IDCTC collaborated with the IACP to ensure that international standards were maintained.

**Subgrantee:** South Carolina Commission on Prosecution Coordination  
**Project Number:** M5CS-2023-HS-27-23  
**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) training programs and a presentation at a training event for Summary Court judges during the grant period. All three (3) training programs were delivered in person and focused on improving law enforcement officers' and prosecutors' knowledge of and proficiency in DUI law, DUI enforcement, and DUI prosecution across the state. The trainings were titled "DUI - Building Your Case", "Prosecuting the Impaired Driver: Handling Drug Impaired Driver Cases", and "Prosecuting the Impaired Driver: Holding DUI Offenders Accountable". Additionally, the presentation entitled "DUI Law: Recent Cases and Legal Issues" was presented at the all-day training for Summary Court judges. The training was sponsored by SC Court Administration and conducted jointly by the TSRP and the State Judicial Outreach Liaison (JOL) on September 22, 2023. Program topics included: alcohol breath testing in South Carolina; use of DREs in alcohol and drug-impaired driving cases; toxicology and DUI prosecution; proper handling of charges where the defendant has a CDL; CDL disqualifications in South Carolina; effective ways to gain cooperation of impaired drivers during DUI stops and later as defendants in the prosecution process; preparation by officers and prosecutors for the officer's testimony at trial; and more.

Approximately 147 attendees were present for the TSRP-sponsored trainings during FFY 2023. The TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration's Summary Court Magistrates and Municipal Judges' trainings on September 22, 2023. The TSRP was able to reach a total of 79 magistrates and municipal and summary court judges.

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

Activities Funded/Implemented	Results
<p><b>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, Court Administration-sponsored Summary Court Judges Orientation, or other similar training events.</b></p>	<p>The TSRP coordinated and conducted three (3) training programs and a presentation at a training event for Summary Court judges during the grant period. All three (3) training programs were delivered in person and focused on improving law enforcement officers' and prosecutors' knowledge of and proficiency in DUI law, DUI enforcement, and DUI prosecution across the state. The trainings were titled "DUI - Building Your Case", "Prosecuting the Impaired Driver: Handling Drug Impaired Driver Cases", and "Prosecuting the Impaired Driver: Holding DUI Offenders Accountable". Additionally, the presentation entitled "DUI Law: Recent Cases and Legal Issues" was presented at the all-day training for Summary Court judges on September 22, 2023.</p>
<p><b>To provide legal updates and information about training opportunities to SCLEN members via email and/or by traveling to attend 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. The Traffic Safety Resource Prosecutor will attend at least four (4) SCLEN meetings by September 30, 2023. At least one meeting should be attended in each region of the state (Midlands, Upstate, PeeDee &amp; Lowcountry).</b></p>	<p>The TSRP attended a total of eight (8) SCLEN Meetings: three (3) in the Midlands, two (2) in the Upstate, two (2) in the PeeDee, and one (1) in the Lowcountry. During the meetings, the TSRP provided a Case Law Update and an opportunity for questions from the officers who were in attendance. The TSRP also met with SCLEN Coordinators during the Region 4 LEL Conference in Chattanooga, TN on February 2/7 – 2/9/2023 and was in attendance at the DUI Enforcement Recognition Ceremony on 3/29/23 and the SC TSO Conference on 8/23 &amp; 24, 2023. Throughout the grant year, the TSRP disseminated via email case law updates and information about free webinar training opportunities to the SCLENs across the state.</p>
<p><b>To attend and provide 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.</b></p>	<p>The 2023 SC Solicitors' Conference was not held during FFY 2023, but the TSRP attended on 10/8/23 – 10/11/23 to provide technical assistance and training to DUI prosecutors from across the state who were in attendance. Additionally, the TSRP attended the South Carolina Traffic Safety Officer (TSO) Conference on August 23<sup>rd</sup> and 24<sup>th</sup>, 2023. The TSRP provided a case law update and</p>

<p><b>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.</b></p>	<p>made a presentation about prosecuting Drug Impaired Drivers. A TSRP-sponsored training, "DUI: Building Your Case" was conducted on November 29 &amp; 30, 2022 at the request of the training officer for the City of Pickens Police Department. The TSRP also presented at an all-day training for Summary Court judges which was sponsored by SC Court Administration and conducted jointly by the TSRP and the State Judicial Outreach Liaison (JOL) on September 22, 2023.</p>
<p><b>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 provide and cover the expenses for training activities such as "Train the Trainer" courses designed to maintain and improve the teaching skills of the speakers who volunteer to speak at TSRP training events.</b></p>	<p>Throughout the course of the grant year, the TSRP was in contact with members of the TSRP Speaker's Bureau regarding legal issues and training ideas. Members of the Speaker's Bureau participated as speakers at TSRP-sponsored training events, and new members continued to be added to the Speaker's Bureau. The TSRP maintains a current roster for the TSRP Speaker's Bureau.</p>
<p><b>Coordinate with the SC State Judicial Outreach Liaison (JOL), 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</b></p>	<p>The TSRP is a member of the South Carolina Impaired Driving Prevention Council (SCIDPC) and attended the FFY 2023 meeting on 6/13/23. The TSRP serves as an ex officio member of the South Carolina MADD Advisory Board and attended MADD Executive Advisory Board meetings on 11/22/22, 1/27/23, 5/19/23, 7/21/23, and 9/15/23. The TSRP also participated in MADD Court Monitoring Roundtables on 8/9/23 and 8/11/23. The TSRP disseminated information about the SC MADD "Ride Like MADD" Indoor/Outdoor Cycling Challenge fundraiser to cycling enthusiasts.</p> <p>Other coordination efforts included the following:</p> <ul style="list-style-type: none"> <li>- Region IV RJOL virtual Teams Meeting on 12/5/2022;</li> <li>- NHTSA's virtual "Drive Sober Holiday Kickoff" on 12/13/22;</li> <li>- Legislative Committee Hearings regarding S.36 Ignition Interlock Bill on 1/26/23, 4/5/23, and 4/20/23;</li> <li>- OHSJP/DPS Highway Safety Grant Workshop on 1/26/23;</li> <li>- DUI Enforcement Recognition Ceremony on 3/29/23; and</li> <li>- Teams Meeting organized by SC Senator Tom Davis regarding potential DUI legislation for the next legislative session on</li> </ul>

<p><b>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.</b></p>	<p>6/13/23.</p> <p>The TSRP is a member of the exclusive TSRP Yahoo group designed for all TSRPs, National District Attorney Association (NDAA) members, and NHTSA personnel dealing with traffic safety issues. This website serves as a resource tool that facilitates relationships with other experts in the field. The TSRP receives daily emails from forum members and both accessed information provided by others and shared information on the forum. The TSRP utilized the NHTSA website to research traffic safety statistics and to gather important traffic safety information for the newsletter and for reports. Additionally, the TSRP has also utilized the 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.</p>
<p><b>The TSRP will maintain and improve the TSRP’s teaching and training skills, and 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 Courses, Train the Trainer courses and other DUI/DWI enforcement and prosecution training courses, both online, and in-person. The TSRP will attend the NHTSA Region 4 Law Enforcement Liaison Conference. The TSRP may also attend The National TSRP Conference, the Lifesavers National Conference on Highway Safety Priorities, the annual South Carolina Solicitors' 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.</b></p>	<p>The TSRP attended training and networked with SCLEN officers, other TSRPs, and officers from across NHTSA Region 4 at the LEL Region 4 Conference in Chattanooga, TN on February 7<sup>th</sup> – February 9<sup>th</sup>, 2023. The TSRP attended the National TSRP Training Conference in Phoenix, AZ May 2<sup>nd</sup> – May 4<sup>th</sup>, 2023.</p> <p>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 educational webinars on DUI and prosecution provided by TSRPs from other jurisdictions. The TSRP also shared these opportunities with prosecutors, law enforcement officers, and LENS throughout the state. Topics covered in online trainings included: “Combating Marijuana Impaired Driving,” “Ethically Advancing Your DUI Case,” “SFST Performance &amp; Impairment in the Drug DUI Case,” “Lethal Weapon Part I and Part II: Crash Investigation and Reconstruction,” “Essential Skills for Interaction with the DUI Suspect,” and others.</p>
<p><b>Prepare at least two newsletters that address DUI, traffic safety and other</b></p>	<p>The TSRP produced two “Behind the Wheel” newsletters that</p>

**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.**

addressed DUI, traffic safety, and other issues of interest to traffic safety professionals. These newsletters were distributed via email to the SCLENs, Solicitor's Offices, individual law enforcement officers, and DUI prosecutors. Copies were also emailed to the OHSJP's Impaired Driving Countermeasures Program Coordinator.

**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 responded to a total of 84 requests for support and technical assistance from Prosecutors, Judges, Law Enforcement Officers, Paralegals, Victim Advocates, and other traffic safety partners over the course of the grant year. Furthermore, the TSRP provided specialized training in DUI and Felony DUI enforcement, prosecution and adjudication for approximately 337 law enforcement officers, prosecutors, and judges. The training courses were approved for accreditation by the appropriate accrediting body or bodies. Through these trainings and the case law update presentations made to officers present at SCLEN meetings, the TSRP was able to make contact with approximately 467 law enforcement officers, prosecutors, judges, and traffic-safety professionals.

**Subgrantee:** South Carolina Judicial Branch (SCJB) Court Administration  
**Project Number:** M5CS-2023-HS-38-23  
**Project Title:** State Judicial Outreach Liaison

The Highway Safety Office worked in partnership with the American Bar Association in 2020 and obtained external grant funds for two years to establish the State Judicial Outreach Liaison (SJOL) position in South Carolina. The SJOL has worked to establish relationships with the judiciary of the state of South Carolina in order to increase their knowledge on impaired driving and highway safety issues. The SJOL's duties include serving as an educator, writer, community outreach advocate, consultant, and liaison regarding impaired driving and other traffic issues in South Carolina. Technical assistance is provide utilizing resources such as current science, research and data, information on evidence-based sentencing practices, DWI Courts, Ignition Interlocks, case law, and offender assessment and treatment throughout the state. FFY 2023 was the SJOL program's first year as a subrecipient of a highway safety grant utilizing NHTSA funding.

During the project period, the SJOL served as a liaison between courts and policy-makers and provided training and continuing education to judges within the State. The JOL coordinated with other justice professionals, including the TSRP; promoted evidence-based and promising practices; and communicated highway safety issues focused on reducing impaired driving motor vehicle fatalities and injuries. There were approximately 360 participants of the SJOL-sponsored trainings during FFY 2023.

Alcohol Countermeasures – Education/Training  
State Judicial Outreach Liaison Project Summary

Activities Funded/Implemented	Results
<p><b>To serve as a direct resource for circuit court and summary court judges throughout the state on impaired driving issues, laws, trends and sentencing/diversion measures; a technical assistance resource for judges on impaired driving-related legal issues; and a clearinghouse for information on impaired driving topics.</b></p>	<p>The SJOL was able to serve as a direct resource for circuit court and summary court judges throughout the grant period by keeping abreast of any legal changes (statutory or appellate law) impacting impaired driving cases and relevant materials from NHTSA, OHSJP, and other stakeholders. Legal updates provided by the SJOL were delivered to judges directly and through the SCJB. Additionally, NHTSA and SCDPS/OHSJP materials on impaired driving issues were distributed to judges that routinely hear impaired driving cases in digital and physical formats.</p>
<p><b>To design and implement education and training material on impaired driving for judges including, but not limited to: seminars, webinars, reference guides, and legal summaries with relevant statutes and case law.</b></p>	<p>The SJOL worked with SCJB to develop and implement an educational calendar in an effort to ensure the SJOL’s availability to conduct educational presentations at appropriate trainings and conferences. The SJOL also served as a presenter for the SCJB and its JOL-related areas in webinars on traffic safety and impaired driving issues.</p>
<p><b>To facilitate and provide pertinent information to stakeholders on treatment and alternative adjudication and sentencing on impaired driving offenses.</b></p>	<p>Throughout the grant period, the SJOL obtained information on treatment and alternative adjudication and sentencing on impaired driving offenses through maintaining regular communication with the Region IV Regional JOL and JOLs from other states and attending annual and midyear ABA/NHTSA/JOL/Drug Court meetings. Pertinent information was provided to stakeholders and judicial members as requested and on an as-needed basis.</p>
<p><b>The SJOL will assist as a liaison between the SCDPS/OHSJP and the state judiciary.</b></p>	<p>The SJOL served as a liaison throughout the grant period and maintained regular communication with each entity. The SJOL also served as an active member of the state’s Impaired Driving Prevention Council (IDPC)</p>



## Alcohol Countermeasures- Adjudication/Prosecution Projects

**Subgrantees:** Special DUI Prosecutors in the Berkeley County Sheriff’s Office, the City of Goose Creek Police Department, the Fifth Circuit Solicitor’s Office (composed of Richland and Kershaw Counties), the Sixth Circuit Solicitor’s Office (composed of Chester, Lancaster, and Fairfield Counties), the Eleventh Circuit Solicitor’s Office (composed of Edgefield, Lexington, McCormick, and Saluda Counties), & the Fifteenth Circuit (composed of Georgetown and Horry Counties)

Project Number	Agency
<b>M5CS-2023-HS-37-23</b>	Fifth Circuit Solicitor’s Office
<b>M5CS-2023-HS-43-23</b>	Berkeley County Sheriff’s Office
<b>M5CS-2023-HS-44-23</b>	Sixth Circuit Solicitor’s Office
<b>M5CS-2023-HS-46-23</b>	Fifteenth Judicial Circuit Solicitor’s Office
<b>M5CS-2023-HS-48-23</b>	Eleventh Judicial Circuit Solicitor’s Office
<b>M5CS-2023-HS-49-23</b>	City of Goose Creek Police Department

**Project Titles:** Special DUI Prosecutors

The Special DUI Prosecutor projects provided funding for activity hours for seven (7) Special DUI Prosecutors during FFY 2023: one housed in the Berkeley County Sheriff’s Office; one housed in the Goose Creek Police Department; one Assistant Solicitor in the Fifth Judicial Circuit (serving Richland and Kershaw Counties); one Assistant Solicitor in the Sixth Judicial Circuit (serving Lancaster, Fairfield, and Chester Counties); two Assistant Solicitors in the Eleventh Judicial Circuit (serving Edgefield, Lexington, McCormick, and Saluda Counties); and one Assistant Solicitor in the Fifteenth Judicial Circuit (serving Georgetown and Horry Counties). Based on FARS and state data, each agency is located in areas identified as priority counties for Impaired Driving Countermeasures efforts for FFY 2023. 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 aforementioned subgrantees maintained a Special DUI Prosecutor(s) 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 Special DUI Prosecutors performed activity hours to reduce the backlog of DUI cases made by Sheriff’s Deputies in Berkeley County and law enforcement officers in the city of Goose Creek, as well as 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><b>To maintain Special DUI Prosecutors to perform grant activity hours to prosecute DUI-related cases in Berkeley County, SC; SC’s Fifth Judicial Circuit (composed of Richland and Kershaw counties); SC’s Sixth Judicial Circuit (composed of Chester, Fairfield, and Lancaster counties); SC’s Eleventh Judicial Circuit (composed of Edgefield, Lexington, McCormick and Saluda Counties); and SC’s Fifteenth Judicial Circuit (composed of Georgetown and Horry Counties).</b></p>	<p>Special DUI Prosecutors were maintained by the Berkeley County Sheriff’s Office, the City of Goose Creek Police Department, the Fifth Circuit Solicitor’s Office, the Sixth Circuit Solicitor’s Office, the Eleventh Circuit Solicitor’s Office, and the Fifteenth Circuit Solicitor’s Office. These prosecutors performed grant activity hours related to the prosecution of DUI-related cases in Berkeley, Chester, Edgefield, Fairfield, Georgetown, Horry, Kershaw, Lancaster, Lexington, McCormick, Richland, and Saluda Counties.</p>
<p><b>To meet with local judges and magistrates to inform them of the grant project within the first quarter of the grant period.</b></p>	<p>The grant-assigned Special DUI Prosecutors met with local judges and magistrates to inform them of the grant projects and to discuss the projects’ goals and objectives. These meetings occurred during the first quarter of the grant period and supporting documentation was submitted.</p>
<p><b>To adequately and efficiently review and prepare for court pending drug and alcohol-related driving offense arrests made by charging Law Enforcement Officers in Berkeley, Chester, Edgefield, Fairfield, Georgetown, Horry, Kershaw, Lancaster, Lexington, McCormick, Richland and Saluda Counties.</b></p>	<p>All grant-assigned Special DUI Prosecutors carefully reviewed all pending drug and alcohol-related driving offense arrests made by charging law enforcement officers in Berkeley, Chester, Edgefield, Fairfield, Georgetown, Horry, Kershaw, Lancaster, Lexington, McCormick, Richland, and Saluda 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, the grant-assigned Special DUI Prosecutors disposed of over 1,043 DUI-related cases during FFY 2023.</p>

<p><b>To meet with charging Law Enforcement Officers to conduct pre-trial conferences of scheduled trials for drug and alcohol-related driving offenses.</b></p>	<p>The grant-assigned 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 through SCLLEN meetings and other avenues during 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>
<p><b>To maintain a tracking system for the cases handled by the prosecutor. This system will be utilized throughout the grant period.</b></p>	<p>All grant-assigned Special DUI Prosecutors maintained systems to track cases handled. The systems were utilized throughout the grant period.</p>
<p><b>To submit quarterly progress reports and a Final Narrative Report to the OHSJP by established deadlines.</b></p>	<p>All Special DUI Prosecutor grant projects submitted quarterly progress and Final Narrative reports to the OHSJP by the established deadlines.</p>

**Subgrantee:** South Carolina Department of Public Safety, Highway Patrol (serving HP Troop 6: Beaufort, Berkeley, Charleston, Colleton, Dorchester, and Jasper Counties)  
**Project Number:** M5CS-2023-HS-24-23  
**Project Title:** SCDPS Paralegal Project

This project provided activity hours for a paralegal to work in SC Highway Patrol Troop 6 (comprised of Beaufort, Berkeley, Charleston, Colleton, Dorchester, and Jasper counties) to process discovery requests forwarded to troopers in response to impaired driving cases and to assist in the scheduling of the Office of Motor Vehicle Hearings (OMVH) appearances related to the troopers' DUI arrests. When an arrest is made for DUI and the defendant subsequently refuses to provide breath/urine/blood samples for testing, the defendant's license is automatically suspended. The defendant then has the right to request a contested hearing to challenge his/her suspension with the OMVH. If the arresting officer or trooper misses the court hearing, the OMVH officers can dismiss the proceeding, thereby eliminating the potential deterrent effect that a license suspension carries. Concurrently, when the trooper makes arrests for DUI, the defendant's attorney sends a discovery, or Rule 5/Brady request, to the Troop Post. These requests require the trooper to provide the evidence that he/she intends to use at trial. If an officer fails to provide a timely response to the defendant's Rule 5 request, the case can result in an administrative dismissal.

During the grant period, the paralegal actively worked to maintain a tracking system to document Post Sergeants' receipt of discovery requests from defense attorneys and maintained a schedule of required OMVH appearances for the troopers. The paralegal worked with the troopers by collaborating in the collection of materials from the Posts and ensuring the defense counsel was notified for timely receipt of discovery; the paralegal also ensured reciprocal discovery requests were being completed on behalf of troopers to assert their rights to discovery.

This project allowed for law enforcement officers and supervisory law enforcement personnel in the counties served by the paralegal to dedicate more time to conducting impaired driving enforcement, as opposed to spending time on the collection of evidentiary materials for discovery requests from defense attorneys or by attending unnecessary hearings. The project also initiated a proactive strategy for identifying potential scheduling conflicts between the OMVH and troopers' schedules, to ultimately affect the number of administrative dismissals of impaired driving cases in Troop 6.

Alcohol Countermeasures – Adjudication/Prosecution Projects

SCDPS Paralegal Project Summary

Activities Funded/Implemented	Results
<b>To have the SCDPS Office of General Counsel hire (as needed) and maintain throughout the grant period a paralegal for selected counties in Troop 6 who will 1) process Rule 5/Brady requests forwarded to officers in response to DUI cases and 2) coordinate the scheduling Office of Motor Vehicle Hearings related to DUI arrests.</b>	SCDPS' Office Of General Counsel maintained a paralegal throughout the grant period. The paralegal processed Rule 5/Brady requests related to DUI cases made by officers in SC Highway Patrol Troop 6, which is composed of Beaufort, Berkeley, Charleston, Colleton, Dorchester, and Jasper counties.
<b>To have the paralegal maintain throughout the grant period a tracking system to document as Post Sergeants receive Rule 5/Brady requests from defense attorneys in selected counties within Troop 6.</b>	<p>The paralegal maintained a tracking system which tracks the progress of discovery requests for Troop 6. The paralegal collaborates in the collection of materials from the post and ensures that defense counsel are notified for timely receipt of discovery. The paralegal maintains a spreadsheet which tracks the progress of discovery requests for the post; this spreadsheet is saved on the Troop 6 network. All law enforcement officers have "read-only" access to the spreadsheet, so that they can determine due dates, status of requests, and whether the discovery has been obtained in advanced of hearing dates.</p> <p>This tracking system allows the paralegal to review and identify concerns with cases as discovery is received; these concerns are reviewed with the Project Director and are addressed in advance of discovery being released or in supplemental discovery. Examples include ensuring that affidavits are supplied where videos are inadequate under the DUI/DUAC statute and seeking supplemental discovery from outside/assisting agencies, particularly where cases arise as handoffs from other agencies. Additionally, the paralegal includes reciprocal discovery requests in all responses on behalf of the troopers to ensure that troopers assert their rights to discovery, which was historically not done before the implementation of the</p>

	<p>grant project.</p> <p>During the grant period, the paralegal processed 186 discovery requests on behalf of the troop. The paralegal includes the respective courts on notices to the defendant that discovery is available for pick up to neutralize claims by defendants in court that they had not been provided discovery.</p>
<p><b>To have the paralegal maintain a schedule of when Office of Motor Vehicle Hearings appearances are required for SCDPS officers in selected counties within Troop 6.</b></p>	<p>During the grant period, the paralegal monitored Troop 6 and OMVH schedules to identify potential scheduling conflicts. The paralegal collected and tracked the OMVH scheduling notices and forwarded them to the appropriate posts. The paralegal took a proactive stance in identifying potential conflicts between OMVH appearances and trooper schedules, to allow for outreach from the legal department to work with the troopers to address conflicts in advance. Additional efforts included securing assistance from legal counsel in evaluating cases and working to reach resolutions with the defense bar to eliminate the need for troopers to attend unnecessary hearings, particularly where it poses scheduling conflicts for the trooper.</p>
<p><b>To have the Project Director, with support from the paralegal, submit quarterly progress reports and a Final Narrative Report to the South Carolina Office of Highway Safety and Justice Programs by the established deadline dates.</b></p>	<p>The Project Director submitted the quarterly progress and Final Narrative reports to the OHSJP by established deadlines.</p>

**Subgrantee:** Mothers Against Drunk Driving (MADD), SC (serving Berkeley, Charleston, Greenville, Horry, Lexington, Richland, and Spartanburg Counties)

**Project Numbers:** M5X-2023-HS-23-23

**Project Title:** MADD SC Court Monitoring Program

The project maintained the employment of two (2) Court Monitoring Specialists and one (1) Project Coordinator to monitor the outcome of first-offense misdemeanor DUI cases in Berkeley, Charleston, Horry, Greenville, Lexington, Richland, and Spartanburg counties. These counties are among the most populous in the state and based on FARS and state data, are in the top twenty counties for the number of fatal and serious injury DUI Alcohol and/or Drug Collisions that occurred during the years 2017-2021. Court Monitoring projects are designed to observe, track, and report on DUI cases. They have been outlined by NHTSA as an effective countermeasure against impaired driving.

Mothers Against Drunk Driving (MADD) SC's Court Monitoring Program provides data on how many cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed, and how these results compare across different judges and different courts. The program's goals are to compile relevant statistics regarding the dispositions of DUI cases in the courtrooms, to raise awareness of the level of public concern regarding the dispositions of DUI cases, and to report information on the dispositions of DUI cases to make improvements to the DUI enforcement, prosecution and/or adjudication systems.

During FFY 2023, the Court Monitoring Specialists and Project Coordinator collected specific information on cases by attending court hearings and/or conducting case research online; held Stakeholder Roundtables with law enforcement officers, prosecutors, and other traffic safety stakeholders in the law enforcement and prosecution communities to present their findings; and presented on court monitoring program progress to key groups such as the SC Law Enforcement Networks (SLENs), the South Carolina Impaired Driving Prevention Council (SCIDPC), the South Carolina Law Enforcement Officers Association (SCLEOA) and during MADD events. Additionally, grant project staff continued to recruit volunteers throughout the grant year by promoting the program via social media, posting on volunteer websites, networking during MADD events and other task force meetings, and contacting targeted groups such as senior centers and criminal justice faculty and students at colleges/universities. Finally, the grant project produced and released County Capsule Reports, which summarized key findings and progress for each of the counties served.

## MADD Court Monitoring Program Project Summary

Activities Funded/Implemented	Results
<b>To monitor the outcome of 1,800 or more DUI cases in Berkeley, Charleston, Greenville, Horry, Lexington, Richland and Spartanburg Counties by September 30, 2023.</b>	The grant project monitored, tracked, and compiled data on a total of 4,703 DUI cases in Berkeley, Charleston, Greenville, Horry, Lexington, Richland, and Spartanburg Counties. The breakdown is as follows: Berkeley, 210 DUI cases; Charleston, 511 DUI cases; Greenville, 932 DUI cases; Horry, 657 DUI cases; Lexington, 754 DUI cases; Richland, 920 DUI cases; and Spartanburg, 719 DUI cases. Court data is maintained in MADD’s court monitoring database.
<b>To host three (3) or more multi-sector and multi-county online Court Monitoring Roundtables with a total of at least 25 participants representing the seven (7) counties where individuals can come together from the professions of law enforcement, judiciary, prosecution, policy making, and prevention to collaboratively discuss the court monitoring data and brainstorm areas for improvement, by September 30, 2023.</b>	Three (3) multi-sector and multi-county online Court Monitoring Roundtables were held via Zoom during the grant year. These roundtables were held on 8/8/23, 8/9/23, and 8/11/23. Attendees included Law Enforcement Liaisons, the Traffic Safety Resource Prosecutor, prosecutors, law enforcement officers, victims’ advocates, and behavioral health personnel. All seven counties were represented during the meetings and 48 attendees were present.
<b>To present 10 total presentations or instances of media coverage will be used to share progress on or results from the court monitoring program to the public or to key groups such as the Impaired Driving Prevention Council, Law Enforcement Networks (in the applicable circuits), Alcohol Enforcement Team Coordinators, etc. by Sept. 30, 2023.</b>	During the grant period, grant project personnel presented on the court monitoring program’s progress to the 5 <sup>th</sup> , 7 <sup>th</sup> , 9 <sup>th</sup> , 11 <sup>th</sup> , 13 <sup>th</sup> , and 15 <sup>th</sup> LENS; the Lexington One Community Coalition, the Berkeley County Impaired Driving Subcommittee, and a 2022 Court Monitoring Report Overview video posted to the MADD SC YouTube page.
<b>18 total methods will be used to promote volunteering with the court monitoring program by Sept. 30, 2023. These methods include promoting the program via MADD SC’s social media pages; presenting on court monitoring at virtual or in-person meetings with civic groups, college classes, LEN meetings, and other task forces; posting on volunteer websites; promoting during MADD events; and contacting targeted groups, such as colleges with criminal justice programs, paralegal schools, or senior centers.</b>	A total of 39 methods were used to promote volunteering with the court monitoring program during FFY 2023. Methods included posts on VolunteerMatch, Eventbrite, and MADD’s Facebook and Instagram pages; staffing volunteer information tables during the <i>Walk Like MADD</i> events; emailing volunteer and internship information to the Phoenix Center of Greenville; and individual conversations with community stakeholders that have access to students.



**To produce a court monitoring report or county capsules that summarize key findings and progress for the target counties by Sept. 30, 2023.**

The subgrantee produced and released County Capsule Reports for each of the seven (7) counties served.

## 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 one meeting during the FFY 2023 grant period. Major topics of discussion during the grant period included the following: pending traffic safety-related legislation in the state; strengthening the state's Strategic Highway Safety Plan by conducting impaired driving countermeasures enforcement activities in the identified high-crash corridors; the potential of pre-trial intervention for DUI and DUAC offenders; the state's court monitoring program; DUI prosecution in the state and the need for additional DUI prosecutors in Solicitor's Offices and other priority areas in the state; the SCDMV's new DUI-case strategy of focusing on CDL hearings; and updates on the state's SBIRT (Screening, Brief Intervention and Referral to Treatment) efforts and ADSAP (Alcohol and Drug Safety Action 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.

### Impaired Driving Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
<b>M5HVE-2023-HS-25-23</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures Program Management	\$220,344	\$216,804.60	<b>BIL 405d Mid</b>
<b>M5PEM-2023-HS-25-23</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$1,210,000	\$973,039.23 (Fast Act)	<b>FAST Act/BIL 405d Mid</b>
<b>M1*AL-2023-HS-25-23</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$90,000	\$0	<b>405b High</b>
<b>M5X-2023-HS-23-23</b>	Mothers Against Drunk Driving	MADD South Carolina Court Monitoring Program	\$189,245	\$45,517 (FAST Act) <u>\$120,038 (BIL)</u> \$165,555	<b>FAST Act/BIL 405d Mid</b>
<b>M5CS-2023-HS-24-23</b>	South Carolina Department of Public Safety, Highway Patrol	SCDPS Paralegal Project	\$69,469	\$59,372.83	<b>BIL 405d Mid</b>
<b>M5TR-2023-HS-26-23</b>	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$216,157	\$48,206.46 (FAST Act) <u>\$125,926.13 (BIL)</u> \$174,132.59	<b>FAST Act/BIL 405d Mid</b>
<b>M5CS-2023-HS-27-23</b>	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$173,555	\$49,060.52 (FAST Act) <u>\$91,060.57 (BIL)</u> \$140,121.09	<b>FAST Act/BIL 405d Mid</b>
<b>M5CS-2023-HS-37-23</b>	Fifth Circuit Solicitor's Office	5 <sup>th</sup> Circuit DUI Prosecutor	\$104,713	\$65,366	<b>BIL 405d Mid</b>
<b>M5CS-2023-HS-38-23</b> <b>TC-2023-HS-38-23</b>	South Carolina Judicial Branch Court Administration	State Judicial Outreach Liaison	\$29,600	\$12,150 (BIL 405d) \$4,050 (BIL 402)	<b>BIL 405d Mid/ NHTSA BIL 402</b>
<b>M5HVE-2023-HS-39-23</b>	Berkeley County	2023 Building DUI Capacity	\$96,353	\$85,531	<b>BIL 405d Mid</b>
<b>M5HVE-2023-HS-40-23</b>	Lexington County Sheriff's Department	Impaired Driving Countermeasures Project	\$89,653	\$16,114 (FAST Act) <u>\$49,308 (BIL)</u> \$65,422	<b>FAST Act/BIL 405d Mid</b>

<b>M5HVE-2023-HS-41-23</b>	York County Sheriff's Office	Alcohol Impaired Driving Enforcement Program-Overtime	\$78,445	\$10,966	<b>BIL 405d Mid</b>
<b>M5HVE-2023-HS-42-23</b>	City of Easley Police Department	Impaired Driving Countermeasures	\$80,588	\$53,968	<b>BIL 405d Mid</b>
<b>M5CS-2023-HS-43-23</b>	Berkeley County	2023 Special DUI Prosecutor	\$131,111	\$103,106	<b>BIL 405d Mid</b>
<b>M5CS-2023-HS-44-23</b>	Sixth Circuit Solicitor's Office	DUI Prosecutor	\$86,567	\$65,117	<b>BIL 405d Mid</b>
<b>M5HVE-2023-HS-45-23</b>	Lancaster County Sheriff's Office	Impaired Driving Enforcement-Straight Time	\$107,228	\$78,634	<b>BIL 405d Mid</b>
<b>M5CS-2023-HS-46-23</b>	Fifteenth Judicial Circuit Solicitor's Office	15 <sup>th</sup> Judicial Circuit – DUI Prosecutor	\$107,522	\$25,077 (FAST Act) <u>\$63,318 (BIL)</u> \$88,395	<b>FAST Act/BIL 405d Mid</b>
<b>M5HVE-2023-HS-47-23</b>	Town of Summerville	Summerville Police Department Specialized DUI Enforcement	\$63,981	\$19,680 (FAST Act) <u>\$39,077 (BIL)</u> \$58,757	<b>FAST Act/BIL 405d Mid</b>
<b>M5CS-2023-HS-48-23</b>	11th Judicial Circuit Solicitor's Office	11 <sup>th</sup> Circuit Solicitor's Office – DUI Prosecution	\$86,852	\$50,385	<b>BIL 405d Mid</b>
<b>M5CS-2023-HS-49-23</b>	City of Goose Creek Police Department	Special DUI Prosecutor	\$99,338	\$21,771 (FAST Act) <u>\$61,386 (BIL)</u> \$83,157	<b>FAST Act/BIL 405d Mid</b>
<b>M5HVE-2023-HS-50-23</b>	City of Goose Creek Police Department	Impaired Driving Countermeasures Officers (IDCO)	\$157,056	\$35,127 (FAST Act) <u>\$100,105 (BIL)</u> \$135,232	<b>FAST Act/BIL 405d Mid</b>
<b>M5HVE-2023-HS-51-23</b>	Lancaster County Sheriff's Office	Alcohol Impaired Enforcement-Overtime Based	\$64,175	\$21,596	<b>BIL 405d Mid</b>
<b>M5HVE-2023-HS-52-23</b>	City of Clemson	City of Clemson Enhanced DUI Enforcement Overtime	\$63,445	\$9,046	<b>BIL 405d Mid</b>
<b>M5HVE-2023-HS-53-23</b>	North Augusta Department of Public Safety	DUI Enforcement Officer	\$78, 586	\$78,586	<b>BIL 405d Mid</b>
<b>M5HVE-2023-HS-54-23 PT-2023-HS-54-23 (radar)</b>	York County Sheriff's Office	Alcohol-Impaired Driving Enforcement Program	\$82,367	\$50,578 (BIL 405d) \$2,500 (402)	<b>BIL 405d Mid</b>
<b>Total All Funds</b>				<b>\$2,835,367.34</b>	<b>All funds</b>

<b>Section 405d Impaired Driving Mid</b>				<b>\$2,832,867.34</b>	<b>FAST Act/BIL 405d Mid</b>
<b>Section 402 Radar</b>				<b>\$2,500</b>	<b>BIL NHTSA 402</b>

## Occupant Protection Program Overview

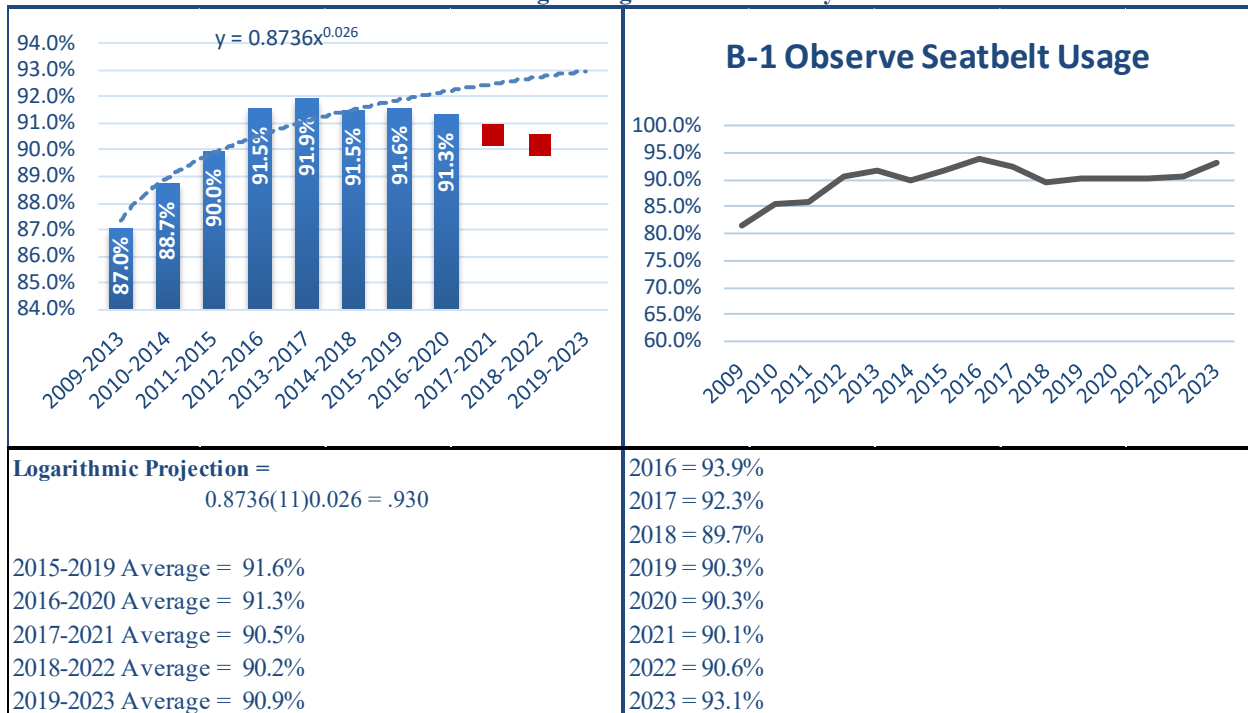
### Occupant Protection Program Area

The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina population and thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years. The 2023 observed usage rate was 93.1%; however, much work remains to be done to ensure safety on the state’s roadways. The following is a synopsis of progress made in this priority area during FFY 2023.

#### Occupant Protection Program Management Goals:

1. To increase the observed seatbelt usage rate by 0.1 percentage points from the 2019 baseline average of 90.3% to 90.4% by December 31, 2023.

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

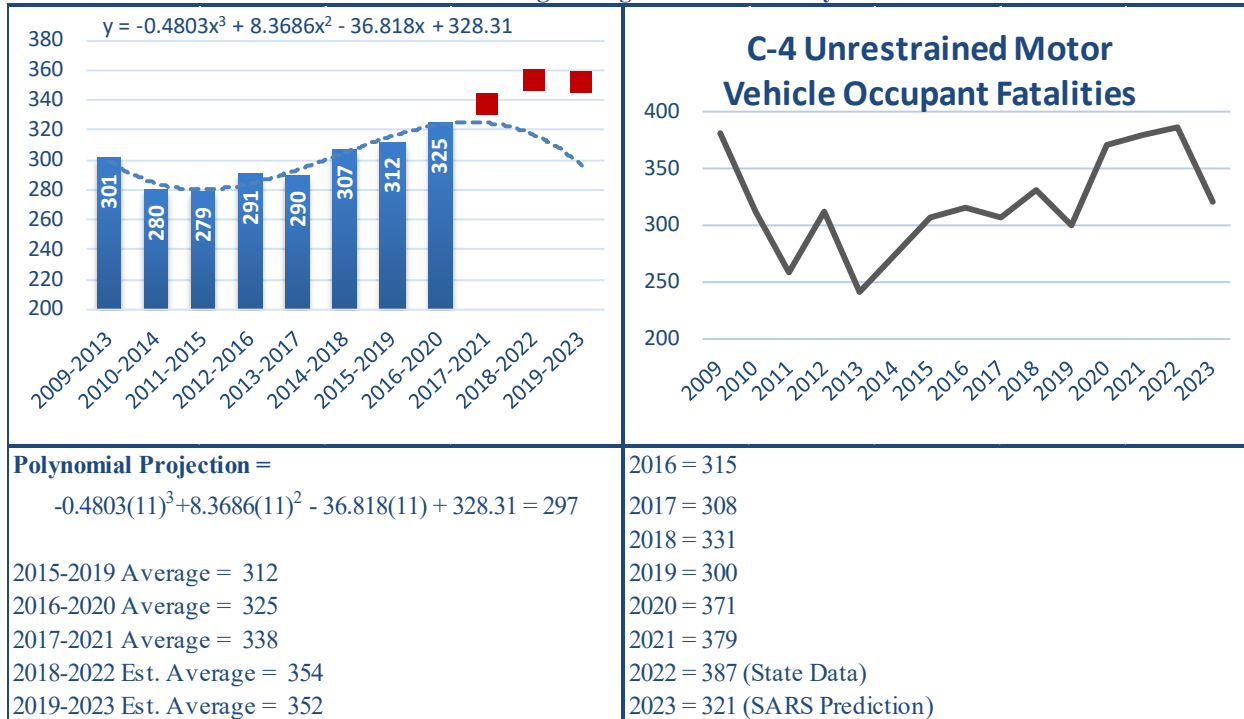


Note: 2009-2023 SC State Data, Waiver obtained for 2020 for observational seatbelt survey. 2020 rate estimated by 2019 rate.

Goal Met: Data for South Carolina Statewide Survey of Safety Belt Use for 2023 showed a 93.1% usage rate.

- To decrease unrestrained motor vehicle occupant fatalities by 0.3% from the 2016-2020 baseline average of 325 to 324 for 2023.

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



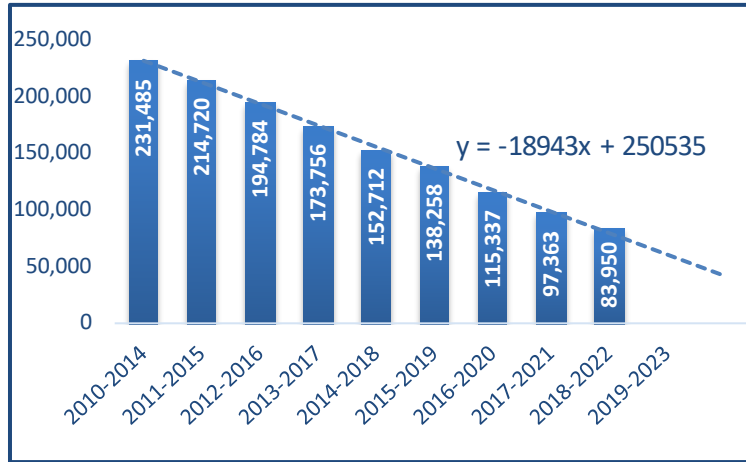
Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

**Goal Met:** Based on current projections, the state is expected to meet its 2023 unrestrained motor vehicle occupant fatalities goal of 324.

**Activity Measure A-1**

Activity Measure A-1 shows the number of seatbelt citations issued by states over time. The chart demonstrates that the state of South Carolina has been trending downward, since the 2010-2014 data point, in terms of the number of safety belt citations written by law enforcement. According to NHTSA, there is no target required for this activity measure for the FFY 2023 Highway Safety Plan. Thus, the figure below is presented as a demonstration of an overall downward trend in enforcement activity 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 88,552 seatbelt citations issued during FFY 2023. This represents a 48.89% increase from the FFY 2022 number of citations issued (59,475).



## Occupant Protection – Program Management Project

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

**Project Number:** OP-2023-HS-02-23

**Project Title:** Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. The Police Traffic Services/Occupant Protection (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) Program Coordinator (20%), one (1) Administrative Assistant (20%), one (1) Administrative Manager (5.12%), four (4) Senior Accountants (25% each), two Statisticians (2.50% and 10.21%), and one (1) Fiscal Tech I (33%).

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 mobilization and *National Child Passenger Safety Awareness Week* in September 2023.

## Occupant Protection – Program Management Project Summary

<b>Activities Funded/Implemented</b>	<b>Results</b>
<b>To maintain the employment of an Occupant Protection Program Coordinator (OPPC) throughout the grant period.</b>	The Occupant Protection Program Coordinator position has been maintained throughout the FFY 2023 grant period.
<b>To administer all occupant protection projects funded through the OHSJP, to include on-site programmatic monitoring of grant projects; providing technical assistance to sub-grantees as requested; and conducting monthly desk reviews of assigned projects.</b>	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 one financial monitoring visit during the grant period. The project is also desk monitored continuously throughout the grant cycle. Technical assistance is provided for the subgrantee on an as-needed basis.
<b>To participate in the planning and coordination of highway safety campaigns such as, <i>Buckle Up South Carolina (BUSC)</i> and National Child Passenger Safety Week (September).</b>	<p>Throughout the FFY 2023 grant period, OHSJP staff, which included the OP/PTSPC and Public Affairs Coordinator, worked with the SCDPS' Communications Office to plan and coordinate special public information events during <i>Buckle Up, South Carolina (BUSC)</i> in May 2023 and National Child Passenger Safety Week in September 2023.</p> <p>During the third quarter of FFY 2023, statewide news coverage was garnered for the <i>Buckle Up, South Carolina (BUSC)</i> Memorial Day campaign. This campaign ran concurrently 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</i> Memorial Day 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 outlets and update their social media pages to inform the public of the campaign.</p> <p>Throughout National Child Passenger Week, September 17-23, 2023, both in-person and virtual activities were conducted. A <a href="#">press release</a> was issued on Friday, September 15, 2023 to inform the public of the upcoming week's events. Following the press release, SCDPS utilized social media to</p>

	<p>kick off the week on Sunday, September 17, 2023.</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 Tuesday, September 19, 2023 and Friday, September 22, 2023. OHSJP staff, along with CROs, conducted safety talks and car seat demonstrations and inspections from 9 AM – 11 AM on both mornings. English and Spanish CPS law cards and Safety City coloring books 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>SCDPS partnered with Shaw Air Force Base to host a car seat inspection event and provide outreach and education on September 21, 2023. CPS law cards and coloring books were distributed to parents/caregivers and children during the event. SCDPS posted a graphic to Facebook, Instagram, and Twitter announcing its participation in the event.</p>
<p><b>To participate in at least three (3) Child Passenger Safety (CPS) events by the end of the grant period.</b></p>	<p>The OPPC participated in four (4) CPS events during the grant period. On April 25, 2023 and September 21, 2023, the OPPC participated in car seat check events at Shaw Air Force Base. On September 19, 2023 and September 22, 2023, the OPPC participated in car seat check events at SCDPS headquarters.</p>
<p><b>To contract with a qualified vendor to conduct a statewide observational safety belt usage survey by December 31, 2023, with results submitted to NHTSA for certification by March 1, 2024.</b></p>	<p>The last observational safety belt usage survey revealed a safety belt usage rate of 93.1%.</p>

## Occupant Protection – Education/Training Project

**Subgrantee:** SC Department of Health and Environmental Control  
**Project Number:** OP-2023-HS-17-23  
**Project Title:** South Carolina Buckles

The project maintained a program that 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

<b>Activities Funded/Implemented</b>	<b>Results</b>
<b>To increase the number of permanent Child Passenger Safety Fitting Stations in the state by 5, from 138 (2021) to 143 by the end of the grant period.</b>	The subgrantee established 23 new fitting stations in the state during FFY 2023. New stations were established at the following sites: Belvedere Fire Department (Aiken), Salley Police Department (Aiken), Laurens Police Department (Laurens), Kershaw County Fire (Kershaw), MUSC Nurse/Family Partnership (Berkeley), Prisma Health Pediatrics-Seneca (Oconee), Flint Hill Fire (York), Oconee County Emergency Operations Center (Oconee), Oconee County Emergency Services (Oconee), Forest Acres Police Department (Richland), Lexington Medical Center DPS (Lexington), Anderson Pregnancy Care (Anderson), South Congaree PD (Lexington), Bluffton Fire District Station 38 (Beaufort), Bluffton Fire District Administrative Annex (Beaufort), Williamsburg Coroner's Office (Williamsburg), Birth Matters (Spartanburg), Regenes Health Care (Spartanburg), Pickens County Coroner's Office (Pickens), Easley PD, (Pickens), Crosswell Fire (Pickens), and Central Fire (Pickens). Although 23 stations were established during the grant period, 15 fitting stations also closed. Thus, the net increase of fitting stations in the state during FFY 2023 was eight (8).
<b>To increase the seat belt usage rate in South Carolina from 90.3% in 2020, to 90.4% by the end of the grant period.</b>	The seatbelt usage rate for CY 2023 was 93.1%, which represents an increase of 2.5 percentage points compared to the rate in CY 2022.
<b>To maintain two (2) full time Program Assistants (certified Child Passenger Safety (CPS) Technician/Instructors) throughout the grant period and purchase all CPS training supplies before the end of the second quarter.</b>	Two full-time Program Assistants were retained from the previous grant period but have since resigned. In February 2023, a Program Assistant was hired; that Program Assistant is pursuing instructor certification. In early September, another Program Assistant was hired. All necessary training supplies were ordered and received before the conclusion of the FFY 2023 grant period.
<b>To conduct at least 50 educational presentations on the State's Primary Seat Belt law and the proper usage of seatbelts and child restraint devices by September 30, 2023.</b>	During the grant year, a total of 52 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 760 individuals.

	The objective was met.
<b>To conduct at least 12 NHTSA Certified CPS Technician classes by September 30, 2023.</b>	During the grant year, a total of 12 NHTSA Certified CPS Technician classes were conducted, resulting in 120 Technicians trained.
<b>To conduct at least three (3) continuing education classes to re-certify CPS technicians by September 30, 2023.</b>	A virtual platform was used in FFY 2023 to conduct the CPS Summit. There were five (5) sessions conducted with a total of six (6) CEUs offered. Any technician who obtained all six (6) CEUs fulfilled the continuing education component of recertification for the entire two-year cycle.
<b>To establish at least five (5) new CPS Fitting Stations in the state with a primary focus on the counties of Cherokee, Union, Edgefield, Newberry, Abbeville, Allendale, Bamberg, Colleton, Dillon, Lee, and McCormick where many of the state’s minority populations (Hispanic and African Americans reside by September 30, 2023.</b>	During FFY 2023, a total of 23 new CPS fitting stations were established within the state; however, none of these stations were established in the aforementioned target counties. The subgrantee worked to establish partnerships in these counties in an effort to increase access to seat check events since establishing permanent fitting stations has been a challenge.
<b>To conduct at least 50 child safety seat events by September 30, 2023.</b>	During the FFY 2023 grant year, 52 child safety seat events were scheduled, resulting in a total of 329 seats checked.
<b>To fully participate in the 2023 statewide seat belt enforcement and public information and education campaign, <i>Buckle Up South Carolina (BUSC). It’s the law and it’s enforced (May).</i></b>	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. During the month of May, social media posts were posted to DHEC’s social media pages with <i>Buckle Up, South Carolina</i> messaging.
<b>To plan and conduct educational activities in support of the 2023 National Child Passenger Safety Week (September).</b>	Project staff participated in 12 safety seat inspections events during National Child Passenger Safety Week and facilitated the inclusion of CPS week information on DHEC’s social media platforms.
<b>To coordinate at least three (3) CPS roundtable meeting with CPS partners and stakeholders by September 30, 2023.</b>	During the grant period, the subgrantee conducted four (4) CPS Roundtable meetings with the SC CPS Coalition. The Roundtable meetings were held on October 19, 2022, February 1, 2023, April 26, 2023, and August 2, 2023.
<b>Recruit two (2) experienced child passenger safety technicians to become technician proxies who can review and approve seat checks for recertification by September 30, 2023.</b>	South Carolina gained four (4) new technician proxies who will be valuable in approving current certified technicians for their recertification installations.
<b>To establish and lead the Diversity Outreach Project, which will develop strategies to increase seat belt/safety seat use statewide, especially in</b>	SCDHEC reconvened the diversity outreach work group in 2023. The group discussed reaching communities through schools and created

<p>rural counties and those with a strong Hispanic and African American population. The group will focus its education and outreach efforts in Cherokee, Union, Edgefield, Newberry, Abbeville, Allendale, Bamberg, Colleton, Dillon, Lee, and McCormick counties and will convene by the end of the second quarter.</p>	<p>a five-step booster/seat belt information card. SCDHEC will also begin tracking Spanish-first speaking individuals in certification courses as a strategy to increase access among the Hispanic population.</p> <p>CPS educational materials were mailed to healthcare offices in Allendale, Laurens, and Newberry counties due to the absence of inspection stations in those counties during FFY 2023. Additionally, over 4,000 Spanish law cards and over 3,000 Spanish car seat basic booklets were sent to counties all over South Carolina in FFY 2023. These items were issued through existing inspection stations, Safe Kids Coalitions, DHEC regional offices, and PASOs.</p> <p>South Carolina participated in several seat check events this year for underserved and/or overrepresented populations including the Catawba Nation in York County, The Black Family Wellness Expo in Richland County. and Shaw Air Force Base in Sumter County.</p>
<p><b>To conduct at least two (2) instructor training sessions for instructors in South Carolina by September 30, 2023.</b></p>	<p>Two instructor training sessions were held with 14 people in attendance. The training consisted of a morning and afternoon session. The morning session focused on national policy and procedures for conducting certification courses, as well as common practices that pertain specifically to classes conducted in South Carolina. During the afternoon session, a presentation was given on “How People Learn” and “Learning About Ourselves as Teachers.” This instructor training is beneficial because most of the instructors in South Carolina have no formal training in the education field. It also helps ensure continuity between classes and instructor teams.</p>
<p><b>To facilitate at least 30 social media posts on SCDHEC’s social media platforms regarding highway safety by September 30, 2023.</b></p>	<p>In FFY 2023, the subgrantee facilitated 32 social media posts on its social media pages (Twitter and Facebook) regarding Highway Safety. These posts gained at least 57,596 impressions on Facebook and Twitter.</p>
<p><b>To conduct at least nine (9) car seat distribution days at the program’s storage unit for inspection stations and other program partners by September 30, 2023.</b></p>	<p>To become more efficient, SCDHEC transitioned to a “Distribution Day” model instead of meeting individual agencies at their storage unit on a case-by-case basis. In FFY 2023, there were 10 distribution</p>

	<p>days, and car seats and/or educational materials were distributed to 47 different agencies.</p>
<p><b>To assist with the planning and implementation of the annual CPS summit (State Child Passenger Safety Conference) which is held in September.</b></p>	<p>The CPS Summit planning committee formally met three (3) times during FFY 2023 and had numerous email, phone, and text message exchanges working towards the 2023 CPS Summit. In June, the decision was made to adjust from an in-person model to a virtual one. Attendees heard from many car seat manufacturer representatives about how best to use their products, a representative from the National Digital Checklist Form (NDCF) about the benefits of using the NDCF, and a representative from Safe Ride News who discussed using the LATCH Manual. They also had the opportunity to earn the six CEUs needed for recertification.</p>
<p><b>To transition 90% of South Carolina’s inspection stations to a digital checklist format by September 30, 2023 for the purposes of having access to statewide seat check inspection data.</b></p>	<p>During FFY 2023, SCDHEC began using the NDCF as a standard way of documenting seat checks. Agencies were encouraged to transition from their current documentation system to the NDCF and offered training opportunities. At this time, a 90% transition rate can neither be confirmed nor denied; however, the overall number of seats submitted into the NDCF system shows substantial progress towards this transition.</p>
<p><b>To create a regularly updated database of seat check events in South Carolina with the purpose of promoting events to the public and to child passenger safety technicians around the state by September 30, 2023.</b></p>	<p>SCDHEC created a CPS program-specific database to collect information on events and caregiver classes that are scheduled in South Carolina. Safe Kids Coordinators and Inspection Stations in South Carolina are regularly reminded to go into this system to add new CPS classes they plan to conduct for caregivers as well as any new events that have been scheduled.</p> <p>Any CPS event put into this system gets added to the CPS monthly update, which is sent to stakeholders all over South Carolina. The system was used heavily during CPS week to coordinate program personnel, technician proxies, instructors, and technicians in need of seat sign-offs and events for recertification. During CPS week in FFY 2023, a list of upcoming events was shared on DHEC website.</p>



## 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. Since 2021, the statewide safety belt surveys have been conducted by Bason Research. The chart below details the results of the state’s 2023 survey.

The statewide safety belt survey conducted by Bason Research concluded that 93.1% of South Carolina drivers and passengers used shoulder-style safety belts. This represents a 2.5 percentage point increase from 90.6% in 2022 and 2.9 percentage points above the 2018-2022\* average of 90.2%.

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

South Carolina Observed Seatbelt Use Rate, 2013-2023											
	6/13	6/14	6/15	6/16	6/17	6/18	6/19	6/20*	8/21-10/21	6/22 - 8/22	8/23-11/23
Male	89.8	88.3	88.6	92.5	89.7	88.2	87.8	87.8	89.2	93.7	91.8
Female	93.9	91.6	95.0	95.5	94.9	91.6	92.8	92.8	93.2	97.6	95.4
Driver	91.0	89.9	91.5	93.4	91.6	89.5	90.6	90.6	90.1	93.0	93.1
Passenger	94.6	89.3	91.3	95.8	95.7	90.5	88.2	88.2	94.0	97.0	93.6
Urban	91.0	89.0	91.7	93.7	91.7	89.5	90.1	90.1	89.5	95.3	93.0
Rural	94.2	93.1	91.3	94.2	94.3	90.3	91.0	91.0	93.0	94.1	87.2
White	93.1	91.6	92.6	93.9	94.1	91.7	92.0	92.0	90.8	96.1	95.0
Non-white	87.5	85.1	87.5	93.6	86.8	86.1	87.5	87.5	89.9	89.1	88.3
Cars	92.3	90.7	93.1	94.5	92.8	89.9	91.2	91.2	92.1	96.8	94.7
Trucks	90.0	86.9	85.0	90.4	89.7	89.4	86.9	86.9	87.5	90.6	88.9
Overall	91.7	90.0	91.6	93.9	92.3	89.7	90.3	90.3	90.1	90.6	93.1

\*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 increased during the 2023 observation period (93.1%) from the 2022 rate (90.6%). The survey showed that women continue to be more likely than men to use safety belts (95.4% to 91.8%), and white occupants continue to have a higher rate of usage than non-white occupants (95.0% to 88.3%). During 2023, passengers were belted more often than drivers (93.6% to 93.1%). The gap between the rate of safety belt usage for car occupants and truck occupants (94.7% to 88.9%) was similar in 2023 compared to 2022, and the gap between the observed safety belt usage rate for urban and rural drivers (93% to 87.2%) was wider than that observed in 2022.

<b>Occupant Protection: Budget Summary</b>					
<b>Project Number(s)</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>OP-2023-HS-02-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$207,058	\$186,031.41	<b>BIL NHTSA 402</b>
<b>M1OP-2023-HS-02-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Seatbelt Survey	\$86,000	\$18,814.79	<b>BIL 405b High</b>
<b>M1HVE-2023-HS-02-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Occupant Protection Program Management	\$414,000	\$368,299.92 (FAST Act 405b High) \$77,784.31 (BIL 405b High)	<b>FAST Act/BIL 405b High</b>
<b>OP-2023-HS-17-23</b>	SC Department of Health and Environmental Control	South Carolina Buckles	\$199,860	\$168,024.27	<b>BIL NHTSA 402</b>
<b>BIL NHTSA 402 Total</b>				<b>\$354,055.68</b>	<b>402</b>
<b>Section 405b OP High FAST Act</b>				<b>\$464,899.02</b>	<b>405b High</b>
<b>Total All Funds</b>				<b>\$818,954.70</b>	<b>All funds</b>

## **Police Traffic Services Program Overview**

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

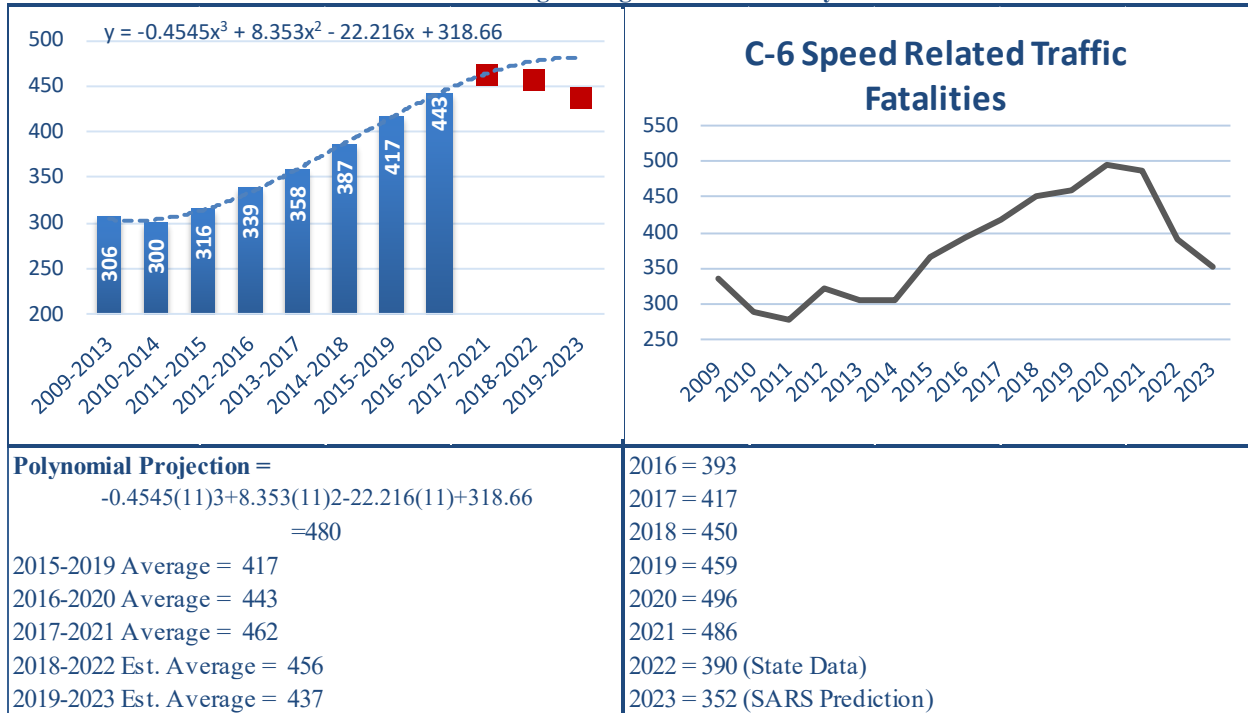
Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible traffic enforcement, public information, education, and training 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, 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 0.2% from the 2016-2020 baseline average of 443 to 442 for 2023.

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



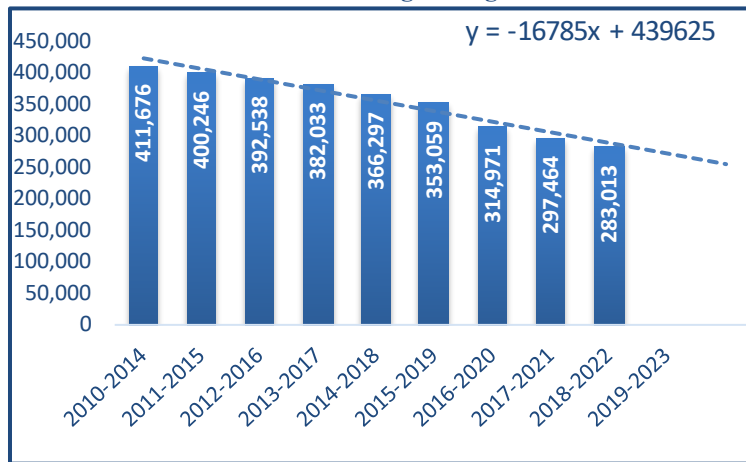
Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

**Goal Met:** Based on current projections, the state is expected to meet its 2023 speeding-related fatalities goal of 442.

### 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 2010-2014 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.

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



In FFY 2023, the number of speeding citations issued was 327,739. This number represents a 17.2% increase from the 279,744 speeding citations issued in FFY 2022.

## Police Traffic Services – Program Management Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PT-2023-HS-05-23  
**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 Police Traffic Services projects statewide. The project funds one (1) Police Traffic Services and Occupant Protection Program Coordinator (50%), one (1) Program Coordinator (20%), one (1) Administrative Assistant (20%), four (4) Senior Accountants (25% each), one (1) Statistician (2.5%), and one (1) Administrative Manager (5.12%).

## Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
<b>To provide on-going technical assistance to all PTS projects to include responding to correspondence and grant revision requests, making monthly contacts, and desk monitoring assigned grant projects.</b>	Throughout the FFY 2023 grant period, ongoing technical assistance was provided to all PTS subgrantees. 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.
<b>To assist in the development of new PTS grant project applications in targeted areas during the grant period.</b>	During FFY 2023, 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 speed-related traffic collisions and fatalities. The FFY 2024 Highway Safety Funding Guidelines were posted on the OHSJP website, and the Grant Solicitation Workshop was held on January 26, 2023 to solicit new PTS projects in targeted areas for FFY 2024. Assistance in the development of new PTS projects was provided, and all PTS grant applications submitted by the deadline of March 3, 2023, were reviewed and considered for funding by the OHSJP grant staff during the second quarter.
<b>To prepare the PTS section of major documents, such as the annual Summaries and Recommendations, Highway Safety Plan, and the Annual Evaluation Report, by assigned deadlines</b>	During FFY 2023, 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 their respective assigned deadlines.
<b>To monitor all Police Traffic Services (PTS) grant projects funded by the highway safety program by the end of the grant period.</b>	All PTS grant projects funded through the highway safety program during FFY 2023 received regular desk monitoring throughout the grant period. All grant projects received at least one programmatic and one financial monitoring visit.
<b>To work with the OHSJP Public Affairs Coordinator in the development and implementation of a PI&amp;E campaign for national and statewide highway safety campaigns such as <i>BUSC</i> (May 2023), and <i>Sober or Slammer!</i> (December 2022 and August 2023).</b>	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, 2023. A press release was issued on December 20, 2022 in support of <i>Sober or Slammer!</i> and SCDPS' website and agency Facebook and Twitter accounts were updated with information about

the consequences of impaired driving. Public announcements were released to television, radio, and digital outlets, and billboards and alternative advertising were utilized.

On May 16, 2023, SCDPS kicked off the *Buckle Up, SC. (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 ran in coordination with NHTSA's *Click It or Ticket* national seat belt enforcement mobilization and ended on June 4, 2023. 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 15, 2023 in support of *BUSC*; SCDPS' website and social media accounts were updated with information about using proper safety restraints; public announcements were released to television, radio, and digital outlets, and digital billboards and alternative advertising were posted.

A sustained education campaign occurred from March-September 2023. During the fourth quarter, the *Sober or Slammer!* Labor Day campaign ran from August 16-September 4, 2023. Also during the fourth quarter, SCDPS promoted Child Passenger Safety Week, September 17-23, 2023 on the agency's website through a press release and paid social media. The [press release](#) was issued on Friday, September 15, 2023 to inform the public of CPS week. On Sunday, September 17, 2023, CPS week kicked off with an interactive quiz question on Instagram and Twitter. Many car seat demonstrations were held around the state.



## Police Traffic Services Program Overview

There were nineteen (19) Police Traffic Services enforcement projects awarded to local law enforcement agencies statewide during FFY 2023. The nineteen (19) grant-funded projects are listed below:

<b>Project Number</b>	<b>Agency</b>
<b>PT-2023-HS-08-23</b>	City of Spartanburg Police Department
<b>PT-2023-HS-09-23</b>	Moncks Corner Police Department
<b>PT-2023-HS-10-23</b>	Sumter County Sheriff's Office
<b>PT-2023-HS-11-23</b>	Travelers Rest Police Department
<b>PT-2023-HS-13-23</b>	Port Royal Police Department
<b>PT-2023-HS-14-23</b>	Berkeley County Sheriff's Office
<b>PT-2023-HS-15-23</b>	Town of Mount Pleasant Police Department
<b>PT-2023-HS-16-23</b>	Lancaster Police Department
<b>PT-2023-HS-18-23</b>	Chesterfield County Sheriff's Office
<b>PT-2023-HS-19-23</b>	Georgetown County Sheriff's Office
<b>PT-2023-HS-20-23</b>	Berkeley County Sheriff's Office
<b>PT-2023-HS-21-23</b>	York County Sheriff's Office
<b>PT-2023-HS-22-23</b>	Town of Summerville Police Department
<b>PT-2023-HS-28-23</b>	Goose Creek Police Department
<b>PT-2023-HS-30-23</b>	Kershaw County Sheriff's Office
<b>PT-2023-HS-32-23</b>	York County Sheriff's Office
<b>PT-2023-HS-33-23</b>	Lancaster County Sheriff's Office
<b>PT-2023-HS-34-23</b>	City of Clemson Police Department
<b>PT-2023-HS-36-23</b>	City of Camden Police Department

These projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speed-related enforcement was a priority, these projects were also required to focus on impaired driving enforcement, occupant protection enforcement, and other moving violations that contribute to traffic collisions and provide public information/education regarding traffic issues. The state contracted with nineteen (19) 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, approximately 238 public safety checkpoints were conducted; 20,957 traffic violation citations were written; 9,583 public contacts/warnings were issued; and approximately 5,369 people were reached during 117 safety presentations. These efforts, and many others, made 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

<b>Activities Funded/Implemented</b>	<b>Results</b>
<b>To conduct a minimum 192 public safety checkpoints by September 30, 2023.</b>	During the grant period, approximately 238 public safety checkpoints were conducted. The objective was met.
<b>To have an appropriate, corresponding 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, 2023, due to enhanced traffic enforcement efforts over the course of the grant period.</b>	By the end of the grant period, 7,897 citations were written by subgrantees for traffic 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.
<b>To have an appropriate, corresponding increase in speeding citations by September 30, 2023, due to enhanced enforcement efforts over the course of the grant period.</b>	By the end of the grant period, 11,538 speeding citations were issued by subgrantees as a result of enhanced enforcement efforts.
<b>To have an appropriate, corresponding increase in DUI arrests by September 30, 2023 due to enhanced traffic enforcement efforts over the course of the grant period.</b>	By the end of the grant period, 224 DUI arrests were made by subgrantees as a result of enhanced traffic enforcement efforts.
<b>To have an appropriate, corresponding increase in citations for safety belt and child restraint violations by September 30, 2023, due to enhanced enforcement efforts over the course of the grant period.</b>	By the end of the grant period, 1,174 citations for seat belt violations and 124 citations for child restraint violations were issued by subgrantees as a result of enhanced traffic enforcement efforts.
<b>To conduct a minimum of 168 traffic safety presentations on topics including, but not limited to, the dangers of speeding, the dangers of distracted driving, the dangers of driving while impaired, and the importance of using appropriate occupant restraint devices for area middle schools, high schools, colleges/universities, businesses, military installations, churches and civic groups by September 30, 2023.</b>	Through a combination of virtual and in-person events, subgrantees conducted 117 traffic safety presentations for 5,369 people in area schools, businesses, military installations, churches, and civic groups during the grant period.
<b>To plan and conduct special enforcement and educational activities in support of national and statewide highway safety initiatives, to include BUSC in May 2023 and National Child Passenger Safety Week in September 2023.</b>	Subgrantees conducted special enforcement and educational activities during the <i>Buckle Up, South Carolina</i> mobilization in May and National Child Passenger Safety Week in September.
<b>To actively participate in the local Judicial Circuit Law Enforcement Network (LEN).</b>	During the grant period, all subgrantees participated actively in their local LENS.
<b>To participate in all aspects of the <i>Sober or Slammer!</i> sustained DUI</b>	Subgrantees participated in all aspects of the <i>Sober or Slammer!</i> sustained

<p><b>enforcement campaign to include at least one (1) specialized DUI enforcement activity (checkpoints and saturation patrols) per month and four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's and Labor Day enforcement crackdowns.</b></p>	<p>DUI enforcement campaign during the Christmas/New Year's 2022-2023 and Labor Day 2023 enforcement crackdowns.</p>
<p><b>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).</b></p>	<p>The subgrantees complied with the provisions of SC state statute 56-5-6560.</p>

## Police Traffic Services - Education/Training Projects

**Subgrantee:** South Carolina Criminal Justice Academy (SCCJA)  
**Project Number:** PT-2023-HS-07-23  
**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 through the provision of comprehensive, advanced traffic enforcement/investigative training to the state's enforcement officers, which allows these officers to effectively enforce the state's traffic laws. Professionally-trained officers help prevent collisions through a greater ability to enforce traffic laws, thus resulting in changed driving behaviors on the part of the general public.

In order to obtain a Traffic Safety Officer certification, officers are required to successfully complete and maintain current certifications in the following courses: DMT Operator, Speed Measuring Device (SMD) Operator, SFST/DUI Practitioner, Traffic Collision Investigation (TCI) Phase I (At-Scene), TCI Phase II (Technical), and TCI Phase III (Reconstruction).

SCCJA also continued the Traffic Safety Instructor (TSI) Program. In addition to successfully completing the TSO program, officers seeking designation as a TSI must successfully complete and maintain current certifications in the following courses: Basic Instructor Development or Specific Skills Instructor, SMD Instructor, and SFST/DUI Instructor.

In FFY 2022, SCCJA added a Traffic Collision Reconstructionist designation to their traffic safety program. Officers are required to complete and maintain current certifications in the following courses: TCI Phase I (At-Scene), TCI Phase II (Technical), TCI Phase III (Reconstruction), Motorcycle Reconstruction, Pedestrian/Bicycle Reconstruction, and Commercial Motor Vehicle Collision Reconstruction.

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

Activities Funded/Implemented	Results
<b>To increase the number of law enforcement officers participating in the Traffic Safety Officer Program by 15% from 459 in 2020 to 528 by the end of the FFY 2023 grant period.</b>	The Traffic Safety Officer (TSO) program increased the number of officers participating in the program from 459 in 2021 to 508 by the end of the FFY 2023 grant period. The program goal of a 15% increase was not met; however, participation in the TSO program did increase by 10%.
<b>To continue the Traffic Safety Instructor Certification program and increase the number of certified TSIs by 20%, from 116 in FFY 2021 to 139 during the FFY 2023 grant period.</b>	During the FFY 2023 grant period, 22 officers were certified as Traffic Safety Instructors (TSI) and the number of certified TSIs by the end of the FFY 2023 grant period was 138. The program goal of a 20% increase was not met; however, participation in the TSI certification program did increase by 18%.
<b>To maintain the 4 grant-funded TSO Instructors throughout the FFY 2023 grant period.</b>	The employment and certifications of the four (4) TSO Instructors were maintained throughout the majority of the grant period.
<b>To conduct at least 20 training classes in the field of Traffic Collision Reconstruction by the end of the FFY 2023 grant period.</b>	During the grant year, eighteen (18) Traffic Collision Investigation (TCI) courses were taught and 184 students were trained in TCI. These courses included 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. Six (6) TCI classes were canceled due to low registration numbers.
<b>To conduct at least 40 training classes in the field of DUI Detection and Breath Testing Certification by the end of the FFY 2023 grant period.</b>	During the grant period, the Traffic Safety Instructors conducted twenty-four (24) Basic Law Enforcement classes which included the SFST Practitioner and DMT Operator courses (1,131 students). Additionally, one (1) field SFST Practitioner class (three students) and forty-three (43) DMT Operator classes (1,335 students) were also conducted. Thus, a total of 74 training classes in the field of DUI Detection and Breath Testing Certification were conducted by the end of the FFY 2023 grant period.
<b>To conduct at least 20 training classes in Speed Measurement Device Operator, Speed Measurement Device Instructor, and Speed Measurement Device Instructor Recertification by the end of the FFY 2023 grant period.</b>	During the grant period, twenty (20) speed measurement device related classes were taught and 205 officers successfully completed these courses.
<b>The grant-funded TSO Instructors will attend highway safety-related trainings, conferences and approved seminars, which</b>	Ryan Threatt attended the IACP National Conference on Impaired Driving and Traffic Safety in Anaheim, California (August 7-11, 2023). Ryan also attended the

<b>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 2023.</b>	SC Law Enforcement Recognition Dinner and Training in Charleston, SC (June 23, 2023.)
<b>Through advanced training, the TSO grant project will certify at least 10 Traffic Safety Instructors by the end of the FFY 2023 grant period.</b>	During the grant period, twenty-one (21) officers received their TSI certification and forty-nine (49) officers received their Traffic Collision Reconstructionist (TCR) certification.

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

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
PT-2023-HS-05-23	SC Department of Public Safety: OHSJP	Police Traffic Services Program Management	\$229,230	\$192,006.38	BIL NHTSA 402
PT-2023-HS-06-23	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$629,058	\$600,763.87	BIL NHTSA 402
PT2023-HS-07-23	SC Criminal Justice Academy	Traffic Safety Officer Program	\$418,284	\$393,666.03	BIL NHTSA 402
PT-2023-HS-08-23	City of Spartanburg Police Department	City of Spartanburg Traffic Unit	\$79,699	\$67,413	BIL NHTSA 402
PT-2023-HS-09-23	Moncks Corner Police Department	Moncks Corner Traffic Enforcement Unit	\$94,181	\$59,661	BIL NHTSA 402
PT-2023-HS-10-23	Sumter County Sheriff's Office	Overtime Traffic Enforcement Unit	\$83,779	\$64,606	BIL NHTSA 402
PT-2023-HS-11-23	Travelers Rest Police Department	Overtime Hours for Traffic Safety	\$82,690	\$15,454	BIL NHTSA 402
PT-2023-HS-13-23	Port Royal Police Department	Town of Port Royal Police Department Traffic Unit	\$97,525	\$75,291	BIL NHTSA 402
PT-2023-HS-14-23	Berkeley County Sheriff's Office	2023 Traffic Safety Unit	\$103,675	\$82,846	BIL NHTSA 402
PT-2023-HS-15-23	Town of Mount Pleasant Police Department	Mount Pleasant Traffic Enforcement Unit	\$89,379	\$77,047	BIL NHTSA 402
PT-2023-HS-16-23	Lancaster Police Department	Lancaster Traffic Enforcement	\$92,896	\$56,647	BIL NHTSA 402
PT-2023-HS-18-23	Chesterfield County Sheriff's Office	Chesterfield County Traffic Enforcement Unit	\$72,765	\$27,689	BIL NHTSA 402
PT-2023-HS-19-23	Georgetown County Sheriff's Office	GSCO Traffic Unit	\$201,598	\$158,293	BIL NHTSA 402
PT-2023-HS-20-23	Berkeley County Sheriff's Office	2023 Traffic Safety Unit-Overtime	\$121,705	\$22,651	BIL NHTSA 402

<b>PT-2023-HS-21-23</b>	York County Sheriff's Office	Continuation of Traffic Enforcement Unit	\$175,390	\$111,560	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-22-23</b>	Town of Summerville	Summerville Specialized Traffic Enforcement	\$157,734	\$102,733	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-28-23</b>	City of Goose Creek Police Department	Traffic Enforcement Officers	\$157,056	\$157,056	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-29-23</b>	City of Spartanburg Police Department	City of Spartanburg Traffic Unit	\$58,143	\$0	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-30-23</b>	Kershaw County Sheriff's Office	Kershaw County Traffic Enforcement Project	\$99,482	\$74,397	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-32-23</b>	York County Sheriff's Office	Traffic Enforcement Unit-Overtime	\$110,168	\$46,515	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-33-23</b>	Lancaster County Sheriff's Office	Speed Enforcement	\$87,355	\$78,817	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-34-23</b>	City of Clemson Police Department	City of Clemson Enhanced Traffic Enforcement Overtime	\$67,445	\$11,723	<b>BIL NHTSA 402</b>
<b>PT-2023-HS-36-23</b>	City of Camden Police Department	Camden Police Department Traffic Officers	\$74,147	\$18,580	<b>BIL NHTSA 402</b>
<b>BIL NHTSA 402 Total</b>				\$2,495,415.28	<b>BIL NHTSA 402</b>
<b>Total All Funds</b>				<b>\$2,495,415.28</b>	<b>All Funds</b>



## Police Traffic Services – Law Enforcement Coordination Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PT-2023-HS-06-23  
**Project Title:** Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network (LEN) system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support and participation in statewide enforcement mobilization campaigns. The project also provided LEN 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] Program Coordinator II [20%], one Administrative Manager [5.12%], one [1] Administrative Assistant [20%], two [2] Statisticians [2.5% and 10.2%], one [1] Fiscal Tech [34%], and one [1] Special Programs Manager [35%].

## Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
<p><b>To assist in developing and implementing statewide enforcement campaigns during the grant period, including all Target Zero efforts such as <i>Buckle Up, South Carolina. It's the law and it's enforced; Christmas/New Year's Sober or Slammer!; Operation Southern Slowdown; Labor Day Sober or Slammer!;</i> and 100 Days of Summer H.E.A.T. initiatives.</b></p>	<p>Through the coordinated efforts of the SCDPS Office of Highway Safety and Justice Programs (OHSJP), South Carolina law enforcement began a sustained impaired driving enforcement campaign (Target Zero Challenge) on December 1, 2022. The campaign concluded on September 4, 2023. South Carolina local and state law enforcement agencies participated in the <i>Christmas/New Year's Sober or Slammer! (SOS!)</i> mobilization, which ran from December 16, 2022–January 1, 2023; the <i>Memorial Day Buckle Up, South Carolina (BUSC)</i> mobilization, which ran from May 22, 2023 – June 4, 2023; <i>Operation Southern Slow Down</i>, which ran from July 16, 2023 - July 22, 2023; and the <i>Labor Day Sober or Slammer! (SOS!)</i> mobilization, which ran from August 18, 2023-September 4, 2023.</p> <p>The <i>SOS!</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilizations, and the <i>BUSC</i> mobilization mirrored the national <i>Click It or Ticket</i> effort. The OHSJP Law Enforcement Liaison (LEL) and the Law Enforcement Support Services (LESS) Manager assisted with the formulation, coordination, and implementation of each of the state's high-visibility enforcement mobilizations.</p>
<p><b>To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.</b></p>	<p>The LEL and the LESS Manager provided technical and program assistance to 47 county law enforcement agencies (46 county sheriff's offices and 1 county police department) and 280 state, municipal, military, hospital, and college/university law enforcement agencies during the grant period.</p>
<p><b>To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.</b></p>	<p>Through letters, emails, face-to-face conversations, and phone calls, the LEL and the LESS Manager requested and secured participation (approximately 57% of local law enforcement agencies statewide) in the sustained impaired driving and high-visibility mobilizations. Participation among law enforcement</p>

	agencies increased dramatically during FFY 2023, and the LESS Staff will continue their efforts to obtain participation from additional agencies in FFY 2024.
<b>To continue to develop and maintain Law Enforcement Networks (LEN) throughout the state.</b>	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 that received a small grant award to fund LEN activities, such as meetings, reporting, and enforcement/media activities. The LEL and the LESS Manager attended monthly or bi-monthly meetings held by each LEN.
<b>To provide ongoing technical assistance to Law Enforcement Network Coordinators in the state.</b>	The LEL and the LESS Manager provided technical assistance and leadership for the 16 LEN Coordinators throughout the grant period through weekly contact with the Coordinator and/or Assistant Coordinator for each circuit via email, telephone, and/or face-to-face meetings. These contacts served to provide guidance, support, and assistance to ensure the success of each network. The LELs also assisted in obtaining speakers for LEN meetings.
<b>Coordinate Law Enforcement Network Support Grant Awards.</b>	The LESS Staff was responsible for coordinating the LEN grant awards. Each of the LENs received a (\$10,000) support grant, and these funds are used to maintain each network.
<b>Attend at least 75% of Law Enforcement Network meetings statewide during the grant year.</b>	The LEL and the LESS Manager attended more than 99% of the LEN meetings held during the grant period. As previously stated, some LENs met monthly and some met bi-monthly (every other month). At each meeting, an LEL presented information on the high-visibility enforcement mobilization, possible grant application periods, traffic statistics and trends, and other related traffic safety information.
<b>To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.</b>	<p>During FFY 2023, through conversations with the LEN Coordinators and Assistant Coordinators, the LESS Manager and the LEL assisted in the coordination of traffic safety education and training opportunities.</p> <p>The LESS Manager and LEL provided contact information for traffic safety training personnel to the LEN Coordinators and Assistant</p>

	<p>Coordinators to assist them with securing guest speakers for the network meetings. Guest speakers included personnel from the SC Criminal Justice Academy's Traffic Safety Unit, Traffic Incident Management Training teams, the SC Department of Alcohol and Other Drug Abuse Services' Alcohol Enforcement Teams, and the Traffic Safety Resource Prosecutor.</p> <p>The LESS Staff, in partnership with the SCCJA, administered three (3) traffic safety trainings (Speed Measurement Device, Standardized Field Sobriety Testing Instructor, and Advanced Collision Investigation) to law enforcement officers in four areas of the state. Officers at the Mount Pleasant Police Department, Florence Airport Police Department, Rock Hill Police Department, and Easley Police Department completed these trainings to further their traffic safety education.</p>
<p><b>To submit Quarterly Reports and a Final Narrative Report indicating project progress during the grant year.</b></p>	<p>The LESS Staff submitted all Quarterly Reports and a Final Narrative Report for the FFY 2023 grant period by the established deadlines.</p>

FFY 2023 Grant Period Enforcement Report: 10/1/2022 – 9/30/2023

**Agencies Reporting:**

<b>State Agencies:</b>	<b>4</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>143</b>		<b>County Agencies:</b>	<b>45</b>
<b>Other Agencies:</b>	<b>16</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>3,814</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>3,933</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>19,165</b>	<b>Speeding:</b>	<b>327,739</b>
<b>Assisted DUI Arrests:</b>	<b>687</b>	<b>Reckless Driving:</b>	<b>7,448</b>
<b>Safety Belt Citations:</b>	<b>88,552</b>	<b>Other Violations:</b>	<b>294,580</b>
<b>Child Safety Citations:</b>	<b>5,386</b>		

2023 Law Enforcement Target Zero Challenge Report: 12/1/2022-9/4/2023

**Agencies Reporting:**

<b>State Agencies:</b>	<b>4</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>116</b>		<b>County Agencies:</b>	<b>36</b>
<b>Other Agencies:</b>	<b>13</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>2,959</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>3,048</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>14,980</b>	<b>Speeding:</b>	<b>259,126</b>
<b>Assisted DUI Arrests:</b>	<b>538</b>	<b>Reckless Driving:</b>	<b>5,783</b>
<b>Safety Belt Citations:</b>	<b>72,039</b>	<b>Other Violations:</b>	<b>229,751</b>
<b>Child Safety Citations:</b>	<b>4,276</b>		

2022-2023 Christmas/New Year's SOS Enforcement Report: 12/16/2022-1/1/2023

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>	<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>82</b>	<b>County Agencies:</b>	<b>27</b>
<b>Other Agencies:</b>	<b>10</b>		

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>138</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>179</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>819</b>	<b>Speeding:</b>	<b>11,543</b>
<b>Assisted DUI Arrests:</b>	<b>23</b>	<b>Reckless Driving:</b>	<b>182</b>
<b>Safety Belt Citations:</b>	<b>2,374</b>	<b>Other Violations:</b>	<b>10,062</b>
<b>Child Safety Citations:</b>	<b>195</b>		

2023 BUSC Enforcement Report: 5/22/2023-6/4/2023

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies</b>	<b>0</b>
<b>Local Agencies:</b>	<b>74</b>		<b>County Agencies:</b>	<b>26</b>
<b>Other Agencies:</b>	<b>8</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>86</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>128</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>546</b>	<b>Speeding:</b>	<b>10,438</b>
<b>Assisted DUI Arrests:</b>	<b>11</b>	<b>Reckless Driving:</b>	<b>234</b>
<b>Safety Belt Citations:</b>	<b>3,853</b>	<b>Other Violations:</b>	<b>8,358</b>
<b>Child Safety Citations:</b>	<b>192</b>		



2023 Operation Southern Slow Down Enforcement Report: 7/16/2023-7/22/2023

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>	<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>74</b>	<b>County Agencies:</b>	<b>24</b>
<b>Other Agencies:</b>	<b>10</b>		

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>18</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>87</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>310</b>	<b>Speeding:</b>	<b>6,515</b>
<b>Assisted DUI Arrests:</b>	<b>7</b>	<b>Reckless Driving:</b>	<b>110</b>
<b>Safety Belt Citations:</b>	<b>1,779</b>	<b>Other Violations:</b>	<b>4,751</b>
<b>Child Safety Citations:</b>	<b>105</b>		

2023 Labor Day SOS Enforcement Report: 8/18/2023-9/4/2023

**Agencies Reporting:**

<b>State Agencies:</b>	<b>3</b>		<b>Federal Agencies:</b>	<b>0</b>
<b>Local Agencies:</b>	<b>71</b>		<b>County Agencies:</b>	<b>25</b>
<b>Other Agencies:</b>	<b>9</b>			

**Total Enforcement Activity:**

<b>Number of Safety Checkpoints Conducted:</b>	<b>59</b>
<b>Number of Saturation Patrols Conducted:</b>	<b>120</b>

**Total Enforcement:**

<b>DUI Arrests:</b>	<b>824</b>	<b>Speeding:</b>	<b>16,347</b>
<b>Assisted DUI Arrests:</b>	<b>14</b>	<b>Reckless Driving:</b>	<b>344</b>
<b>Safety Belt Citations:</b>	<b>5,909</b>	<b>Other Violations:</b>	<b>12,232</b>
<b>Child Safety Citations:</b>	<b>334</b>		

## **Traffic Records Program Overview**

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

Timely, accurate, and efficient collection and analysis of appropriate traffic records data has always been essential to highway safety and is critical in the development, implementation, and evaluation of appropriate countermeasures to reduce traffic collisions, injuries, and fatalities. There are many users of traffic records data. Law enforcement agencies use the data for the deployment of traffic enforcement units. Engineers apply the data to identify roadway hazards. Judges employ the data as an aid in sentencing. Prosecutors wield traffic records data to determine appropriate charges to levy against drivers who violate traffic laws and ordinances. Licensing agencies utilize the data to identify problem drivers. Emergency response teams harness the data to improve response times. Healthcare organizations utilize the data to understand the implications of patient care and costs. And finally, legislators and public officials use traffic safety data to pass laws and to set public policy.

Traffic collision data is 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 highway 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-2023-HS-03-23  
**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 electronic system, SmartCOP. The remaining 3% of reports are submitted on paper and entered into the electronic version by data entry operators in the Office of Highway Safety and Justice Programs. Since 2010, SCATTS has evolved. In 2013, the e-Public Contact/Warning was deployed to the system, and the process for the electronic submission of citations issued for traffic violations began with the SCCATTS pilot program in July 2015. From that pilot program, mandatory submission of all citations into SCUTTIES was developed. SC Statute 56-07-0030 now requires electronic submission of all citations. The program has since grown 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 the 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 at 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%) and one (1) Statistician (50%). The positions were approved by the Traffic Records Coordinating Committee (TRCC) and were listed as a priority in the state's TRSP.

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

Activities Funded/Implemented	Results
<p><b>Citation Database Interface Project /Interface between SCCATTS, the SCDMV's South Carolina Uniform Traffic Ticket Information Exchange System and SCJB's Case Management System.</b></p>	<p>A TRCC-Working Group initiated this project. Members of the SC Department of Public Safety (SCDPS), SC Department of Transportation (SCDOT), SC Judicial Branch (SCJB), and SC Department of Motor Vehicles (SCDMV) are leading this project.</p>
<p><b>The previous goal was to increase the number of electronically submitted collision reports from 95% of the total number of collision reports to 97%.</b></p>	<p>The total percentage of electronically-produced collision reports has increased to 98.07%. The future goal is to mandate the electronic reporting of all collision reports and to achieve an electronic submission rate of 100%.</p>
<p><b>To increase from 97% of vehicle identification numbers captured to 98% by September 30, 2023.</b></p>	<p>Currently, 98.16% of all vehicle identification numbers are captured through the SCCATTS collision reporting capability, an increase of 0.93% since the beginning of FFY 2023.</p>
<p><b>To increase the reporting of all Commercial Driver's License (CDL) holders traffic violations to the licensing state. At the beginning of the Citation Database Interface Project, SCDMV re-ported 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, 2023.</b></p>	<p>The TRCC coordinated the implementation of the SCCATTS-South Carolina Uniform Traffic Tickets Information Exchange System (SCUTTIES) e-Citation Database Interface Project between SCDPS, SCDMV, and the 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 29.0%. 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 2023, the reporting rate remained at an average of 90.89%.</p>

### Traffic Records Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
<b>TR-2023-HS-03-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records Improvements	\$64,450	\$19,037.45	<b>BIL NHTSA 402</b>
<b>M3DA-2023-HS-03-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$1,118,229	\$305,396.97 (FAST Act 405c) \$343,253.42 (BIL 405c)	<b>FAST Act/ BIL 405c</b>
<b>Total All Funds</b>				<b>\$667,687.84</b>	<b>All funds</b>

## Community Traffic Safety Program Overview

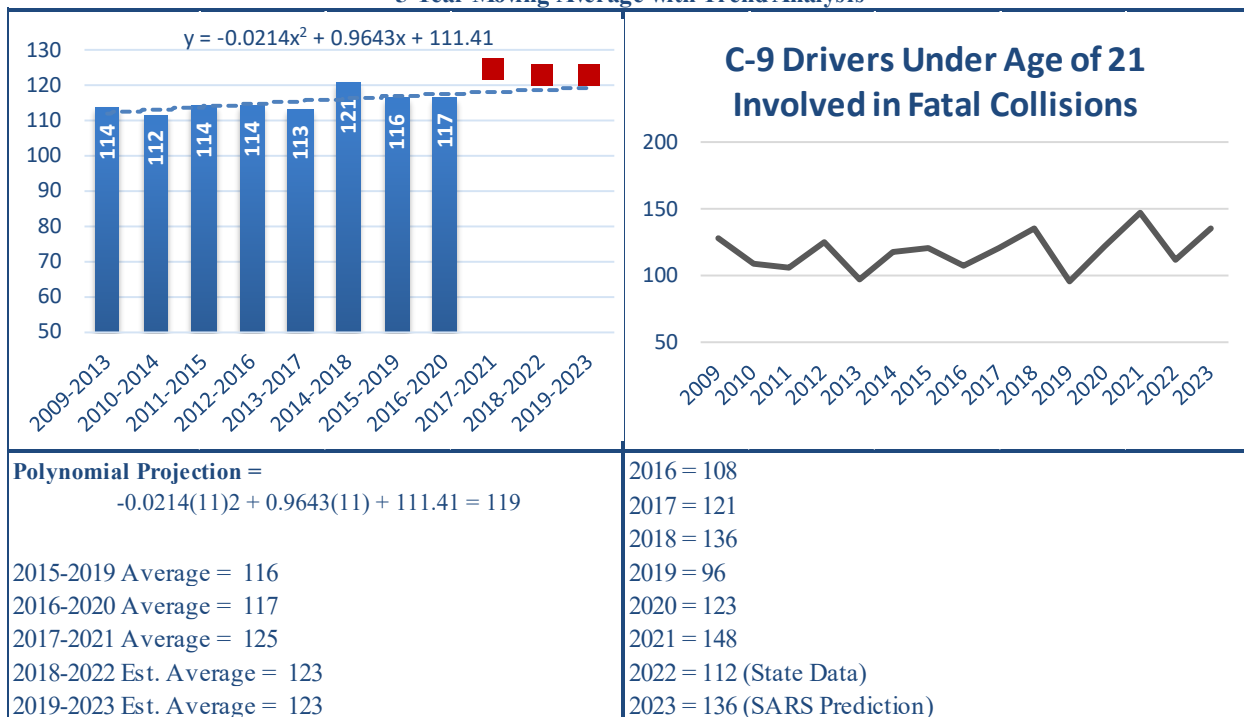
### Community Traffic Safety Program

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

#### Community Traffic Safety Program Goal:

To decrease the number of drivers age 20 and under involved in fatal crashes by 0.9% from the 2016-2020 baseline average of 117 to 116 by December 31, 2023.

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



Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts 136 drivers age 20 and under will be involved in fatal collisions in 2023. Based on current projections, the state is not expected to meet its 2023 drivers age 20 and under involved in fatal crashes goal of 116. Although this performance target has not been met, the state successfully implemented changes in FFY 2023 that were intended to improve fatality outcomes among drivers age 20 and under. For example, in FFY 2023 the state achieved a 19% increase in LEN participation. This led to enhanced

enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. In addition, the state saw a three percent increase in the use of DREs in impaired driving investigations; and sustained an increase in impaired driving enforcement and nighttime seat belt activity during FFY 2023. The state also continued to foster its efforts to engage underserved youth audiences and hard-to-reach populations through new partnerships with colleges and schools, namely Clemson University, SC State University, and the Applied Technology Center in Rock Hill, SC. The state is also working to further develop its partnership with Students Against Destructive Decisions (SADD) and efforts to enhance the organization's reach among youth audiences across the state.

In FFY 2025, the state will continue efforts to improve the solicitation process to increase the number of subrecipients and increase programming for young drivers.

As the state develops its FFY 2025 Annual Grant Application (AGA), final data from CY 2023 and feedback obtained through the state's public participation and engagement efforts will be examined and taken into appropriate consideration as the FFY 2025 performance targets are developed. To assist the state's achievement of its performance targets, several adjustments will be made in FFY 2025. These adjustments will include efforts intended to develop and strengthen relationships with community groups and other non-traditional partners that are underserved and overrepresented in order to address areas where vulnerable users are most at risk. Efforts to develop and implement programming for mature drivers, youth and college-age populations, and rural road users will also be prioritized along with innovative programming for distraction among Vulnerable Road Users. The state will continue to incorporate public participation and engagement in its highway safety planning process to develop innovative, data-driven solutions to address equity in its highway safety programs. Lastly, further expansion of efforts to partner with additional law enforcement agencies, community partners, and non-traditional partners to implement the Safe System Approach and the National Road Safety Strategy will occur as well.



**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** SA-2023-HS-04-23  
**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 January 2023 to assist applicants in preparing applications for FFY 2024.

During FFY 2023, OHSJP and its contractor, 9Rooftops, continued paid social media efforts across all key program campaigns including *Vulnerable Roadway Users* in October; *Sober or Slammer! Halloween*; *Thanksgiving Distracted Driving*; the annual *Sober or Slammer! Christmas/New Year's* campaign in December 2022; and the sustained *Sober or Slammer!* campaign that ran from March through September 2023. Paid social media was also included in the *Highway Safety Public Information & Education (PI&E)* campaign from January through August 2023: the *Spring Distracted Driving* campaign; the *Motorcycle Awareness* campaign in May; the *Buckle Up, South Carolina* campaign in May and June; *Operation Southern Slow Down* in July; and the *School Bus Safety and Rail Safety Week* campaigns from August through September. In addition to the annual *Vulnerable Roadway Users* campaign that runs in coordination with Pedestrian Safety Month in October, the campaign was also expanded to run in March as well.

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 allowed us to reach our consumers in a targeted and cost-efficient manner, all while being supported by traditional tactics like radio and OOH billboards for broader awareness.

In July 2023, the OHSJP continued its participation in the NHTSA Region 4 speed enforcement and safe driving campaign, *Operation Southern Slow Down*. In FFY 2023, *Operation Southern Slow*

*Down* was included as a topic for the *Sustained Highway Safety PI&E* campaign. Funding was used to support paid social media and billboards to complement the enforcement efforts. A newly produced animation ran on paid social media featuring the message “When you gamble behind the wheel, you lose.”

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 newly produced television spots were aired during Atlanta Braves’ baseball games on the Bally Sports South and Bally Sports Southeast networks throughout the 2023 regular baseball season. The spots focused on three areas of highway safety: impaired driving, safety belts, and speeding. In addition to the spots airing on the sports networks, the spots were also advertised on in-game digital displays during the Braves’ games. An in-game billboard with the logos of each agency was also shown on the digital displays during the games.

The Carolina Country Music Festival (CCMF) was hosted in Myrtle Beach in June; the event has become the largest four-day outdoor music festival on the East Coast. For the fourth 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. Additional partnerships included the University of South Carolina (USC) Athletics Department, the annual Carolina Cup steeplechase horse race, the Darlington Raceway race track, and the Catawba Indian Nation. In addition to these continued partnerships, the OHSJP expanded community outreach events in FFY 2023 to include a continued partnership with Clemson University Athletics Department and new partnerships with SC State University Athletics Department and local community groups/coalitions.

A statewide motorcycle awareness campaign ran in May. The campaign ran in counties that experienced the highest number of motorcyclist fatalities and collisions in CY 2020 and focused on bringing awareness of motorcycles to other drivers with a “share the road” message. The motorcycle awareness campaign incorporated radio, paid social media, and billboards. In addition, the OHSJP executed a Motorcycle Safety Gear paid media campaign in October. The campaign encouraged motorcyclists to utilize appropriate protective gear while riding. The theme was built upon previous “Ride Smart” messaging in an effort to reduce the number of motorcyclist fatalities without protective pads and to educate and increase the safety awareness of motorcyclists.

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 the placement of radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.

The project also hosted the Annual Victims’ Memorial Service for the families of those lost in

traffic-related fatalities from 2019 – 2022. The OHSJP posted the Virtual Memorial Service on the SCDPS Facebook page on April 22, 2023. Victims from 2019 – 2022 were recognized during the service to remember the more than 4,000 lives lost on South Carolina roadways. The virtual service included a video tribute, music, and several messages of hope from various highway safety professionals.

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 further expand community outreach partnerships by planning events in FFY 2024 with Famously Hot SC Pride in Columbia and the Black Expo in Charleston. The OHSJP intends to reach the general public, as well as targeted populations (African American, Hispanic, and rural white males) by setting up on-site safety information booths 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) Program Coordinator II (20%), and one (1) Administrative Manager (11.5%).

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

Activities Funded/Implemented	Results
<p><b>To send a minimum of 20 individuals, including OHSJP staff members, to specialized highway safety and related programs.</b></p>	<p>During the first quarter of the grant period, the OHSJP funded expenses for two (2) Grants Administration Accountants to attend the GFOA Fall Conference in Myrtle Beach. In addition, expenses were funded for the OHSJP Business Manager, the Public Affairs Coordinator, the SC Law Enforcement Liaison, and one Community Relations Officer to attend the Clemson/Carolina football game.</p> <p>During the second quarter of the grant period, the OHSJP funded expenses for the Public Affairs Coordinator to attend the Effective Speaking and Presenting Class in Savannah, GA, as well as the OHSJP Director to attend the LEL Conference in Chattanooga, TN. Registration was completed and airfare was funded for the Highway Safety Grant Program Manager to attend the GHSA Emerging Leaders Conference in Denver, CO. Additionally, registration was completed for two Grants Administration Accountants and the Highway Safety Grants Accounting Manager to attend the GFOASC Spring Conference in Columbia, SC and for the OHSJP Director, the OHSJP Business Manager, the Grants Administration Manager, the Highway Safety Grant Program Manager, and the Highway Safety Grants Accounting Manager to attend the GHSA Annual Meeting in New York, NY. Hotel costs were also funded for the OHSJP Business Manager, the Public Affairs Coordinator, the Special Programs Manager, the SC Law Enforcement Liaison, and the STP CRO to attend a booth at the Clemson/Carolina game (actual travel occurred in 1<sup>st</sup> quarter).</p> <p>During the third quarter of the grant period, the OHSJP funded expenses for the OHSJP Director, the OHSJP Business Manager, and Community Relations Officers (CRO) to attend the USEOW. Additionally, expenses were funded for the OHSJP Business Manager, the Public Affairs Coordinator, and CROs to attend the CCMF. Expenses were also funded for CROs to attend Bike</p>

	Weeks (Harley Davidson and Memorial Day) and for the OHSJP Director to attend the 2023 Region 2 Conference for the American Association of Motor Vehicles Administrators.
<b>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.</b>	A Project Management workshop was held on October 4, 2022 at HQ in Blythewood. Covered topics included highway safety relationships, roles and responsibilities of a project director, grant terms and requests for payment, programmatic monitoring, and reporting and evaluation of statewide campaigns.
<b>To promote national and state highway safety emphasis programs by announcing training opportunities through the PIOT grant throughout the grant period.</b>	The OHSJP actively promotes state and national highway safety emphasis programs through a variety of methods. The OHSJP has utilized Law Enforcement Network (LEN) meetings, briefings, and special called meetings of LEN Coordinators and Assistant Coordinators to provide training regarding state and national mobilization campaigns. The OHSJP does this throughout the grant year as various mobilizations occur.
<b>To update the agency calendar and newsletter to include OHSJP events, available on the SCDPS website.</b>	The OHSJP has worked with the agency's Public Affairs Office to share a quarterly newsletter and daily News Break which is emailed to every SCDPS staff member, to push safety messaging on the agency's website and social media pages and to update a Paid Media/Outreach Event calendar which is updated and distributed at the monthly Public Relations Meeting. In addition, the OHSJP regularly maintains the Safety Campaigns page on the SCDPS website to reflect past and current paid media efforts and the Target Zero effort.
<b>To conduct a statewide motorcycle awareness campaign to include an emphasis during bike weeks in Horry County in May 2023; along with planning a motorcycle safety gear campaign to begin running in FFY 2024.</b>	The OHSJP executed a Motorcycle Safety Gear paid media campaign in October. The campaign encouraged motorcyclists to utilize appropriate protective gear while riding. The theme was built upon previous "Ride Smart" messaging in an effort to reduce the number of motorcyclist fatalities without protective pads and educate and increase the safety awareness of motorcyclists. The OHSJP also 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 the highest number of motorcycle fatalities and

	collisions in CY 2020 and focused on bringing awareness of motorcycles to other drivers with a “share the road” message.
<b>To conduct a school bus safety educational campaign in August and a rail safety campaign in September.</b>	The OHSJP executed a paid media effort to continue the school bus safety educational campaign in August. The paid social media campaign educates parents and drivers about when to stop for a school bus and encourages parents to educate their children about how to safely load and unload a school bus. The OHSJP completed the rail safety campaign in September in coordination with NHTSA’s Rail Grade Crossing campaign and Operation Lifesaver’s Rails Safety Week September 18 – 24, 2023. The paid social media campaign reminded motorists that trains cannot stop in time to avoid colliding with a vehicle. The OHSJP will continue coordinating with South Carolina Operation Lifesaver in an effort to provide maximum outreach for this campaign by sharing the paid social media statewide.
<b>To conduct a Traffic Victims’ Memorial Service for families of highway collision victims killed in the year 2022.</b>	The OHSJP posted the Virtual Memorial Service on the SCDPS Facebook page on April 22, 2023. Victims from 2019 – 2022 were recognized during the service to remember the more than 4,000 lives lost on South Carolina roadways. The virtual service included a video tribute, music, and several messages of hope from various highway safety professionals.
<b>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).</b>	The OHSJP, along with the SCHP and State Transport Police, operated a booth at the Carolina vs. Clemson football game at Clemson University on November 26, 2022. SCDPS staff distributed free educational materials with distracted driving, buckle up, and impaired driving messaging which encouraged people to visit the booth and engage in face-to-face interaction. Other methods of communication at this event included a halftime videoboard video featuring the “Drink. Drive. Die” message, as well as eight pre-game radio announcements featuring an impaired driving message with Coach Dabo Swinney, banner ads on ClemsonTigers.com, and digital banner ads in two email blasts. The SCDPS, along with Operation Lifesaver, also operated a booth at the Carolina Cup on April 1, 2023. Messaging was heard over the PA Announcement system and placed in the Carolina Cup program; as well as on the Jumbotron, Carolina Cup’s social media pages, website, and

their email blasts. Banners were also used for the Carolina Cup and will be used for additional future community outreach events. The banners feature a rail safety, buckle up, distracted driving, motorcycle awareness, and a designated sober driver message. The SCDPS also continued its partnership with the Darlington Raceway to operate a booth at the Buckle Up, South Carolina 200 May races from May 12 – 14, 2023. In a joint partnership between SCDPS, Darlington Raceway, and NASCAR driver Ross Chastain, a new “Buckle up, South Carolina. Click it, don’t risk it” message featuring Ross Chastain was displayed on property signage, Motor Racing Network radio, Darlington Raceway social media, the track website, the Darlington Race program, and PA announcements. The SCDPS also operated a booth at the Carolina Country Music Festival in June. Distracted driving, buckle up, designated driver, and impaired driving messaging were shared via billboards, LED boards, stage announcements, and push notifications.

The OHSJP reached local underserved and/or overrepresented communities by participating in community festivals such as the Summer Celebration festival at the Catawba Indian Reservation in June, the Third Annual Day of Hope festival in Orangeburg in July, and National Night Out events in August. Throughout the month, OHSJP, along with Community Relations Officers in SCHP conducted educational booths at various locations throughout the state to include Lexington, Batesburg-Leesville, Laurens, Walterboro, Saluda, Greenville, Easley, York, Lata, North Charleston, Orangeburg, and Richland. The OHSJP also expanded its partnerships with college football programs by partnering with SC State University. SCDPS staff operated a booth at the SC State v. Citadel game in September while additional messaging featuring the new slogan “buzzed driving is drunk driving” was seen and heard in one full page ad in the program, one 30-second commercial on the videoboard, one 30-second commercial on WACH Fox 57, and one rotating logo on the videoboard. The OHSJP also operated a booth at the Darlington Raceway on September 2 – 3, 2023. As part of the



	<p>new joint partnership between SCDPS, Darlington Raceway, and NASCAR driver Ross Chastain, a new series of anti-impaired driving PSAs featuring Ross Chastain was displayed on property signage, Darlington Raceway social media, the track’s website, the Darlington program, and PA announcements. A joint event was also held at the Applied Technology Center in Rock Hill in September. Ross Chastain joined staff from the OHSJP, STP, and HP to educate students about the dangers of distracted and drunk driving. Students were able to interact with Ross and his show car, as well as drive the HP and STP simulated golf cart and go cart. The OHSJP continuously identifies opportunities for community outreach and coordinates with the SChP, local law enforcement agencies, schools, colleges, and other groups to provide information to the public.</p>
<p><b>To conduct workshops to assist applicants in preparing applications for the FFY 2024 grant year.</b></p>	<p>The FFY 2024 Funding Guidelines Workshop was held on 1/26/2023 at Seawell’s in Columbia, SC.</p>
<p><b>To coordinate and implement, with the assistance of the agency contractor and the Impaired Driving Countermeasures Program Coordinator, a statewide impaired driving mobilization campaign.</b></p>	<p>The OHSJP used a variety of media – including social media, television, radio ads, digital media, and billboards – to alert citizens about the dangers and consequences of drinking and driving using the “drink, drive, die” messaging during the Halloween and Christmas/ New Year’s periods in the first quarter of FFY 2023, in March for St. Patrick’s Day weekend, and in May for Memorial Day. A new “meet your bartender” message also ran from June 16 through July 4, 2023. In addition to spreading this message through the agency contractor, 9Rooftops, it was also sent through subgrantees and the LENs to ensure maximum awareness. An impaired driving message was also posted on the SCDPS’ social media pages and shared through the subgrantees and Law Enforcement Network for Blackout Wednesday (the day before Thanksgiving). Furthermore, in addition to impaired driving messaging at the Carolina vs. Clemson football game described above, messaging featuring Coach Shane Beamer was also heard on the University of South Carolina’s radio station throughout the regular football season, and messaging was included on the University’s email blasts. The OHSJP also coordinated a statewide Law Enforcement DUI Challenge with several public</p>



	<p>information and education elements combined with high visibility enforcement efforts through Labor Day 2023. During the <i>Sober or Slammer!</i> Labor Day campaign, a series of new anti-impaired driving PSAs were produced featuring NASCAR driver Ross Chastain. The new ads were seen and heard on paid social media, radio, YouTube, billboards, and throughout the Darlington Racetrack for the Cook Out Southern 500 race weekend in September as detailed above.</p>
<p><b>To develop statewide safety campaigns for other top contributing factors to fatal collisions (including speeding, distracted driving, vulnerable roadway users, etc.) in FY 2023.</b></p>	<p>The OHSJP coordinated and executed a paid social media effort to curb traffic fatalities related to distracted driving that ran from November 1-30, 2022. The campaign featured a “Distracted driving. Deadly decision” message. In addition, the OHSJP executed a Vulnerable Roadway Users (VRU) paid media campaign in October as well as in March. The primary strategy of the VRU campaign was to inform and educate the public about state laws applicable to pedestrian and bicycle safety. The OHSJP also ran paid media for speeding in July in coordination with NHTSA Region 4 <i>Operation Southern Slow Down</i>, which complemented enforcement activities by the SCHP in counties that experienced an increase in fatalities according to the latest final data.</p>

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

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>SA-2023-HS-04-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$1,085,425	\$1,033,504.12	<b>BIL NHTSA 402</b>
<b>M11MA-2023-HS-04-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$59,237.76 (BIL 405f) \$4,950.07 (Supplemental BIL 405f)	<b>BIL/Supplemental BIL 405f</b>
<b>MC-2023-HS-04-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Safety Campaign	\$40,000	\$0	<b>BIL NHTSA 402</b>
<b>FHPE-2023-HS-04-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian and Bicyclist Billboard Campaign)	\$500,000	\$298,628.95	<b>FAST ACT 405h</b>
<b>Total All Funds</b>				<b>\$1,396,320.90</b>	<b>All funds</b>

## Teen Safety Program Overview

**Subgrantee:** Students Against Destructive Decisions (SADD), Inc.  
**Project Number:** TSP-2023-HS-31-23  
**Project Title:** A Comprehensive Approach to Reducing Teen Crashes: South Carolina SADD

In FFY 2023, funds were awarded to allow SADD, Inc. to conduct outreach and engage students across the state in peer-to-peer traffic safety interventions. FFY 2023 was the first year of project implementation in South Carolina, and the overall goal for year one was to establish SADD's official presence in South Carolina and engage students and their caring adults, advisors, and communities at large in traffic safety and fatality prevention. This was to be established through a group dedicated to working on this grant-funded project, including a State Coordinator and related supervisory support staff. The State Coordinator was tasked with expanding SADD's network within the state by building relationships with schools and partner organizations, engaging the previously known SADD chapters in the state, and working to recruit caring and qualified adults to serve as chapter advisors for new SADD chapters. The initial goal was to increase the current number of SADD chapters from seven to twenty by September 30, 2023. During the grant period, the number of SADD chapters in the state increased by approximately 70% and 15 opportunities were provided for advisors to receive the trainings and skills necessary to effectively lead SADD programming and activities within their schools and communities.

### Youth/Teen and School-Based Programs: SADD SC Project Summary

Activities Funded/Implemented	Results
<p><b>To recruit SADD Advisors across South Carolina through vast media efforts statewide, sending the South Carolina State Coordinator to various schools, education summits, health and safety gatherings, and more to increase the number of SADD chapters in the state by 13 from the 7 current chapters to 20 chapters by September 30, 2023.</b></p>	<p>During FFY 2023, five additional SADD chapters were established in the state. This represents an increase of approximately 70% even though the goal of increasing the number of chapters to 20 was not achieved.</p>
<p><b>To host three (3) regional trainings for new and existing SADD Advisors across the state of South Carolina by September 30, 2023</b></p>	<p>Throughout the grant period, 15 training opportunities were held for new and existing advisors on the implementation of SADD’s programming. Grant staff facilitated virtual and in-person trainings on SADD’s peer-to-peer traffic safety programs. The trainings provided SADD advisors with the information, best practices, technical assistance and other skills necessary to instruct students in their chapters on the effective implementation of SADD programming and activities within their schools and communities.</p>
<p><b>To build partnerships with relevant state and community resources and agencies such as community coalitions, law enforcement, emergency medical services, public health departments, etc. Twenty (20) teen traffic safety events will be held and ten (10) meaningful stakeholder partnerships will be developed by September 30, 2022.</b></p>	<p>During the grant period, fourteen meaningful partnerships were established to set the foundation for future programming opportunities and chapter development in future years. These partnerships allowed SADD to expand its reach in South Carolina, allowing for additional training opportunities, educational activities and/or engaging students in contests focused on teen traffic safety priorities. During the grant period, 25 teen traffic safety events were held throughout the state in the following counties: Aiken, Beaufort, Charleston, Darlington, Florence, Greenville, Lexington, McCormick, Orangeburg, Richland, and York.</p>

**Youth/Teen and School-Based Programs: Budget Summary**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>TSP-2023-HS-31-23</b>	SADD, Inc.	A Comprehensive Approach to Reducing Teen Crashes: South Carolina SADD	\$175,890	\$65,916	<b>BIL NHTSA 402</b>
<b>Total All Funds</b>				<b>\$65,916</b>	<b>All funds</b>

## **Motorcycle Safety Program Overview**

### **Motorcycle Safety Program**

In 2020, there were 137 motorcyclist fatalities on South Carolina's roadways. In an effort to decrease fatalities, a statewide motorcycle awareness campaign ran from May 1-31, 2023. The campaign included two (2) bike rallies in May, the Myrtle Beach Bike Week and the Atlantic Beach Bikefest, and emphasized the six (6) counties with the highest number of motorcyclist fatalities and collisions in 2020: Horry, Greenville, Charleston, Spartanburg, Richland, and Anderson.

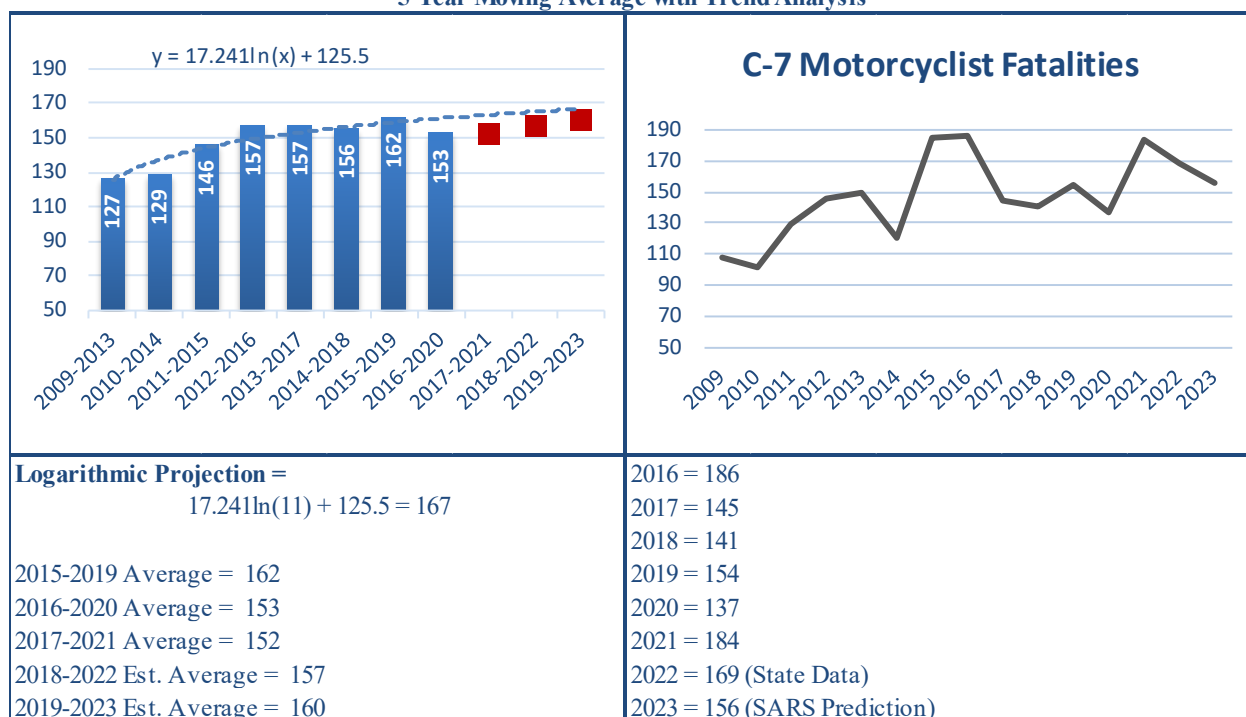
The campaign featured a previously designed graphic featuring a "Share the Road" message encouraging motorists to look out for motorcyclists which ran on paid social media and billboards. A previously produced radio ad also ran during the campaign featuring a SChP Trooper reminding other motorists to look out for motorcyclists on the road.

The state of South Carolina has a Motorcycle Safety Task Force (MSTF) that continued its efforts during the FFY 2023 grant period. The MSTF met quarterly (December 12, 2022; March 13, 2023; June 12, 2023; and September 11, 2023) during the FFY 2023 grant period. During the meetings, the task force discussed information pertinent to motorcyclist legislation, relevant statistical data, and approved the 2023 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 collisions, fatalities, and injuries.

**Motorcycle Safety Program Goals:**

1. To decrease motorcyclist fatalities by 0.7% from the 2016-2020 baseline average of 152 to 151 by December 31, 2023.

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



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

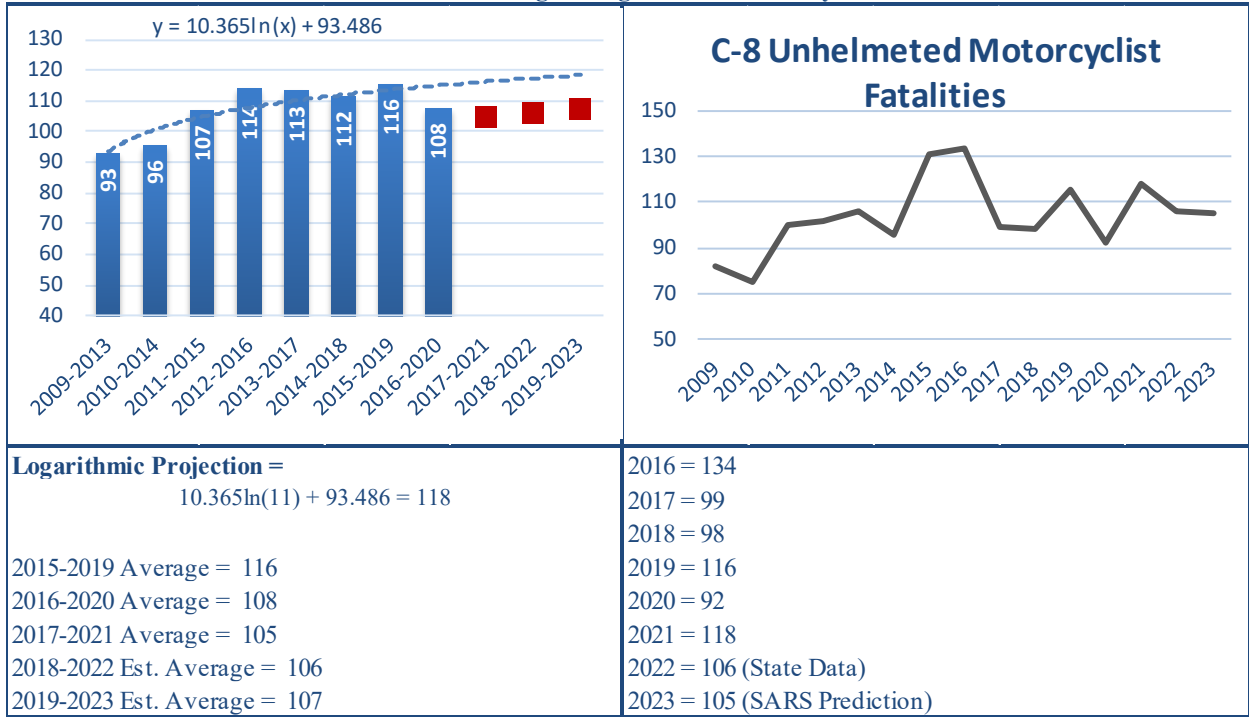
Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The SARS of the OHSJP predicts that the number of motorcyclist fatalities will be 156 (including moped fatalities) in 2023. Based on current projections, the state is not expected to meet its 2023 motorcyclist fatalities goal of 151. Although this performance target has not been met, the state successfully implemented changes in FFY 2023 that were intended to improve fatality outcomes. For example, in FFY 2023 the state achieved a 19% increase in LEN participation from FFY 2022. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities.

Although the state is working to impact positive change, 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 reducing the number of motorcycle fatalities will continue to be a challenge for the state.

- To decrease unhelmeted motorcyclist fatalities by 0.9% from the 2016-2020 baseline average of 108 to 107 by December 31, 2023.

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



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

Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

**Goal Met:** Based on current projections, the state is expected to meet its 2023 unhelmeted motorcyclist fatalities goal of 107.



## Motorcycle Safety Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** M11MA-2023-HS-04-23 (Motorcyclist Awareness Campaign)  
**Project Title:** Public Information, Outreach and Training

The project continued a statewide motorcycle awareness campaign. The campaign included two (2) Myrtle Beach bike rallies in May and emphasized the six (6) priority counties with the highest number of motorcyclist fatalities and collisions in 2020: Horry, Greenville, Charleston, Spartanburg, Richland, and Anderson. The campaign message focused on “share the road” messaging and encouraged motorists to look out for motorcycles. In Myrtle Beach, the campaign incorporated radio, paid social media, and billboards. In the remaining focus counties, billboards were placed and ran throughout the duration of the campaign.

## Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
<p><b>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 2023, focusing on the six (6) priority counties in SC that experienced the highest number of motorcyclist fatalities and collisions in CY 2020.</b></p>	<p>The agency contractor, 9Rooftops, was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Week rallies that included billboard, radio, and social media paid advertising. In addition, the OHSJP conducted a sustained media effort from May 1-31, 2023 in six (6) priority counties (including Horry County) that experienced the highest number of motorcyclist fatalities and collisions in CY 2020.</p>
<p><b>To continue the work of the Motorcycle Safety Task Force (MTSF) during FFY 2023 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.</b></p>	<p>The MSTF met quarterly (December 12, 2022; March 13, 2023; June 12, 2023; and September 11, 2023) during the FFY 2023 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed during the meetings.</p>
<p><b>To conduct a successful motorcycle safety public information and education campaign in Horry County during the month of May 2023 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bikefest).</b></p>	<p>The OHSJP executed a paid media effort to complement enforcement activities conducted by the SCHP during the Myrtle Beach Bike Week rallies, 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 fatalities and collisions in CY 2020. The campaign's focus was a "share the road" awareness message.</p>
<p><b>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.</b></p>	<p>The OHSJP partnered with the SCDOT during FFY 2023 for the use of their variable message signs to share motorcycle safety messaging during the month of May 2023.</p>

**Motorcycle Safety Project: Budget Summary**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>M11MA-2023-HS-04-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$80,000	\$59,237.76 (BIL 405f) \$4,950.07 (Supplemental BIL 405f)	405f/ BIL 405f
<b>Total All Funds</b>				<b>\$64,187.83</b>	405f

## Vulnerable Roadway Users Program Overview

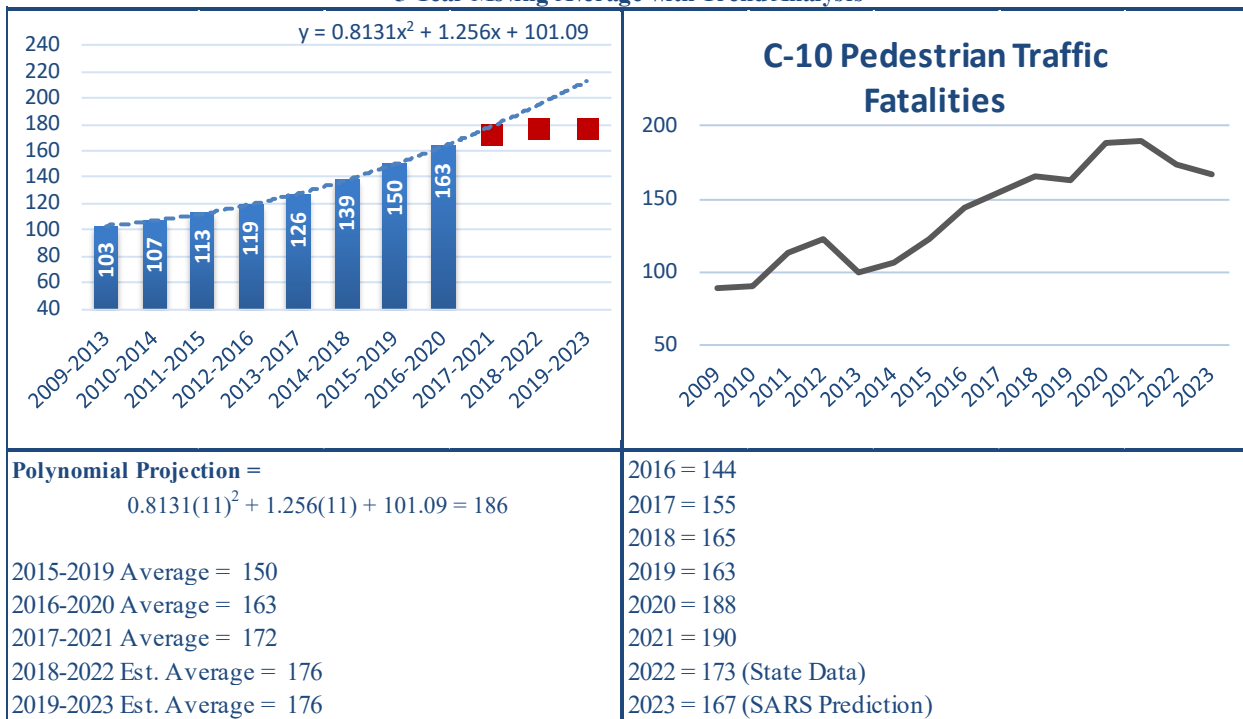
### Vulnerable Roadway Users Program

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, and bicyclists) during the five-year period from 2016 to 2020. 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 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 0.6% from the 2016-2020 baseline average of 163 to 162 by December 31, 2023.

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



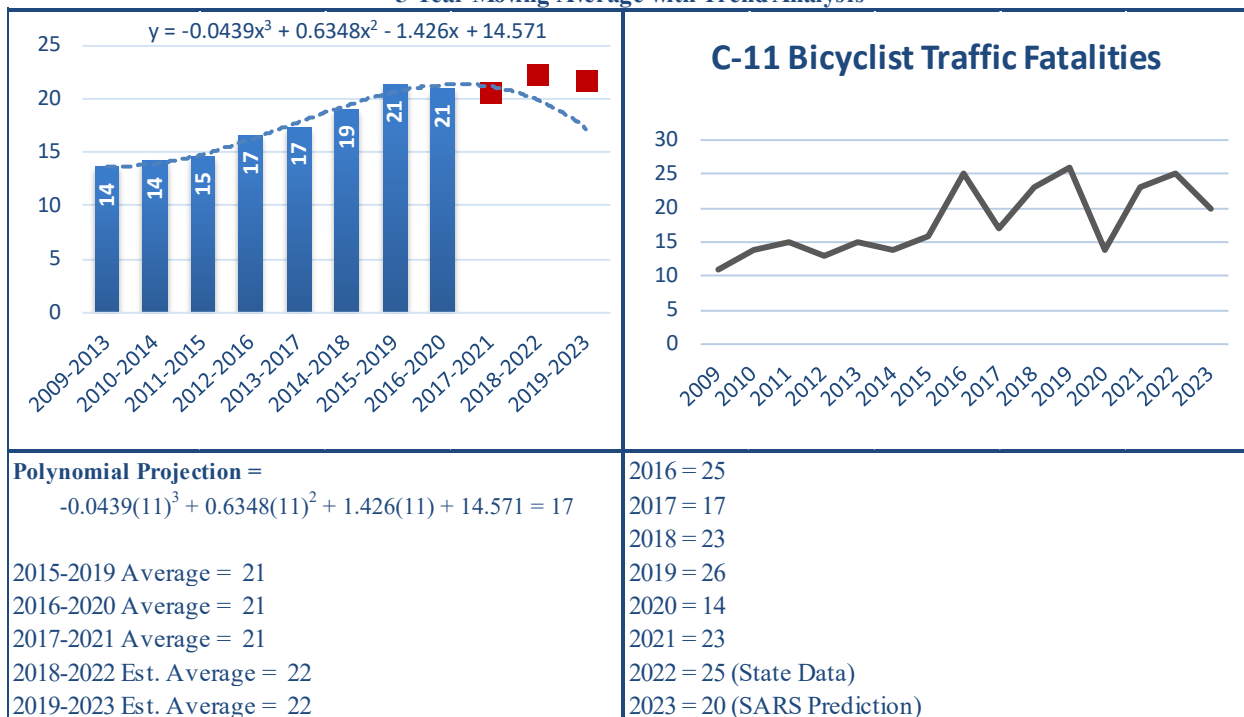
Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The SARS of the OHSJP predicts that the number of pedestrian fatalities for 2023 will be 167. Based on current projections, the state is not expected to meet its 2023 pedestrian fatalities goal of 162.

The state will continue to conduct pedestrian and bicyclist awareness and safety campaigns intended to educate the public about state laws applicable to pedestrian and bicycle safety in FFY 2024. 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. The OHSJP will conduct a pedestrian assessment in FFY 2025 and will pilot the use of the Community-Based Pedestrian Safety Assessment. These efforts will allow the state to evaluate its current program and the recommendations resulting from the assessment will be used to improve programming. The Community-Based Pedestrian Safety Assessment will be piloted with an underserved community that has demonstrated a need and desire to address pedestrian safety.

- To decrease bicyclist traffic fatalities by 4.8% from the 2016-2020 baseline average of 21 to 20 by December 31, 2023.

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

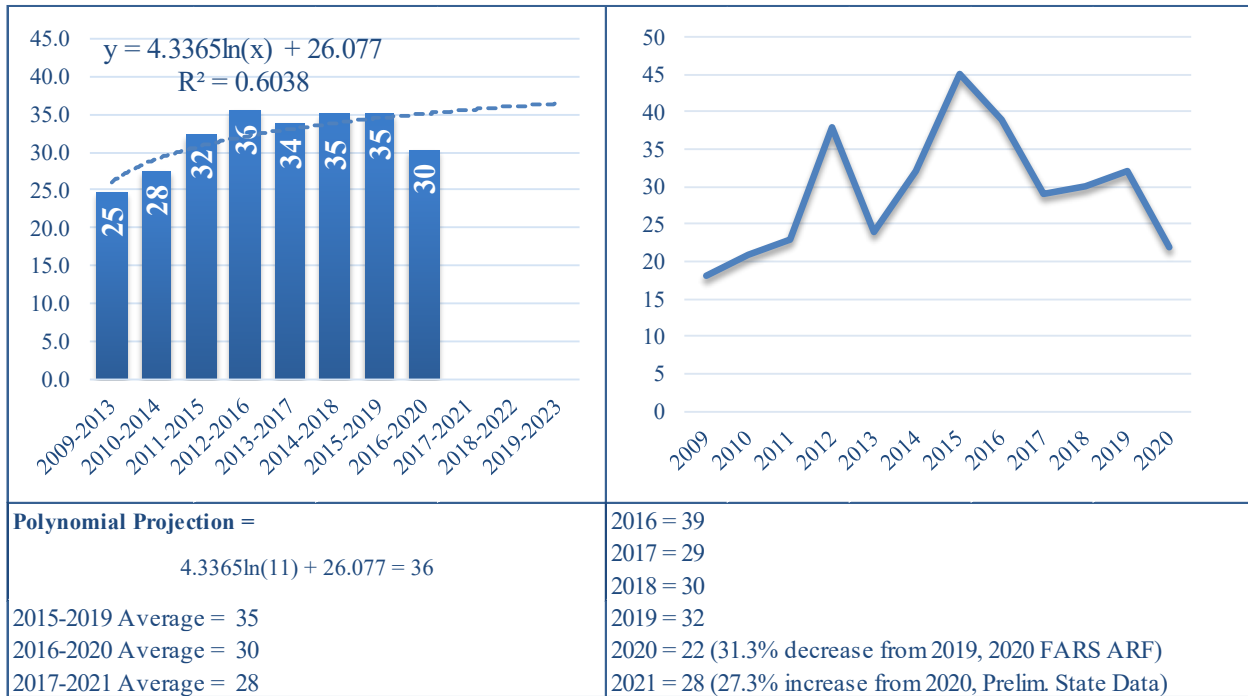


Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

**Goal Met:** The SARS of the OHSJP predicts that there will be 20 bicyclist fatalities for 2023. Based on current projections, the state is expected to meet its 2023 bicyclist traffic fatalities goal of 21.

To decrease moped traffic fatalities by 3.3% from the 2016-2020 baseline average of 30 to 29 by December 31, 2023.

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



The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that there will be 31 moped fatalities in 2023. Based on current projections, the state is not expected to meet its 2023 moped traffic fatalities goal of 29. Although this performance target has not been met, the state successfully implemented changes in FFY 2023 that were intended to improve fatality outcomes. For example, in FFY 2023 the state achieved a 19% increase in LEN participation from FFY 2022. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities.

Although overall enforcement activity was enhanced in FFY 2023, 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 saving moped operators' lives.

## Vulnerable Roadway Users Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PIOT-2023-HS-04-23  
**Project Title:** Public Information, Outreach and Training (VRU Communication 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 (bicycles and mopeds). 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 2023, the Office of Highway Safety and Justice Programs completed a VRU campaign that ran in October for Pedestrian Safety Month and again in March 2023.

The OHSJP will enhance its partnerships with DOT to address VRU issues and will partner with the South Carolina Highway Patrol (SCHP) to specifically target VRU safety issues through the campaign. The SCHP utilizes multiple avenues in its efforts to educate the public about highway safety issues related to pedestrians and bicyclists. Community Relations Officers (CRO) give hundreds of safety presentations each year, attend hundreds of safety fairs, and give numerous interviews on various topics, including the topic of VRU.

<b>Vulnerable Roadway Users Project: Budget Summary</b>					
<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>FHPE-2023-HS-04-23</b>	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Pedestrian and Bicyclist Billboard Campaign)	\$500,000	\$298,628.95	FAST ACT 405h
<b>Total</b>				<b>\$298,628.95</b>	<b>All funds</b>

**Paid Media Overview**  
**2022 Sustained Highway Safety Public Information & Education (PI&E) Campaign**  
**(Media Expenses) – Pt II**

*Media Buy Summary for 2022 PI&E Campaign Pt II*

*Flight Dates: October 6 – November 13, 2022*

*Media Expenses/ Campaign Overview*

The SC Department of Public Safety (SCDPS) continued, under the *Target Zero* umbrella, the sustained public information and education (PI&E) campaign in October and November of 2022. The primary focuses of this effort were highway workers/work zones, first responders, mopeds, drowsy driving, and motorcycle safety gear. According to the SCDPS state data, from 2016 – 2020, there were 456 total collisions involving first responders/EMS, tow truck drivers, police, and/or firefighters identified as being located off the roadway. South Carolina also experienced 152 moped traffic fatalities from 2016 - 2020, with 22 occurring in 2020. In addition, there were 5,379 total collisions reported statewide from 2016 – 2020 where at least one of five contributing factors was identified as fatigued/asleep.

Motorcycle safety gear was also added as a new focus. According to SCDPS state data, of the 614 motorcycle fatalities from 2016 – 2020, only two were listed as wearing protective pads. For that reason, this campaign encouraged motorcyclists to utilize appropriate protective gear while riding. The theme built upon the previous “Ride Smart” messaging in an effort to reduce the number of motorcyclist fatalities without protective gear and educate and increase the safety awareness of motorcyclists.

The goal of this campaign was to take an educational approach and deliver these various life-saving messages to the motoring public. As part of the *Sustained Highway Safety PI&E* campaign, Part II focused on the actual purchase of media expenses to air during the PI&E campaign. Campaign expenditures included paid social media and YouTube.

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

<b>Flight Dates</b>	<b>Focus</b>
October 6 – 16, 2022	Motorcycle Safety Gear
October 10 – 16, 2022	First Responders
October 17 – 23, 2022	Mopeds
October 24 – 31, 2022	Highway Workers/Work Zones
November 1 – 13, 2022	Drowsy Driving



2022 Motorcycle Safety Gear New Social Media Graphic



Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 1,309,953
- Total Impressions: 9,193,841
- Total Ad Recall Rate: 5.21%
- Total Investment: \$34,799.91

YouTube:

- Impressions: 1,478,222
- Views: 404,401
- View rate: 27.36%
- Total Investment: \$15,071.99

Total Media Spend: \$49,871.90

Total Campaign Expenditures: **\$51,448.15**

**2022 Vulnerable Roadway Users Campaign  
(Media Expenses) – Pt II**

*Media Buy Summary for FFY 2023 VRU Campaign Pt II*

*Flight Dates: October 1 – 31, 2022*

*Media Expenses/ Campaign Overview*

According to the 2023 South Carolina Department of Public Safety's Highway Safety Plan, in 2020, vulnerable roadway users (VRU – pedestrians and bicyclists) accounted for 201, or 18.95%, of the state's 1,066 traffic deaths. During the five-year period from 2016 – 2020, there were a total of 105 bicyclist fatalities and 814 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 on traffic laws applicable to pedestrian and bicycle safety, the OHSJP continued the Vulnerable Roadway Users Campaign for FFY 2023. The campaign focused on pedestrian and bicyclist safety and included social media and billboards in strategic locations throughout the state. The focus counties for this campaign were separated by a pedestrian and bicyclist component.

According to the 2023 SCDPS Highway Safety Plan, from 2016-2020, South Carolina experienced 814 pedestrian traffic fatalities, with 187 of those happening in 2020. Six of the state's 46 counties accounted for 51.43% of the fatal and serious injury collisions involving pedestrians. While there was a statewide emphasis on pedestrian safety, the pedestrian component of this effort had billboard placements in these top six counties: Charleston, Greenville, Horry, Richland, Spartanburg, and Anderson.

According to the 2023 SCDPS Highway Safety Plan, from 2016-2020, South Carolina experienced 105 bicyclist fatalities, with 14 occurring in 2020. Four of the state's 46 counties accounted for

45.48% of the fatal and serious-injury bicycle-related collisions during the five-year period. While there was a statewide emphasis on bicycle safety, the bicyclist component of this effort had billboard placements in these top four counties: Charleston, Horry, Greenville, and Beaufort.

The primary strategy of this campaign was to inform and educate the public about state laws applicable to pedestrian and bicycle safety. In addition to the pedestrian and bicyclist ads used in the previous year, a new graphic was created to encourage bicyclists to use lights and reflectors when riding at night.

Campaign Dates: October 1 – 31, 2022 | Billboards  
October 3 – 17, 2022 | Paid Social Media

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 2,255,873
- Total Impressions: 8,480,610
- Total Ad Recall Rate: 12.44%
- Total Investment: \$50,000.00

Billboards:

- Number of Units: 39
- Total Investment: \$88,000.00

Total Media Spend: \$138,000.00

Total Campaign Expenditures: **\$139,591.25**

### **2022 Sober or Slammer! Halloween Campaign (Media Expenses) – Pt II**

*Media Buy Summary for 2022 Sober or Slammer Halloween Campaign Pt II*

*Flight Dates: October 1 – 31, 2022*

*Media Expenses/Campaign Overview*

According to the National Highway Traffic Safety Administration (NHTSA), in 2020, there were 11,654 fatalities from impaired-driving collisions reported nationwide. The SCDPS statistics for 2016-2020 show that there were 1,613 impaired driving fatal collisions reported statewide. The SCDPS' OHSJP desired to continue a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS!) Halloween* campaign. As part of the *SOS! Halloween* campaign, Part II focused on the actual purchase of media expenses to air during the campaign. The *SOS! Halloween* campaign contained enforcement, public information, and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative.



2022 Bicyclist “Be safe. Be seen”  
New Social Media Graphic

Campaign expenditures included connected television, billboards, paid social media, and YouTube. The primary target audience included Caucasian, African American, and Hispanic men 20 – 34 in the 20 focus counties identified in the 2023 South Carolina Highway Safety Plan as those with the highest number of DUI-related fatal and serious injury crashes from 2016-2020: Greenville (330), Lexington (221), Horry (217), Spartanburg (215), Charleston (194), Richland (192), Anderson (186), York (160), Berkeley (126), Florence (103), Aiken (100), Orangeburg (97), Beaufort (90), Laurens (88), Dorchester (83), Oconee (77), Sumter (76), Lancaster (73), Colleton (72), and Pickens (72).

A previously produced 30-second anti-DUI ad ran on connected television, YouTube, and paid social media. The 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, which could also be seen on billboard ads, along with the SCDPS logo and *Target Zero* messaging.

Campaign Dates: October 1 – 31, 2022 | Billboards  
October 17 – 31, 2022 | Connected TV, Paid Social Media, and YouTube

#### Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 324,227
- Total Impressions: 1,157,321
- Total Ad Recall Rate: 6.51%
- Total Investment: \$4,998.48

#### Billboards:

- Utilized 21 different Digital Bulletin/Digital Poster units to ensure coverage across key targeted areas
- Total Investment: \$50,000.00

#### Connected TV:

- Delivered Impressions: 810,689
- Over-Delivered 281,000 Impressions (53%)
- Highest performing day of the week: Tuesday (15% impressions)
- Majority of inventory ran across internet-based TV platforms such as Roku, Amazon, Samsung, and Vizio
- Programming included: movies, original shows, popular TV shows, and Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$25,000.00

#### YouTube:

- Impressions: 1,847,197

- Views: 433,082
- View rate: 23.45%
- Total Investment: \$14,992.84

Total Media Spend: \$94,991.32

Total Campaign Expenditures: **\$96,577.57**

### **2022 Fall Jam at the Ballpark Outreach Effort**

*Media Buy Summary for 2022 Fall Jam at the Ballpark Outreach Effort*

*October 8, 2022*

*Outreach Overview*

In 2020, there were 956,952 licensed drivers in South Carolina aged 20 – 34, representing 24.25 percent of the total number of licensed drivers in the state. The 2020 data states this group represented 32.92 percent of the drivers involved in all reported collisions. Male drivers ages 20 – 34 represented 18.26 percent of drivers in all traffic collisions and female drivers ages 20 – 34 represented 15.23 percent. With all of these statistics in mind, the SCDPS’ Office of Highway Safety and Justice Programs (OHSJP) sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public by participating in this outreach effort, the OHSJP also reached other minority populations (African American, Hispanic, and rural white males) through highway safety messages at the Big Red Barn Retreat’s Fall Jam at the Ballpark. The messaging included highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

The contract included one SCDPS video PSA for the SEGRA ballpark jumbotron, PR release, SCDPS mention in radio ads, SCDPS logo on The Big Red Barn Retreat website, SCDPS- specific social media posts co-branded with The Big Red Barn Retreat, priority placement on sponsor slideshow at the event/SEGRA ballpark jumbotron, and live stage mention during the event. An on-site safety information booth was also provided for outreach at the event and was staffed by OHSJP, HP, and STP.

Total Media Spend: \$15,000.00

Total Campaign Expenditures: **\$15,295.00**

### **2022 Thanksgiving Distracted Driving Campaign**

*Media Buy Summary for 2022 Thanksgiving Distracted Driving Campaign*

*Flight Dates: November 1 – 30, 2022*

*Campaign Overview*

Distracted or inattentive driving while on a cell phone or texting was listed as the primary contributing factor in South Carolina traffic collisions in 2020 causing 7,427 total collisions. Nationally, according to the National Highway Traffic Safety Administration (NHTSA), 3,142

people were killed by distracted driving in 2020. Noticing a true distracted driving education campaign was needed in the state, SCDPS' OHSJP decided to continue the effort in FFY 2023. OHSJP 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 previously produced anti-distracted driving ad ran on radio, connected television, cable television, billboards, paid social media, and YouTube. The 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 the featured slogan: “Distracted driving. Deadly decision,” along with the SCDPS logo and *Target Zero* logo.

The primary target audience for this campaign included drivers aged 20 – 24 in the 10 focus counties identified in the 2020 – 2024 Strategic Highway Safety Plan with the highest number of collisions listed with distraction/inattention as the primary contributing factor in 2020: Charleston (2,115), York (688), Spartanburg (460), Beaufort (417), Horry (385), Lexington (385), Greenville (337), Richland (246), Berkeley (243), Greenwood (240).

Campaign Dates: November 1 – 30, 2022 | Billboards

November 14 – 27, 2022 | Connected/Cable TV, Radio, Paid Social Media, and YouTube

#### Radio:

- Buying demo was focused on adults 18 – 34
- Schedules ran within AM Drive, Daytime, PM Drive, Evening, and Weekend dayparts
- Total Spots Aired: 3,681
- Total Investment: \$61,064.00

#### Connected TV:

- Delivered Impressions: 376,354
- Over-delivered 90,000 impressions (132%)
- Highest performing day of the week: Wednesday (18.5% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Roku, Samsung, and Vizio
- Programming included: movies, original shows, popular TV shows, and Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$10,000.00

#### Cable TV:

- Buying demo was focused on adults 25 – 54
- Schedule ran within Prime and weekend dayparts

- Total Investment: \$75,255.60

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 207,810
- Total Impressions: 860,482
- Total Ad Recall Rate was 4.18%
- Total Investment: \$4,999.69

YouTube:

- Impressions: 582,689
- Views: 135,508
- View rate: 23.26%
- Total Investment: \$7,988.84

Billboards:

- Delivered Impressions: 1,974,420
- Over-delivered 911,000 impressions (186%)
- Total Investment: \$17,011.00

Total Media Spend: \$176,319.13

Total Campaign Expenditures: **\$209,306.83**

## **2022 University of South Carolina Athletics Outreach Efforts**

*Media Buy Summary for 2022 USC Regular/Post Football Season*

*October – December, 2022*

*Outreach Overview*

In 2020, there were 956,952 licensed drivers in South Carolina aged 20 – 34, representing 24.25 percent of the total number of licensed drivers in the state. The 2020 data states this group represented 32.92 percent of the drivers involved in all reported collisions. Male drivers ages 20 – 34 represented 18.26 percent of drivers in all traffic collisions and female drivers ages 20 – 34 represented 15.23 percent. With all of these statistics in mind, the SCDPS' OHSJP sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public, the OHSJP also reached other minority populations (African American, Hispanic, and rural white males) through highway safety messages during the University of South Carolina Football Season in Columbia, SC. The messaging included highway safety messages for DUI and designated drivers.

In FFY 2023, a new radio ad was produced featuring Coach Shane Beamer. In the ad, Coach Beamer reminds fans to designate a sober driver before they come to the game.

Methods of communication included one 30-second radio spot during the pre-and post-game shows of each football game broadcast and banner ad placement in one “Garnet Insider” e-blast.

Total Media Spend: **\$23,800.00**

Total Campaign Expenditures: **\$24,590.00**

**2022 Clemson University Athletics Community Outreach**  
*Media Buy Summary for 2022 Clemson Regular/Post Football Season*  
*October – December, 2022*  
*Outreach Overview*

In 2020, there were 956,952 licensed drivers in South Carolina aged 20 – 34, representing 24.25 percent of the total number of licensed drivers in the state. The 2020 data states this group represented 32.92 percent of the drivers involved in all reported collisions. Male drivers ages 20 – 34 represented 18.26 percent of drivers in all traffic collisions and female drivers ages 20 – 34 represented 15.23 percent. With all of these statistics in mind, the SCDPS’ OHSJP sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public, the OHSJP also reached other minority populations (African American, Hispanic, and rural white males) through highway safety messages during the University of South Carolina Football Season in Columbia, SC. The messaging included highway safety messages for DUI and designated drivers.

In FFY 2023, a new radio ad was produced featuring Coach Dabo Swinney. In the ad, Coach Swinney reminds fans to designate a sober driver before they come to the game.

Methods of communication included one 30-second, Clemson specific, informative video that played on all boards of Memorial Stadium during the USC v. Clemson rivalry game, one 30-second statewide radio ad that aired on the Clemson Tigers Network during the pregame broadcast during the last eight regular season football games, as well as during the postseason, banner ad on ClemsonTigers.com, and digital banner ads in two email blasts. An on-site educational booth was also provided for the USC vs. Clemson rivalry game on Saturday, November 26, 2022 in Clemson, SC.



2022 USC v. Clemson Rivalry Football Game Outreach Event

Total Media Spend: **\$18,635.00 + \$3,500 (Post Season) = \$22,135.00**

Total Campaign Expenditures: **\$23,715.00**

## **2022-2023 Sober or Slammer! Christmas/New Year's Campaign**

*Media Buy Summary for 2022-2023 Sober or Slammer! Christmas/New Year's Campaign*

*Flight Dates: December 1, 2022 – January 1, 2023*

### *Campaign Overview*

The SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer!* campaign during the holiday season, which incorporated the 2023 Law Enforcement *Target Zero* Challenge. The campaign, in coordination with NHTSA's *Drive Sober 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 2023 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 and connected television, radio, YouTube, paid social media, and billboards. The primary target audience and 20 focus counties for this campaign were those previously listed in the 2022 *SOS! Halloween* campaign description.

Two previously-produced DUI enforcement television ads, featuring the "Drink. Drive. Die" messaging, were distributed and broadcast. 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 2022. Post-campaign surveys were conducted in January 2023.

Campaign Dates: December 1, 2022 – January 1, 2023 | Billboards

December 14, 2022 – January 1, 2023 | Cable/Connected TV, Radio, YouTube,  
and Paid Social Media

#### Cable TV:

- Buying demo was focused on Adults 25 – 54
- Schedule ran within AM Drive, PM Drive, Evening, and Weekend dayparts
- Total Spots Aired: 29,110



- Total Investment: \$86,223.63

#### Connected TV:

- Delivered Impressions: 1,383,613
- Over delivered 431,000 impressions (145%)
- Highest Performing Day of the Week: Sunday (17.6% impressions)
- Majority of inventory ran across internet-based TV platforms such as Pluto TV, Roku, Samsung, and Vizio
- Programming included: movies, original shows, popular TV shows, and Network apps (A&E, HGTV, BET, etc.)
- Total Investment: \$44,973.45

#### Radio:

- Buying demo was focused on adults 18 – 34
- Schedule ran within AM Drive, PM Drive, Evening, and Weekend dayparts
- Total Spots Aired: 3,917
- Total Investment: \$61,614.21

#### YouTube:

- Impressions: 2,196,908
- Views: 721,493
- View rate: 32.84%
- Total Investment: \$19,822.04

#### Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 356,288
- Total Impressions: 1,504,002
- Total Ad Recall Rate: 6.96%
- Total Investment: \$7,040.26

#### Billboards:

- Delivered Impressions: 4,776,327
- Over Delivered 2,400,000 Impressions (162%)
- Total Investment: \$45,000.00

Total Media Spend: \$264,673.59

Total Campaign Expenditures: **\$345,088.59**

## 2023 Sustained Highway Safety Public Information & Education Campaign

*Media Buy Summary for 2023 Sustained Highway Safety PI&E Campaign*

*Flight Dates: January 16 – August 31, 2023*

### *Campaign Overview*

SCDPS continued, under the *Target Zero* umbrella, a *Sustained Public Information and Education (PI&E) campaign* conducted during the first eight months of 2023. The primary focuses of this effort were: 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 Slow Down* speed enforcement campaign and the media efforts surrounding this initiative.

Paid social media and YouTube ran from January 16, 2023, through August 31, 2023. Billboards were also displayed for *Operation Southern Slow Down* from July 10 – August 6, 2023, in coordination with NHTSA Region 4 states.

The target audiences for the “Top Causes of Traffic Collisions”, “Young Drivers”, “Distracted Driving”, and “Speeding” were the general motoring public; drivers under the age of 21; adults 20 – 24; and male drivers aged 20 – 34, respectively.

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

<b>Flight Dates</b>	<b>Focus</b>	<b>Comments</b>
Jan. 16 – 31	Improper Lane Change	Top Causes of Traffic Collisions
Feb. 1 – 14	Disregard Sign/Signal	Top Causes of Traffic Collisions
Feb. 15 – 28	Failure to Yield Right-of-Way	Top Causes of Traffic Collisions
March 1 – 7	Too Fast for Conditions	Top Causes of Traffic Collisions
March 8 – 21	Following Too Closely	Top Causes of Traffic Collisions
March 22 – 31	Young Drivers	Top Causes of Traffic Collisions
April 1 – 15	Distracted Drivers	Distracted Driving Awareness Month
April 16 – 30	Young Drivers	Top Causes of Traffic Collisions
June 1 – 14	Improper Turn	Top Causes of Traffic Collisions
June 15 – 30	Distracted Driving	Top Causes of Traffic Collisions
July 10 – 31	Speed	Operation Southern Slow Down
August 1 – 31	Distracted Driving	Top Causes of Traffic Collisions

YouTube:

- Impressions: 4,765,288
- Views: 1,178,571
- Total Investment: \$39,019.38

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Impressions: 23,017,852
- Total Ad Recall: 343,741
- Total Investment: \$78,773.22



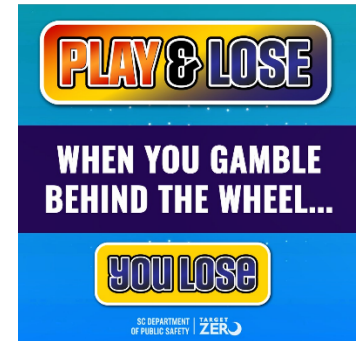
Above: New “Young Drivers” Social Media Graphic  
Below: Screenshot of New “Speed” Social Media Video

Billboards:

- Number of Units: 14
- Total Investment: \$22,770.00

Total Media Spend: \$140,562.60

Total Campaign Expenditures: **\$172,678.85**



### 2023 Vulnerable Roadway Users Spring Campaign

*Media Buy Summary for 2023 Vulnerable Roadway Users Spring Campaign*

*Flight Dates: March 6 – 20, 2023*

*Campaign Overview*

According to the 2023 South Carolina Department of Public Safety’s Highway Safety Plan, in 2020, vulnerable roadway users (VRU – pedestrians and bicyclists) accounted for 201, or 18.95%, of the state’s 1,066 traffic deaths. During the five-year period from 2016 – 2020, there were a total of 105 bicyclist fatalities and 814 pedestrian fatalities in South Carolina. In an effort to decrease pedestrian and bicyclist fatalities and injuries and to educate motorists, pedestrians, and bicyclists of traffic laws applicable to pedestrian and bicycle safety, the OHSJP continued the Vulnerable Roadway Users Campaign for FFY 2023. It focused on pedestrian and bicyclist safety and included social media and billboards in strategic locations throughout the state.

Campaign Dates: March 6 – 20, 2023 | Paid Social Media  
March 6 – May 6, 2023 | Billboards

Paid Social Media:

- Included placements on Facebook and Instagram
- Total Reach: 2,131,394
- Total Impressions: 6,577,564
- Total Ad Recall Rate: 4.29%
- Total Investment: \$20,000.00

Billboards:

- Impressions: 4,829,921
- Total Investment: \$117,983.95

Total Media Spend: \$137,983.95

Total Campaign Expenditures: **\$159,037.70**

**2023 Sober or Slammer! St. Patrick's Day Campaign**

*Media Buy Summary for 2023 Sober or Slammer St. Patrick's Day Campaign*

*Flight Dates: March 15 – 19, 2023*

*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 2023 Law Enforcement *Target Zero* Challenge. The campaign utilized enforcement, 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 2023 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. 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 in a previous media summary. A previously recorded radio ad was also used, reminding motorists about the importance of finding an alternative ride if they have been drinking.

Campaign Dates: March 15 – 19, 2023 | Paid Social Media, YouTube, and Radio

Paid Social Media:

- Included placements on Facebook and Instagram
- Total Reach: 469,118
- Total Impressions: 879,765
- Total Ad Recall Rate: 3.84%
- Total Investment: \$6,000.00

YouTube:

- Impressions: 680,903
- Views: 163,175
- View Rate: 23.96%
- Total Investment: \$5,985.58

Radio:

- Delivered Impressions: 118,600
- Total Investment: \$10,020.65

Total Media Spend: \$22,006.23

Total Campaign Expenditures: **\$26,788.73**

### 2023 Carolina Cup Recap

*Media Buy Summary for 2023 Carolina Cup*

*April 1, 2023*

*Outreach Overview*

In an effort to maximize community outreach, the SCDPS continued its partnership with the Carolina Cup at the 2023 race. OHSJP staff, along with a member from SC Highway Patrol, State Transport Police, and Operation Lifesaver, operated a booth and distributed free educational materials with distracted driving, buckle up, and impaired driving messaging which encouraged people to visit the booth for face-to-face interaction.

The SCDPS logo and highway safety messaging could be heard over the PA Announcement system and seen in the Carolina Cup program, on the Jumbotron, the Carolina Cup’s social media page, website, and their email blasts. Previously produced banners were also used for the Carolina Cup. The banners featured rail safety, buckle up, distracted driving, motorcycle awareness, and designated sober driver messages.



2023 Carolina Cup Outreach Event

Total Campaign Expenditures (Display and Messaging at Venue):  
**\$10,000.00**

### 2023 Spring Distracted Driving Campaign

*Media Buy Summary for 2023 Spring Distracted Driving Campaign*

*Campaign Dates: April 3 – 10, 2023*

*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, 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 and previously described anti-distracted driving ad ran during this campaign on paid social media. A previously produced radio ad also aired 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.

Campaign Dates: April 3 – 10, 2023 | Paid Social Media, YouTube, and Radio

Radio:

- Buying demo was focused on Adults 18 – 49
- Schedule ran within AM Drive, PM Drive, Evening, and Weekend dayparts
- Total Investment: \$22,042.20

YouTube:

- Impressions: 749,497
- Views: 174,739
- View Rate: 23.31%
- Total Investment: \$9,240.85

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 352,959
- Total Impressions: 1,192,266
- Ad Recall Rate: 3.48%
- Total Investment: \$10,437.00

Total Media Spend: \$41,720.05

Total Campaign Expenditures: **\$48,762.55**

### **2023 Sober or Slammer! Memorial Day Campaign**

*Media Buy Summary for 2023 Sober or Slammer Memorial Day Campaign  
September 2 – 3, 2023 (2023 Cook Out Southern 500 Weekend at Darlington Raceway)  
Campaign Overview*

The SCDPS' OHSJP continued a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS!) Memorial Day* campaign. The *SOS! Memorial Day* campaign contained enforcement, public information and education components, including paid and earned media. High visibility enforcement of the state's DUI laws 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.



As part of a new approach to the SOS campaign, the SCDPS jointly partnered with NASCAR and Ross Chastain, Incorporated, to designate NASCAR driver Ross Chastain as the official spokesperson for the SCDPS. By doing so, this joint partnership also provided impaired driving messaging for the 2023 Cook Out Southern 500 Weekend at Darlington Raceway.



Campaign Dates: September 2 – 3, 2023 (2023 Cook Out Southern 500 Weekend at Darlington Raceway)

The NASCAR contract included messaging on TV-visible and property signage, marketing collateral, and fan parking naming rights. Additionally, staff from OHSJP, STP, and HP operated an educational booth during the race weekend.

Total Media Spend: \$45,000.00  
 Total Campaign Expenditures: **\$47,943.75**

**2023 All South Highway Safety Team Campaign**  
*Media Buy Summary for 2023 All South Highway Safety Team Campaign*  
*Flight Dates April – September, 2023*  
*Campaign Overview*

The SCDPS partnered with other states in the Southeast – Georgia, Tennessee, and North Carolina – to air a series of newly produced highway safety spots during the Atlanta Braves’ baseball games through the Bally Sports Southeast network.

2023 Cook Out Southern 500 Weekend at Darlington Raceway



Screenshot of New All South Highway Safety Team PSA

This year, a series of new ads were produced featuring all four states sharing a seatbelt message, an anti-impaired driving message, and a speeding message. The new ads were on In-Game billboards, as well as on the Bally Sports Southeast network. The effort was led by the Georgia Governor’s Office of Highway Safety.

Total Campaign Expenditures: **\$48,461.00**

## 2023 Motorcycle Awareness Campaign

### Media Buy Summary for 2023 Motorcycle Awareness Campaign

Campaign Dates: May 1 – 31, 2023

#### Campaign Overview

There were 137 motorcyclist fatalities on South Carolina's roadways in 2020. The OHSJP continued to utilize 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 previously designed graphic featuring a "Share the Road" message, encouraging motorists to look out for motorcycles. The SCDPS *Target Zero* umbrella campaign was also incorporated. A previously produced radio ad featuring a SCHP Trooper reminding other motorists to look out for motorcyclists on the road ran on paid social media, radio, and billboards.

Media was executed with a focus on six priority counties identified in the 2023 South Carolina Highway Safety Plan with the highest number of motorcyclist fatalities and collisions in 2020: Horry, Greenville, Charleston, Spartanburg, Richland, and Anderson.

Campaign Dates: May 1 – 31, 2023 | Billboards

May 12 – 29, 2023 | Paid Social Media and Radio

#### Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 714,883
- Total Impressions: 2,650,394
- Ad Recall Rate: 3.86%
- Total Investment: \$10,000.00

#### Radio:

- Buying demo was focused on Adults 25 – 54
- Schedule ran within AM Drive, Midday, PM Drive, Evening, and Weekend dayparts
- Total Investment: \$19,426.75

#### Billboards:

- 8 units were distributed across 6 target counties
- Total Investment: \$23,031.08

Total Media Spend: \$52,457.83

Total Campaign Expenditures: **\$64,187.83**



**2023 Buckle Up, South Carolina Campaign**  
*Media Buy Summary for 2023 BUSC Campaign*  
*Flight Dates: May 15 – June 15, 2023*  
*Campaign Overview*

*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* 2023 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 that have shown statistically lower safety belt usage rates than their non-minority and female counterparts.

As part of a new approach to the *BUSC* campaign, the SCDPS jointly partnered with NASCAR and Ross Chastain, Incorporated, to designate NASCAR driver Ross Chastain as the official spokesperson for the SCDPS. By doing so, this provided celebrity endorsement on newly produced ads featuring Ross Chastain to run as part of the *BUSC* paid media campaign on social media, YouTube, radio, and billboards. This joint partnership also provided messaging for the Buckle Up, South Carolina 200 NASCAR Craftsmen Truck Series Race at Darlington Raceway.

The NASCAR contract included the 2023 Spring Truck Series Race Entitlement at Darlington Raceway, exclusive designation, exclusive promotional rights, media opportunities, dignitary roles, TV-visible and property signage, motor racing network, digital marketing, marketing collateral, and fan parking naming rights. Additionally, staff from OHSJP, STP, and HP operated an educational booth during the race weekend.

The new ads were produced for radio, billboards, paid social media, and YouTube. In the ads, Ross Chastain discusses the safety equipment he wears in his race car. He then reminds fans that he also wears his seat belt in his personal vehicle off the track and encourages them to click it, don't risk it.

Campaign Dates: May 15 – June 15, 2023 | Billboards

May 12 – 14, 2023 | Buckle Up, South Carolina 200 NASCAR Craftsmen Truck  
Series Race at Darlington Raceway

May 15 – June 4, 2023 | Radio, Paid Social Media, and YouTube

YouTube:

- Total Impressions: 3,405,242
- Total Views: 941,293
- View Rate: 27.64%
- Total Investment: \$34,713.84

Digital Audio:

- Total Impressions: 791,381
- Audio Completion Rate: 93.40%
- Total Investment: \$14,262.36

Radio:

- Buying demo was focused on Adults 18-49
- Schedule ran within AM Drive, Midday Drive, PM Drive, Evening, and Weekend dayparts
- Total Investment: \$69,634.55

Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 1,723,405
- Total Impressions: 6,516,571
- Total Ad Recall Rate was 2.96%
- Total Investment: \$23,298.18

Billboards:

- 29 units across 18 target counties
- Total Investment: \$56,120.30

Total Media Spend: \$198,029.23

Total Campaign Expenditures: **\$261,084.23**



New BUSC Billboard Graphic

## 2023 Carolina Country Music Festival Recap

Media Buy Summary for 2023 Carolina Country Music Festival

June 8 – 11, 2023

Outreach Overview

In 2020, there were 503,295 licensed drivers in South Carolina aged 15-24, representing 12.75 percent of the total number of licensed drivers in the state. Despite representing a small percentage of the total number of licensed drivers in the state, this group represented 21.84 percent of the drivers involved in all reported collisions. The top primary contributing factor to fatal collisions in 2020—for all drivers— was driving under the influence, representing 26.79% of all fatal collisions. Thus, the OHSJP sought to reach young drivers through highway safety messages at the Carolina Country Music Festival in Myrtle Beach, SC. The messaging included highway safety messages for DUI, designated drivers, safety belts, and distracted driving.



Above: 2023 CCMF LED Display  
Below: Staff Attending the 2023 CCMF

Recap:

- Total Attendance: 135,790
- 7 LED Boards
  - Average of 16 rotations per day
- Logo and Push/Exit Notifications in CCMF App
- Artwork and Logo on CCMF Tower/Exit Signage
- On Stage Announcements
- Digital Billboards

Total Media Spend: \$50,000.00

Total Campaign Expenditures: **\$52,068.75**



## 2023 Sober or Slammer! Summer – Labor Day Campaign

Media Buy Summary for 2023 Sober or Slammer! Summer – Labor Day Campaign

Flight Dates: June 16 – September 16, 2023

Campaign Overview

SCDPS' OHSJP continued its statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *SOS! Labor Day* campaign, which incorporated the 2023 Law Enforcement *Target Zero* Challenge. The campaign utilized enforcement, 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 included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

A new “meet your bartender” graphic was produced to air on paid social media from June 16 – July 4 as part of the *SOS! Summer* campaign. A previously recorded radio ad was also used, reminding motorists about the importance of finding an alternative ride if they have been drinking.

As part of a new approach to the *SOS! Labor Day* campaign, the SCDPS partnered with Ross Chastain, Incorporated for some of its public outreach efforts. This provided celebrity endorsement on newly produced ads featuring Ross Chastain to run as part of the paid media campaign on social media, YouTube, radio, and billboards. In the ads, Ross Chastain not only reminds fans about the deadly consequences drinking and driving can have, but of the important moments in life they could be missing as a result of drinking and driving.

Campaign Dates: June 16 – July 4, 2023 | Radio and Paid Social Media  
August 16 – September 4, 2023 | Radio, Paid Social Media, and YouTube  
August 16 – September 16, 2023 | Billboards

Radio:

- Buying demo was focused on Adults 21-34
- Total Investment: \$94,537.00

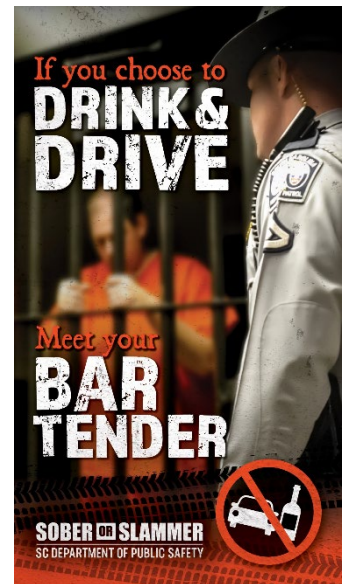
YouTube:

- Impressions: 5,996,456
- Views: 1,455,575
- View Rate: 24.274%
- Total Investment: \$47,988.91

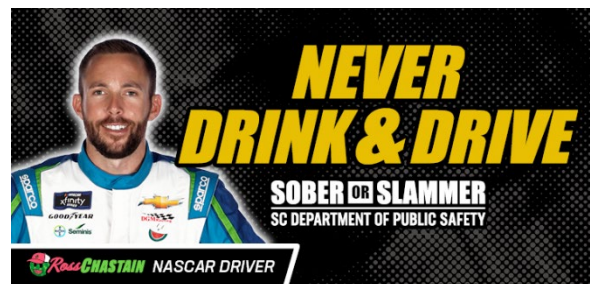
Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 2,206,249
- Total Impressions: 11,692,965
- Total Ad Recall Rate: 4.19%
- Total Investment: \$93,994.41

Billboards:



Above: New *SOS Summer* Paid Social Media Graphic  
Below: New *SOS Labor Day* Billboard Graphic



- Number of Units: 36
- Total Estimated Impressions: 24,561,805
- Total Investment: \$93,040.27

Total Media Spend: \$329,560.59

Total Campaign Expenditures: \$456,640.59

## 2023 School Bus/ Rail Safety Campaign

*Media Buy Summary for 2023 School Bus Safety/ Rail Safety Campaign*

*Flight Dates: August 7 – September 10, 2023 / September 18 – 24, 2023*

### Campaign Overview

Approximately every three hours, a person or vehicle get hit by a train in the United States. In 2021, there were more than 1,600 collisions between vehicles and freight and commuter trains, and 38 traffic collisions involved a train in South Carolina. Thus, the OHSJP partnered with the FRA, NHTSA, and Operation Lifesaver, Inc. on rail safety education initiatives to empower drivers to make safe choices at crossings and increase public awareness around railroad tracks to reduce crossing deaths and injuries. This campaign educated drivers that trains cannot stop quickly enough to avoid a crash; and that at every crossing, drivers must stop and proceed with caution.

In addition to education and awareness efforts on behalf of rail grade crossings, the OHSJP sought to increase awareness of school bus safety in an effort to educate the public about the issues South Carolina faces with traffic collisions involving school buses. There were 383 total collisions involving a school bus in 2021, 80 of which occurred in August and September.

Two new ads ran on paid social media for the *School Bus Safety Campaign*. One featured a SCHP Trooper encouraging parents to talk to their children about safely loading and unloading the school bus. The other ad featured an animated map educating other drivers about when to properly stop for a school bus.

A previously produced re-tag of NHTSA’s video: “The Long Mile” was used for the *Rail Safety Campaign* and Rail Safety Week. 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.

Campaign Dates: August 7 – September 10, 2023 | School Bus Safety Campaign  
September 18 – 24, 2023 | Rail Safety Campaign

#### Paid Social Media:

- Included placements on both Facebook and Instagram
- Total Reach: 1,267,235 (School Bus) + 505,536 (Rail) = 1,772,771
- Total Impressions: 4,881,922 (School Bus) + 914,498 (Rail) = 5,796,420





- Total Investment: \$14,999.89

YouTube:

- Impressions: 1,707,848 (School Bus) + 409,638 (Rail) = 2,117,486
- Views: 431,339 (School Bus) + 91,600 (Rail) = 522,939
- View Rate: 25.26% (School Bus) & 22.36% (Rail)
- Total Investment: \$14,984.98

Above: Screenshot of New Road Map School Bus Safety Video  
 Below: Screenshot of New Loading/Unloading School Bus Safety Video



Total Media Spend: \$29,984.87

Total Campaign Expenditures: **\$35,437.37**

## 2023 Clemson University Athletics Outreach Efforts Part I Media Plan Development

*Media Buy Summary for 2023 Clemson University Athletics Outreach Effort Part I*

*September 1 – 30, 2023*

*Media Plan Development Overview*

According to the 2021 South Carolina Traffic Collisions Fact Book, in 2021, there were 976,736 licensed drivers in South Carolina aged 20 – 34, representing 24.16 percent of the total number of licensed drivers in the state. With this in mind, the SCDPS’ OHSJP sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34 through highway safety messages during the Clemson Football Season in Pickens, SC. The messaging will include highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

By the end of FFY 2023, the OHSJP had established a contract with representatives from Clemson University. The contract includes: one graphic to run in rotation during all regular season home Clemson football games during the month of September, one 0:30 network radio spot to air during the pregame broadcast during each regular season Clemson football game in September, one 0:10 live read during the in-game broadcast during each regular season Clemson football game in September, a banner ad on ClemsonTigers.com, and digital banner ads in IPTAY’s *My Orange Update* emails. The contract also included an on-site safety information booth staffed by SCDPS in FFY 2024 for outreach at the event.

Sponsorship of Clemson Athletics: \$27,410.00

Total Campaign Expenditures: **\$28,853.00**

## **2023 University of South Carolina Athletics Outreach Efforts Part I Media Plan Development**

*Media Buy Summary for 2023 University of South Carolina Athletics Outreach Effort Part I  
September 1 – 30, 2023  
Media Plan Development Overview*

According to the 2021 South Carolina Traffic Collisions Fact Book, in 2021, there were 976,736 licensed drivers in South Carolina aged 20 – 34, representing 24.16 percent of the total number of licensed drivers in the state. With this in mind, the SCDPS' OHSJP sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34 through highway safety messages during the University of South Carolina Football Season in Columbia, SC. The messaging will include highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

By the end of FFY 2023, the OHSJP had established a contract with representatives from USC. The contract includes: one 0:30 second radio spot during the post-game show during each football game broadcast in September, one 0:30 second radio spot during the tailgate show spot during each football game broadcast in September, one pre-game videoboard content during the regular season in September, and banner ad placement in one "Garnet Insider" e-blast. The contract also included an on-site safety information booth staffed by SCDPS in FFY 2024 for outreach at the event.

Sponsorship of University of South Carolina Athletics: \$45,625.00  
Total Campaign Expenditures: **\$47,987.50**

## **2023 Fall Jam at the Ballpark Outreach Efforts Part I Media Plan Development**

*Media Buy Summary for 2023 Fall Jam at the Ballpark Outreach Effort Part I  
August 1 – September 30, 2023  
Media Plan Development Overview*

According to the 2021 South Carolina Traffic Collisions Fact Book, in 2021, there were 976,736 licensed drivers in South Carolina aged 20 – 34, representing 24.16 percent of the total number of licensed drivers in the state. With this in mind, the SCDPS' OHSJP sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34.

In addition to reaching the general motoring public by participating in this outreach effort, the OHSJP would also be able to reach other minority populations (African American, Hispanic, and rural white males) through highway safety messages at the Big Red Barn Retreat's Fall Jam at the Ballpark. The messaging will include highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

By the end of FFY 2023, the OHSJP had established a contract with representatives from the Big Red Barn Retreat. The contract includes one SCDPS video PSA for the SEGRA ballpark jumbotron,

PR release, SCDPS mention in radio ads, SCDPS logo on The Big Red Barn Retreat website, SCDPS-specific social media posts co-branded with The Big Red Barn Retreat, priority placement on sponsor slideshow at the event/SEGRA ballpark jumbotron, and live stage mention during the event. An on-site safety information booth will be provided for outreach at the event and will be staffed by SCDPS staff in FFY 2024.

Total Campaign Expenditures (Agency Fee): **\$437.50**

## **2023 SC State University Football Game Outreach Event Recap**

*Media Buy Summary for 2023 SC State vs. Citadel Football Game*

*September 23, 2023*

*Outreach Overview*

According to the 2021 South Carolina Traffic Collisions Fact Book, in 2021, there were 976,736 licensed drivers in South Carolina aged 20 – 34, representing 24.16 percent of the total number of licensed drivers in the state. With this in mind, the SCDPS’ OHSJP sought to reach underserved audiences and hard-to-reach populations (African American, Hispanic, and rural white males) through highway safety messages at the SC State vs. Citadel football game. The messaging included highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

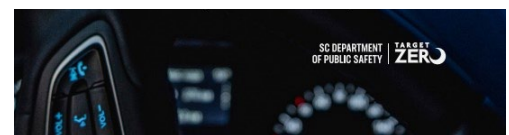
In addition to the on-site activation, a new anti-impaired driving ad with the message “buzzed driving is drunk driving” was displayed throughout the venue. Messaging could be seen and heard in one full-page ad in the program, one 30-second commercial on the videoboard, one 30-second commercial on WACH Fox 57, and one rotating logo on the videoboard.

Total Media Spend: \$10,000.00

Total Campaign Expenditures: **\$10,525.00**



SC State Program Ad





## **SCDPS DUI Enforcement Campaign Awareness and Impact Study**

**Winter Holiday 2022-2023**

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. This report presents findings for the 2022/2023 Winter Holiday Campaign, with airdates from December 1, 2022 through January 1, 2023.

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 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  $\pm 4.9$  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.

### **Summary of Findings**

- **DUI continues to be a top concern and priority for SC drivers:**
  - ✓ 76% of study respondents feel that *drinking and driving* is a serious driver safety issue (higher than *speeding, aggressive driving, and/or lack of seatbelt usage*) (Q1); and
  - ✓ 43% believe it should be the top priority for police enforcement (more than for any other issue, including *distracted driving*) (Q2).
- **Drivers support strict enforcement of DUI laws and statewide efforts/campaigns aimed to stop DUIs:**
  - ✓ 84% support the strong enforcement of DUI laws in South Carolina (Q5); and
  - ✓ 85% support the implementation of a DUI enforcement program/campaign in the state (Q15).
- **Awareness of the SCDPS DUI Campaign remains quite strong:**
  - ✓ 63% agree that law enforcement is making a big effort to crack down on drinking and driving in the state (Q10); and
  - ✓ 63% are aware of one or more ads in the SCDPS DUI Enforcement Campaign on an aided basis (Q12).
- **Campaign effectively conveys intended message:**



## SCDPS DUI Enforcement Campaign – Awareness and Impact Study

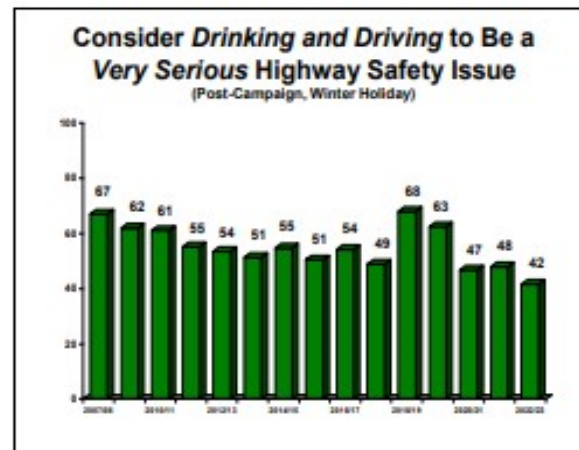
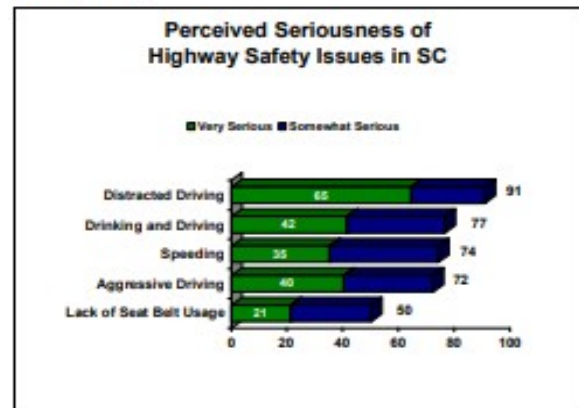
- ✓ Among those who claim awareness of SCDPS Campaign elements, two out of three (63%) say the main point is to stop people from drinking and driving/Get drunk drivers off the road (Q13);
- ✓ Secondary messages include: warning people of the consequences of drinking and driving/scare them (14%) and conveying that driving drunk kills (11%), that if you drink and drive, you'll get caught/go to jail (6%), and to raise awareness of SC DUI laws in general (6%).
- **Confirmation of Campaign Penetration and Impact:**
  - ✓ The percentage of respondents who say they have seen or heard about DUI enforcement by police went up by 15 points from the "pre" to the "post" period (Q11);
  - ✓ Aided awareness of specific SCDPS DUI Campaign elements increased by 20 points between the "pre" and "post" survey periods (Q12);
  - ✓ The proportion of respondents indicating they heard the ads on FM radio increased by 15 points and saw billboards increased by 13 points (Q14);
  - ✓ Those who feel people should expect to get a ticket and fine if convicted of driving while intoxicated increased by 11 points between "pre" and "post" (Q9); and
  - ✓ Those who believe the chances of getting arrested are *likely* for those who drink and drive increased by 5 points between "pre" and "post" periods (Q8).

## Quantitative Results

### Perceptions of DUI as a Driver Safety Issue

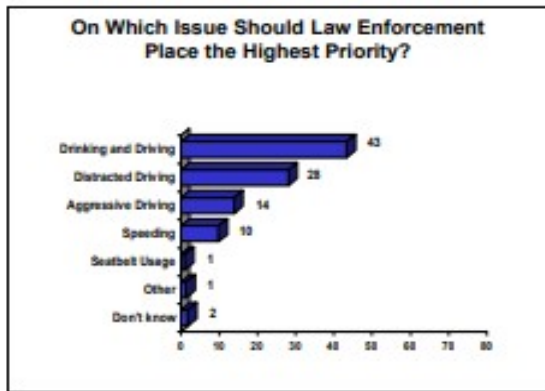
- How big of a problem do you feel ... [speeding, aggressive driving, drinking and driving, lack of seatbelt usage, and distracted driving\*] ... is on South Carolina's roads and highways – very serious, somewhat serious, not too serious or not serious at all? (Q1)

\*[NOTE: Distracted driving replaced uninsured motorists as part of the list this year.]



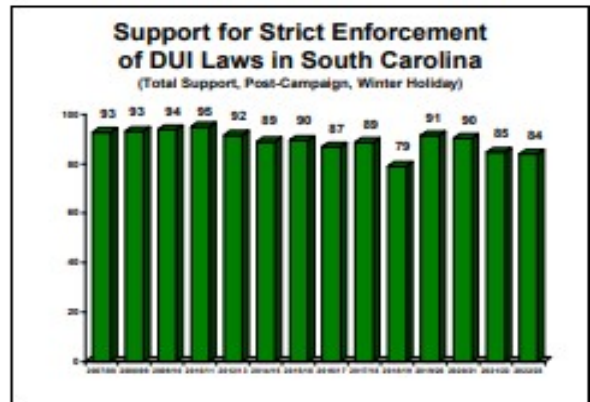
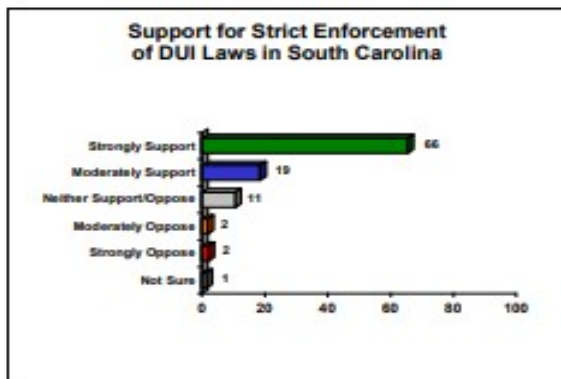
- On which of these problems should law enforcement place the highest priority – speeding, aggressive driving, drinking and driving, seatbelt usage, or distracted driving\*? (Q2)

\*[NOTE: Distracted driving replaced uninsured motorists as part of the list this year.]

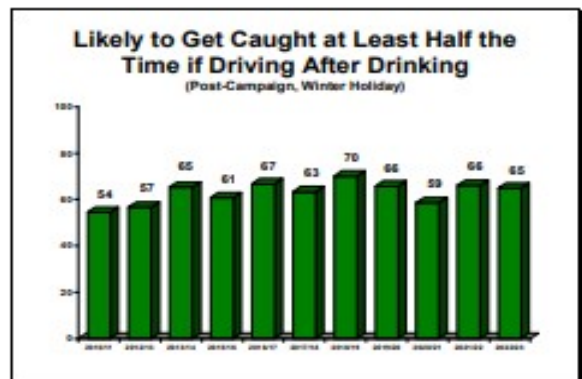
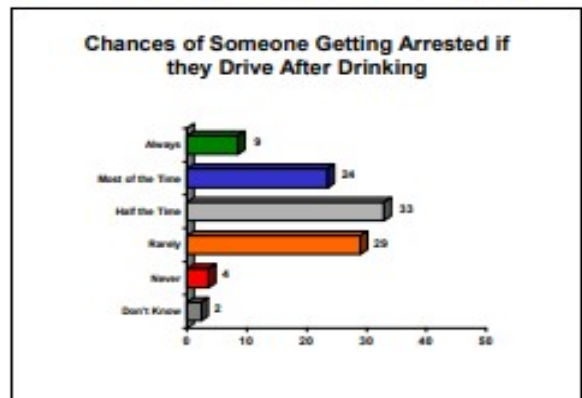


### Support for and Expectations of South Carolina DUI Enforcement Efforts

- 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)





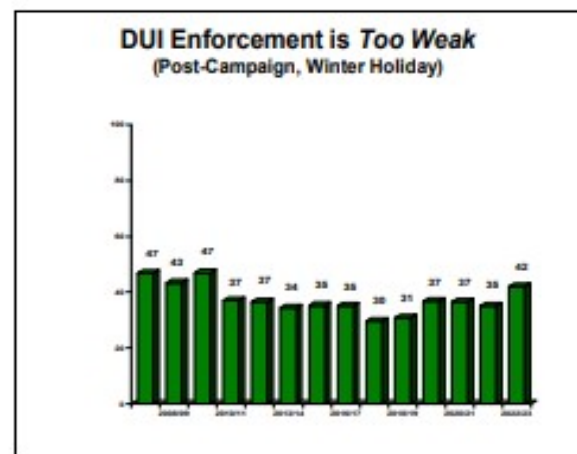
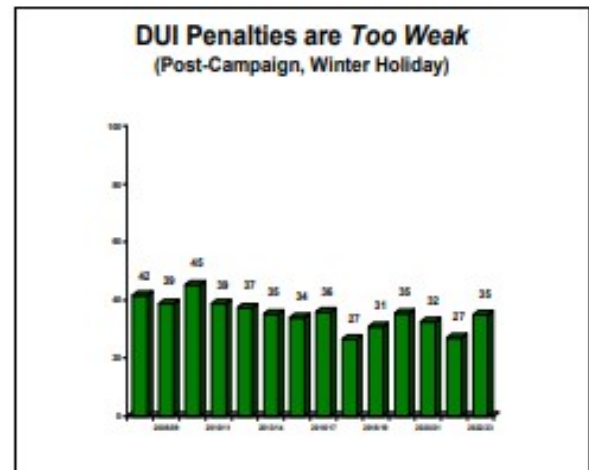
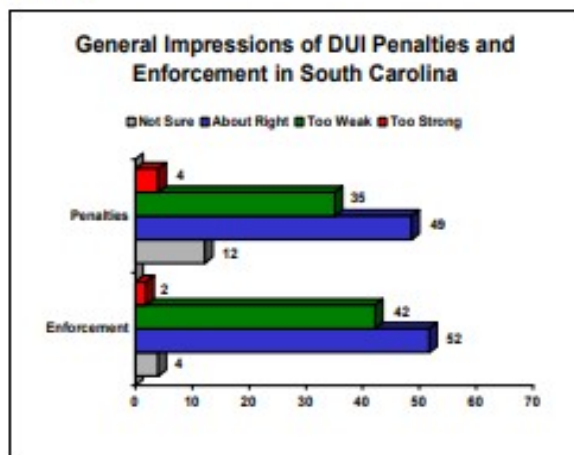
## SCDPS DUI Enforcement Campaign – Awareness and Impact Study

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

### Consequences of DUI Conviction in South Carolina

Losing driver's license	53%
Going to jail	51
Getting a fine/ticket/DUI	39
Higher insurance rates/ lose insurance	11
Education programs/counseling	11
Community service	7
Probation	6
Appear in court	3
Having a felony/police record	3
Car impounded	2
Name in paper	1
Other consequences	17
Don't know	7

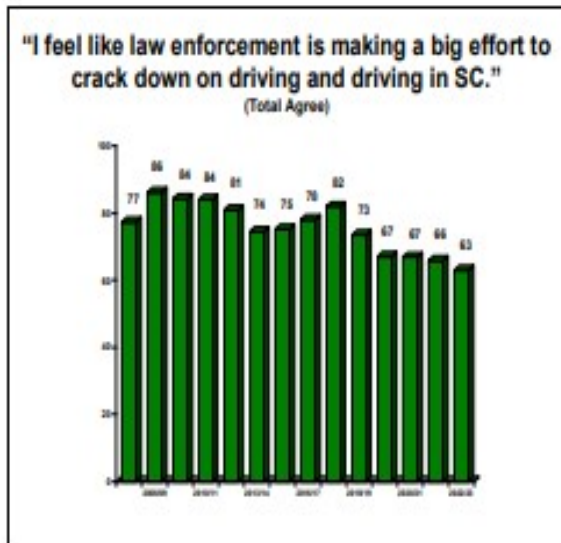
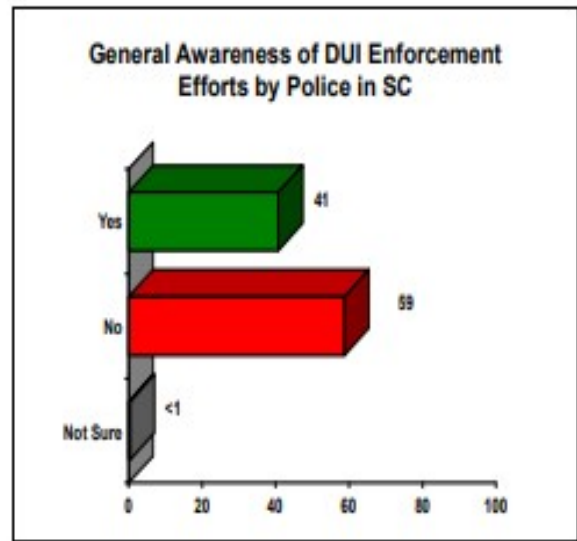
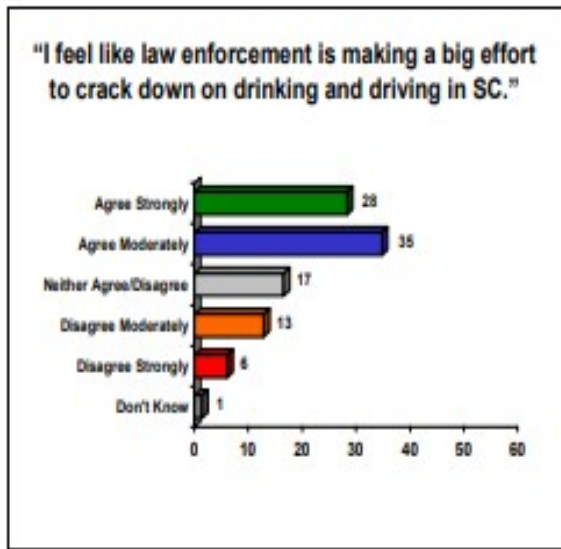
- In your opinion, do you think [penalties/enforcement] of drinking and driving laws in South Carolina [is/are] too strong, too weak, or about right? (Qs 6 and 7)



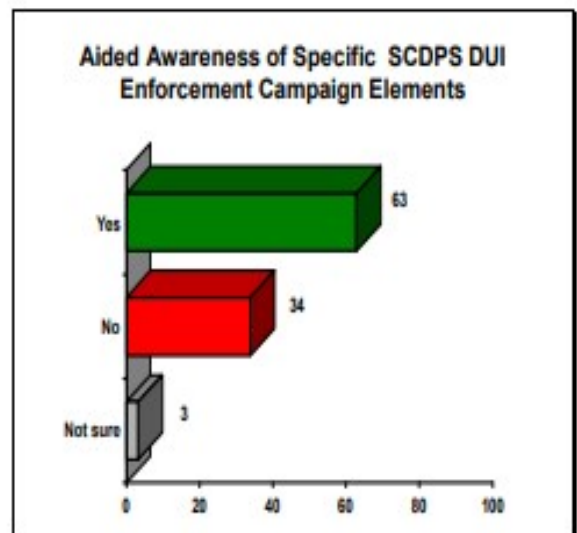
### DUI Enforcement Campaign Awareness

- 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)

## Winter Holiday 2022-2023

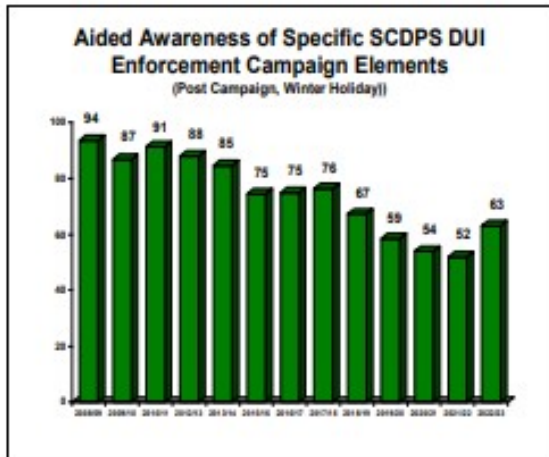


- *Within the past 30 days, have you seen or heard of the DUI enforcement campaigns featuring the slogans "Drink. Drive. Die.;" "Sober or Slammer!;" or "Drive Sober or Get Pulled Over." (Q12)*



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

## SCDPS DUI Enforcement Campaign – Awareness and Impact Study



- Where did you see or hear these DUI Campaigns (among those with aided awareness)? (Q14)

### Source of SCDPS DUI Campaign Exposure (among those aware, n=251)

Billboards	53%
Cable or Satellite TV	48
FM Radio	36
Social media	17
Connected Television such as HULU	12
Streaming audio	11
Other	6

### SCDPS DUI Enforcement Campaign Message Communication

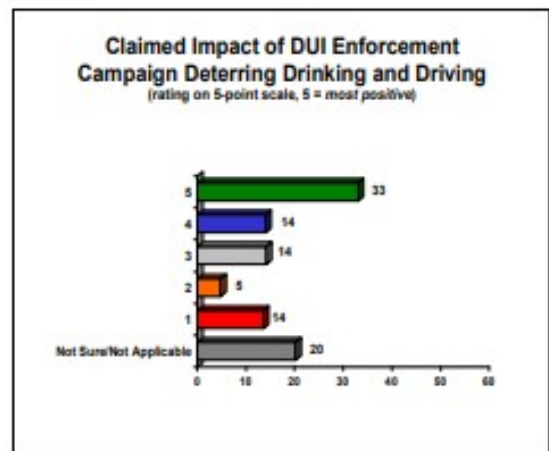
- What is the primary point of these campaigns, including "Drink. Drive. Die;" "Sober or Slammer!;" or "Drive Sober or Get Pulled Over." (among those with aided awareness)? (Q13)

#### Main Point of SCDPS DUI Campaign (among those aware, n= 251)

To stop people from drinking and driving/Get drunk drivers off the road	63%
To warn people of the consequences of drinking and driving/scare them	14
Driving drunk kills/save lives	11
If you drink and drive, you'll get caught/go to jail	6
Raise awareness of SC DUI laws	6
Other	5

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

- On a scale from 1 to 5, where 1 means the campaigns have not or would not deter you at all and 5 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) \*[NOTE: Scale changed from 1 to 10 to 1 to 5 this year]

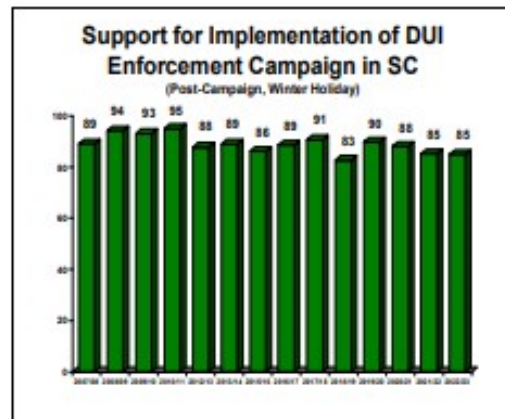
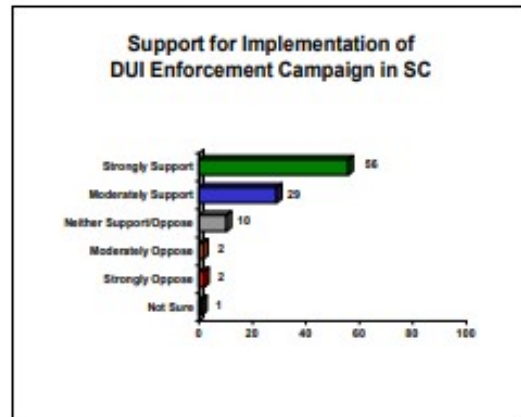




- Quantitative indicators of Campaign impacts:

Shifts in Attitudes/Perceptions that May Be Attributed to Campaign Exposure			
	Pre	Post	Change
Aided awareness of SCDPS DUI Campaign (Q12)	43%	63%	+20
Seen or heard about DUI enforcement by police (Q11)	26	41	+15
Heard ads on FM radio (Q14)	21	36	+15
Saw ads on billboards (Q14)	40	53	+13
Likely to get a fine/ticket/DUI if convicted of driving while intoxicated (Q9)	28	39	+11
Chances of getting arrested after drinking and driving (likely) (Q8)	60	65	+ 5

strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose? (Q15)



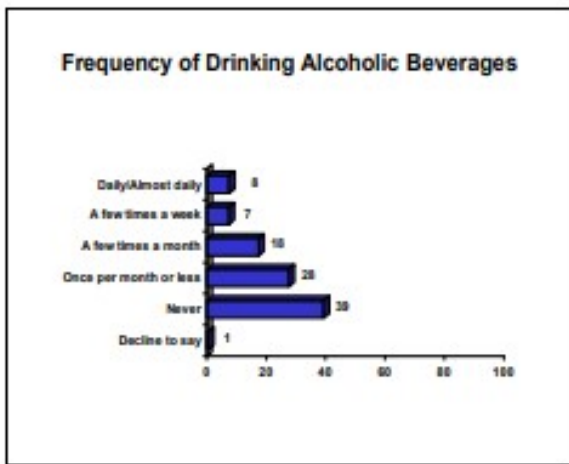
**Overall Support for SC DPS DUI Enforcement Campaign**

- “Drink. Drive. Die;” “Sober or Slammer!;” or “Drive Sober or Get Pulled Over.” 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 –

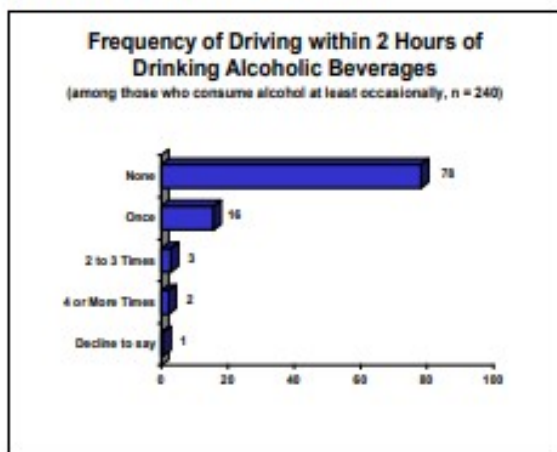
**Personal Behaviors Relative to Alcohol Consumption and Driving After Drinking**

- During the past six months, how often did you drink alcoholic beverages, including beer, light beer, wine, wine coolers, or liquor? Would you say that you usually drink alcoholic beverages: (Q3)

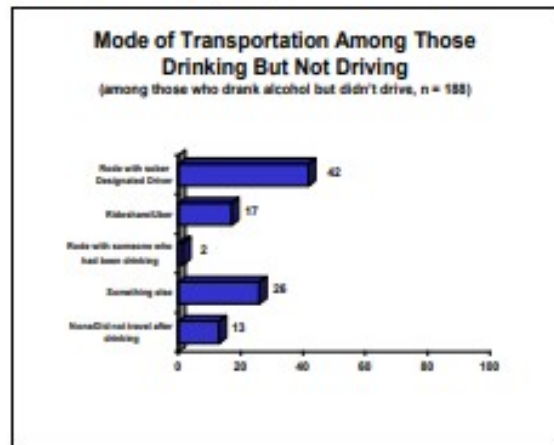
## SCDPS DUI Enforcement Campaign – Awareness and Impact Study



- *In the past six months, how many times have you driven a motor vehicle within two hours of drinking alcoholic beverages? (among those who drink alcoholic beverages at least occasionally, n=240) (Q4)*



- *Which of the following best describes your mode of transportation after drinking alcohol?\* (among those who drank alcoholic beverages but didn't drive within 2 hours after drinking in the past six months, n=188) (Q4a) \*[New question this year]*





# Expenditure Closeout Report

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Expenditure Close Out Report**  
**2023-FINAL**  
 Posted: 01/18/2024

State: South Carolina Page: 1  
 Report Date: 01/25/2024

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
<b>NHTSA</b>									
<b>FAST Act 405b OP High</b>									
<b>405b High HVE</b>									
	M1HVE-2023-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$ .00	0		
	M1HVE-2023-00-00-00		\$ .00	\$ .00	\$ .00	\$ .00	0		
	M1HVE-2023-HS-02-23	OP BUCKLE UP CAMPAIGN *M1HVE	\$368,299.92	\$368,299.92	\$ .00	\$ .00	2	VOU-13	Nov-20-2023
	M1HVE-2023-HS-02-23		\$368,299.92	\$368,299.92	\$ .00	\$ .00	2	VOU-13	Nov-20-2023
	<b>405b High HVE Total</b>		<b>\$368,299.92</b>	<b>\$368,299.92</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2</b>	<b>VOU-13</b>	<b>Nov-20-2023</b>
	<b>FAST Act 405b OP High Total</b>		<b>\$368,299.92</b>	<b>\$368,299.92</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2</b>	<b>VOU-13</b>	<b>Nov-20-2023</b>
<b>FAST Act 405c Data Program</b>									
<b>405c Data Program</b>									
	M3DA-2023-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$26,260.14	0		
	M3DA-2023-00-00-00		\$ .00	\$ .00	\$ .00	\$26,260.14	0		
	M3DA-2023-HS-03-23	OHSJP Tr Rec Improvements *TR-	\$305,396.97	\$305,396.97	\$ .00	\$ .00	10	VOU-15	Jan-08-2024
	M3DA-2023-HS-03-23		\$305,396.97	\$305,396.97	\$ .00	\$ .00	10	VOU-15	Jan-08-2024
	<b>405c Data Program Total</b>		<b>\$305,396.97</b>	<b>\$305,396.97</b>	<b>\$ .00</b>	<b>\$26,260.14</b>	<b>10</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
	<b>FAST Act 405c Data Program Total</b>		<b>\$305,396.97</b>	<b>\$305,396.97</b>	<b>\$ .00</b>	<b>\$26,260.14</b>	<b>10</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>FAST Act 405d Impaired Driving Mid</b>									
<b>405d Mid HVE</b>									
	M5HVE-2023-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$ .00	0		
	M5HVE-2023-00-00-00		\$ .00	\$ .00	\$ .00	\$ .00	0		
	M5HVE-2023-HS-40-23	Lexington County S.O. Impaired	\$16,114.00	\$16,114.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5HVE-2023-HS-40-23		\$16,114.00	\$16,114.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5HVE-2023-HS-47-23	Town of Summerville *M5HVE	\$19,680.00	\$19,680.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5HVE-2023-HS-47-23		\$19,680.00	\$19,680.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5HVE-2023-HS-50-23	City of Goose Creek Impaired D	\$35,127.00	\$35,127.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5HVE-2023-HS-50-23		\$35,127.00	\$35,127.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	<b>405d Mid HVE Total</b>		<b>\$70,921.00</b>	<b>\$70,921.00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>405d Mid Court Support</b>									
	M5CS-2023-HS-27-23	SC Comm on Prosecution Coord.	\$49,060.52	\$49,060.52	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5CS-2023-HS-27-23		\$49,060.52	\$49,060.52	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5CS-2023-HS-46-23	Fifteenth Judicial Circuit Sol	\$25,077.00	\$25,077.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
	M5CS-2023-HS-46-23		\$25,077.00	\$25,077.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024

M5CS-2023-HS-49-23	City of Goose Creek Prosecutor	\$21,771.00	\$21,771.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
M5CS-2023-HS-49-23		\$21,771.00	\$21,771.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
<b>405d Mid Court SupportTotal</b>		<b>\$95,908.52</b>	<b>\$95,908.52</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>405d Mid Paid/Earned Media</b>								
M5PEM-2023-HS-25-22	Imp. Driving Countermeasures P	\$973,039.23	\$973,039.23	\$ .00	\$ .00	4	VOU-15	Jan-08-2024
M5PEM-2023-HS-25-22		\$973,039.23	\$973,039.23	\$ .00	\$ .00	4	VOU-15	Jan-08-2024
<b>405d Mid Paid/Earned MediaTotal</b>		<b>\$973,039.23</b>	<b>\$973,039.23</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>4</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>405d Mid Training</b>								
M5TR-2023-HS-26-23	CJA Imp Dr Countermeasures Tra	\$48,206.46	\$48,206.46	\$ .00	\$ .00	2	VOU-16	Jan-17-2024
M5TR-2023-HS-26-23		\$48,206.46	\$48,206.46	\$ .00	\$ .00	2	VOU-16	Jan-17-2024
<b>405d Mid TrainingTotal</b>		<b>\$48,206.46</b>	<b>\$48,206.46</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>405d Impaired Driving Mid</b>								
M5X-2023-HS-23-23	MADD Court Monitoring	\$45,517.00	\$45,517.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
M5X-2023-HS-23-23		\$45,517.00	\$45,517.00	\$ .00	\$ .00	1	VOU-15	Jan-08-2024
<b>405d Impaired Driving MidTotal</b>		<b>\$45,517.00</b>	<b>\$45,517.00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>FAST Act 405d Impaired Driving MidTotal</b>		<b>\$1,233,592.21</b>	<b>\$1,233,592.21</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>5</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>FAST Act 405h Nonmotorized Safety</b>								
<b>405h Public Education</b>								
FHPE-2023-00-00-00	FHPE Holding Account	\$ .00	\$ .00	\$ .00	\$182,925.15	0		
FHPE-2023-00-00-00		\$ .00	\$ .00	\$ .00	\$182,925.15	0		
FHPE-2023-HS-04-23	PIOT NONMOTORIZED SAFETY CAMPA	\$298,628.95	\$298,628.95	\$ .00	\$ .00	2	VOU-8	Jun-28-2023
FHPE-2023-HS-04-23		\$298,628.95	\$298,628.95	\$ .00	\$ .00	2	VOU-8	Jun-28-2023
<b>405h Public EducationTotal</b>		<b>\$298,628.95</b>	<b>\$298,628.95</b>	<b>\$ .00</b>	<b>\$182,925.15</b>	<b>2</b>	<b>VOU-8</b>	<b>Jun-28-2023</b>
<b>405h Nonmotorized Safety</b>								
FHX-2023-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$ .00	0		
FHX-2023-00-00-00		\$ .00	\$ .00	\$ .00	\$ .00	0		
<b>405h Nonmotorized SafetyTotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>0</b>		
<b>FAST Act 405h Nonmotorized SafetyTotal</b>		<b>\$298,628.95</b>	<b>\$298,628.95</b>	<b>\$ .00</b>	<b>\$182,925.15</b>	<b>2</b>	<b>VOU-8</b>	<b>Jun-28-2023</b>
<b>BIL NHTSA 402</b>								
<b>Planning and Administration</b>								
PA-2023-HS-01-23	PLANNING AND ADMINISTRATION PA	\$126,828.28	\$126,828.28	\$ .00	\$ .00	15	VOU-15	Jan-08-2024
PA-2023-HS-01-23		\$126,828.28	\$126,828.28	\$ .00	\$ .00	15	VOU-15	Jan-08-2024
<b>Planning and AdministrationTotal</b>		<b>\$126,828.28</b>	<b>\$126,828.28</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>15</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>Safety Belts</b>								
OP-2023-HS-02-23	OHSJP OCCUPANT PROTECTION *OP	\$186,031.41	\$186,031.41	\$ .00	\$ .00	14	VOU-14	Dec-19-2023
OP-2023-HS-02-23		\$186,031.41	\$186,031.41	\$ .00	\$ .00	14	VOU-14	Dec-19-2023
OP-2023-HS-17-23	SC DHEC OPERATION SAFE RIDE *O	\$168,024.27	\$168,024.27	\$ .00	\$ .00	4	VOU-16	Jan-17-2024
OP-2023-HS-17-23		\$168,024.27	\$168,024.27	\$ .00	\$ .00	4	VOU-16	Jan-17-2024
<b>Safety BeltsTotal</b>		<b>\$354,055.68</b>	<b>\$354,055.68</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>Traffic Enforcement Services</b>								
PT-2023-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$7,070,809.19	0		

PT-2023-00-00-00		\$ .00	\$ .00	\$ .00	\$7,070,809.19	0	
PT-2023-HS-05-23	OHSJP POLICE TRAFFIC SERVICES	\$192,006.38	\$192,006.38	\$ .00	\$ .00	14 VOU-14	Dec-19-2023
PT-2023-HS-05-23		\$192,006.38	\$192,006.38	\$ .00	\$ .00	14 VOU-14	Dec-19-2023
PT-2023-HS-06-23	OHSJP LAW ENF COORD *PTS-LEC	\$600,763.87	\$600,763.87	\$ .00	\$ .00	15 VOU-15	Jan-08-2024
PT-2023-HS-06-23		\$600,763.87	\$600,763.87	\$ .00	\$ .00	15 VOU-15	Jan-08-2024
PT-2023-HS-07-23	SCCJA TSO PROGRAM *PTS-TSO	\$393,666.03	\$393,666.03	\$ .00	\$ .00	5 VOU-16	Jan-17-2024
PT-2023-HS-07-23		\$393,666.03	\$393,666.03	\$ .00	\$ .00	5 VOU-16	Jan-17-2024
PT-2023-HS-08-23	City of Spartanburg *PTS-EU/P	\$67,413.00	\$67,413.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-08-23		\$67,413.00	\$67,413.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-09-23	Moncks Corner PD *PTS-EU/PTS-O	\$59,661.00	\$59,661.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-09-23		\$59,661.00	\$59,661.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-10-23	OVERTIME Sumter County Sheriff	\$64,606.00	\$64,606.00	\$ .00	\$ .00	2 VOU-16	Jan-17-2024
PT-2023-HS-10-23		\$64,606.00	\$64,606.00	\$ .00	\$ .00	2 VOU-16	Jan-17-2024
PT-2023-HS-11-23	OVERTIME Travelers Rest PTS-EU	\$15,454.00	\$15,454.00	\$ .00	\$ .00	2 VOU-16	Jan-17-2024
PT-2023-HS-11-23		\$15,454.00	\$15,454.00	\$ .00	\$ .00	2 VOU-16	Jan-17-2024
PT-2023-HS-13-23	Town of Port Royal *PTS-EU/PTS	\$75,291.00	\$75,291.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-13-23		\$75,291.00	\$75,291.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-14-23	Berkeley Co SO *PTS--EU/PTS-OP	\$82,846.00	\$82,846.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-14-23		\$82,846.00	\$82,846.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-15-23	Mount Pleasant Police Dept *PT	\$77,047.00	\$77,047.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-15-23		\$77,047.00	\$77,047.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-16-23	Lancaster Police Dept *PTS-EU/	\$56,647.00	\$56,647.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-16-23		\$56,647.00	\$56,647.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-18-23	Chesterfield County S.O. *PTS-	\$27,689.00	\$27,689.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-18-23		\$27,689.00	\$27,689.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-19-23	Georgetown County S.O. *PTS-EU	\$158,293.00	\$158,293.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-19-23		\$158,293.00	\$158,293.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-20-23	OVERTIME Berkeley Co SO *PTS--	\$22,651.00	\$22,651.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-20-23		\$22,651.00	\$22,651.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-21-23	York County S.O. *PTS-EU/PTS-O	\$111,560.00	\$111,560.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-21-23		\$111,560.00	\$111,560.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-22-23	Town of Summerville *PTS-EU/PT	\$102,733.00	\$102,733.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-22-23		\$102,733.00	\$102,733.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-28-23	Goose Creek P.D. *PTS-EU/PTS-O	\$157,056.00	\$157,056.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-28-23		\$157,056.00	\$157,056.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-30-23	OVERTIME Kershaw County SO *PT	\$74,397.00	\$74,397.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-30-23		\$74,397.00	\$74,397.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-32-23	OVERTIME York County S.O. *PTS	\$46,515.00	\$46,515.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-32-23		\$46,515.00	\$46,515.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-33-23	Lancaster CO SO *PTS-EU/PTS-OP	\$78,817.00	\$78,817.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-33-23		\$78,817.00	\$78,817.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-34-23	OVERTIME City of Clemson *PTS-	\$11,723.00	\$11,723.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-34-23		\$11,723.00	\$11,723.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-36-23	City of Camden *PTS-EU/PTS-OP	\$18,580.00	\$18,580.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-36-23		\$18,580.00	\$18,580.00	\$ .00	\$ .00	4 VOU-16	Jan-17-2024
PT-2023-HS-54-23	York County S.O. Impaired Driv	\$2,500.00	\$2,500.00	\$ .00	\$ .00	1 VOU-7	Jun-26-2023

PT-2023-HS-54-23		\$2,500.00	\$2,500.00	\$0.00	\$0.00	1	VOU-7	Jun-26-2023
<b>Traffic Enforcement ServicesTotal</b>		<b>\$2,497,915.28</b>	<b>\$2,497,915.28</b>	<b>\$0.00</b>	<b>\$7,070,809.19</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>Traffic Records</b>								
TR-2023-HS-03-23	OHSJP Traf Rec Improvements *T	\$19,037.45	\$19,037.45	\$0.00	\$0.00	13	VOU-13	Nov-20-2023
TR-2023-HS-03-23		\$19,037.45	\$19,037.45	\$0.00	\$0.00	13	VOU-13	Nov-20-2023
<b>Traffic RecordsTotal</b>		<b>\$19,037.45</b>	<b>\$19,037.45</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>13</b>	<b>VOU-13</b>	<b>Nov-20-2023</b>
<b>Judicial and Court Services</b>								
TC-2023-HS-38-23	SC Judicial Branch Court Admin	\$4,050.00	\$4,050.00	\$0.00	\$0.00	3	VOU-13	Nov-20-2023
TC-2023-HS-38-23		\$4,050.00	\$4,050.00	\$0.00	\$0.00	3	VOU-13	Nov-20-2023
<b>Judicial and Court ServicesTotal</b>		<b>\$4,050.00</b>	<b>\$4,050.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>3</b>	<b>VOU-13</b>	<b>Nov-20-2023</b>
<b>Safe Communities</b>								
SA-2023-HS-04-23	OHSJP PIOT *PIOT-SA	\$1,033,504.12	\$1,033,504.12	\$0.00	\$0.00	15	VOU-15	Jan-08-2024
SA-2023-HS-04-23		\$1,033,504.12	\$1,033,504.12	\$0.00	\$0.00	15	VOU-15	Jan-08-2024
<b>Safe CommunitiesTotal</b>		<b>\$1,033,504.12</b>	<b>\$1,033,504.12</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>15</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>Teen Safety Program</b>								
TSP-2023-HS-31-23	SADD, Inc. *YTS	\$65,916.00	\$65,916.00	\$0.00	\$0.00	7	VOU-15	Jan-08-2024
TSP-2023-HS-31-23		\$65,916.00	\$65,916.00	\$0.00	\$0.00	7	VOU-15	Jan-08-2024
<b>Teen Safety ProgramTotal</b>		<b>\$65,916.00</b>	<b>\$65,916.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>7</b>	<b>VOU-15</b>	<b>Jan-08-2024</b>
<b>BIL NHTSA 402Total</b>		<b>\$4,101,306.81</b>	<b>\$4,101,306.81</b>	<b>\$0.00</b>	<b>\$7,070,809.19</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>BIL 405b OP High</b>								
<b>405b High HVE</b>								
M1HVE-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$1,145,447.65	0		
M1HVE-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$1,145,447.65	0		
M1HVE-2023-HS-02-23	OP BUCKLE UP CAMPAIGN *M1HVE	\$77,784.31	\$77,784.31	\$0.00	\$0.00	1	VOU-13	Nov-20-2023
M1HVE-2023-HS-02-23		\$77,784.31	\$77,784.31	\$0.00	\$0.00	1	VOU-13	Nov-20-2023
<b>405b High HVETotal</b>		<b>\$77,784.31</b>	<b>\$77,784.31</b>	<b>\$0.00</b>	<b>\$1,145,447.65</b>	<b>1</b>	<b>VOU-13</b>	<b>Nov-20-2023</b>
<b>405b High OP Information System</b>								
M1OP-2023-HS-02-23	OP BUCKLE UP CAMPAIGN *M1HVE	\$18,814.79	\$18,814.79	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
M1OP-2023-HS-02-23		\$18,814.79	\$18,814.79	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
<b>405b High OP Information SystemTotal</b>		<b>\$18,814.79</b>	<b>\$18,814.79</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>3</b>	<b>VOU-14</b>	<b>Dec-19-2023</b>
<b>BIL 405b OP HighTotal</b>		<b>\$96,599.10</b>	<b>\$96,599.10</b>	<b>\$0.00</b>	<b>\$1,145,447.65</b>	<b>4</b>	<b>VOU-14</b>	<b>Dec-19-2023</b>
<b>BIL 405c Data Program</b>								
<b>405c Data Program</b>								
M3DA-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$1,062,548.96	0		
M3DA-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$1,062,548.96	0		
M3DA-2023-HS-03-23	OHSJP Tr Rec Improvements *TR-	\$343,253.42	\$343,253.42	\$0.00	\$0.00	11	VOU-14	Dec-19-2023
M3DA-2023-HS-03-23		\$343,253.42	\$343,253.42	\$0.00	\$0.00	11	VOU-14	Dec-19-2023
<b>405c Data ProgramTotal</b>		<b>\$343,253.42</b>	<b>\$343,253.42</b>	<b>\$0.00</b>	<b>\$1,062,548.96</b>	<b>11</b>	<b>VOU-14</b>	<b>Dec-19-2023</b>
<b>BIL 405c Data ProgramTotal</b>		<b>\$343,253.42</b>	<b>\$343,253.42</b>	<b>\$0.00</b>	<b>\$1,062,548.96</b>	<b>11</b>	<b>VOU-14</b>	<b>Dec-19-2023</b>
<b>BIL 405d Impaired Driving Mid</b>								
<b>405d Mid HVE</b>								
M5HVE-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$3,302,329.90	0		
M5HVE-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$3,302,329.90	0		

M5HVE-2023-HS-25-23	Imp. Driving Countermeasures P	\$216,804.60	\$216,804.60	\$0.00	\$0.00	14	VOU-14	Dec-19-2023
M5HVE-2023-HS-25-23		\$216,804.60	\$216,804.60	\$0.00	\$0.00	14	VOU-14	Dec-19-2023
M5HVE-2023-HS-39-23	Berkeley Co SO *M5HVE	\$85,531.00	\$85,531.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-39-23		\$85,531.00	\$85,531.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-40-23	Lexington County S.O. Impaired	\$49,308.00	\$49,308.00	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
M5HVE-2023-HS-40-23		\$49,308.00	\$49,308.00	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
M5HVE-2023-HS-41-23	OVERTIME York County S.O. Impa	\$10,966.00	\$10,966.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-41-23		\$10,966.00	\$10,966.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-42-23	City of Easley Impaired Drivin	\$53,968.00	\$53,968.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-42-23		\$53,968.00	\$53,968.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-45-23	Lancaster CO SO *M5HVE	\$78,634.00	\$78,634.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-45-23		\$78,634.00	\$78,634.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-47-23	Town of Summerville *M5HVE	\$39,077.00	\$39,077.00	\$0.00	\$0.00	5	VOU-16	Jan-17-2024
M5HVE-2023-HS-47-23		\$39,077.00	\$39,077.00	\$0.00	\$0.00	5	VOU-16	Jan-17-2024
M5HVE-2023-HS-50-23	City of Goose Creek Impaired D	\$100,105.00	\$100,105.00	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
M5HVE-2023-HS-50-23		\$100,105.00	\$100,105.00	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
M5HVE-2023-HS-51-23	OVERTIME Lancaster CO SO *M5HV	\$21,596.00	\$21,596.00	\$0.00	\$0.00	3	VOU-16	Jan-17-2024
M5HVE-2023-HS-51-23		\$21,596.00	\$21,596.00	\$0.00	\$0.00	3	VOU-16	Jan-17-2024
M5HVE-2023-HS-52-23	OVERTIME City of Clemson ID *M	\$9,046.00	\$9,046.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-52-23		\$9,046.00	\$9,046.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-53-23	North Augusta DPS DUI Enforcem	\$78,586.00	\$78,586.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-53-23		\$78,586.00	\$78,586.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-54-23	York County S.O. Impaired Driv	\$50,578.00	\$50,578.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5HVE-2023-HS-54-23		\$50,578.00	\$50,578.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
<b>405d Mid HVETotal</b>		<b>\$794,199.60</b>	<b>\$794,199.60</b>	<b>\$0.00</b>	<b>\$3,302,329.90</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>405d Mid Court Support</b>								
M5CS-2023-HS-24-23	SCDPS DUI Paralegal Support *M	\$59,372.83	\$59,372.83	\$0.00	\$0.00	12	VOU-13	Nov-20-2023
M5CS-2023-HS-24-23		\$59,372.83	\$59,372.83	\$0.00	\$0.00	12	VOU-13	Nov-20-2023
M5CS-2023-HS-27-22	SC Comm on Prosecution Coord.	\$91,060.57	\$91,060.57	\$0.00	\$0.00	3	VOU-16	Jan-17-2024
M5CS-2023-HS-27-22		\$91,060.57	\$91,060.57	\$0.00	\$0.00	3	VOU-16	Jan-17-2024
M5CS-2023-HS-37-23	Fifth Judicial Circuit Solicit	\$65,366.00	\$65,366.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5CS-2023-HS-37-23		\$65,366.00	\$65,366.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5CS-2023-HS-38-23	SC Judicial Branch Court Admin	\$12,150.00	\$12,150.00	\$0.00	\$0.00	3	VOU-13	Nov-20-2023
M5CS-2023-HS-38-23		\$12,150.00	\$12,150.00	\$0.00	\$0.00	3	VOU-13	Nov-20-2023
M5CS-2023-HS-43-23	Berkeley Co SO DUI Prosecutor	\$103,106.00	\$103,106.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5CS-2023-HS-43-23		\$103,106.00	\$103,106.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5CS-2023-HS-44-23	Sixth Circuit Solicitor's DUI	\$65,117.00	\$65,117.00	\$0.00	\$0.00	3	VOU-16	Jan-17-2024
M5CS-2023-HS-44-23		\$65,117.00	\$65,117.00	\$0.00	\$0.00	3	VOU-16	Jan-17-2024
M5CS-2023-HS-46-23	Fifteenth Judicial Circuit Sol	\$63,318.00	\$63,318.00	\$0.00	\$0.00	3	VOU-13	Nov-20-2023
M5CS-2023-HS-46-23		\$63,318.00	\$63,318.00	\$0.00	\$0.00	3	VOU-13	Nov-20-2023
M5CS-2023-HS-48-23	11th Judicial Circuit DUI Pros	\$50,385.00	\$50,385.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5CS-2023-HS-48-23		\$50,385.00	\$50,385.00	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5CS-2023-HS-49-23	City of Goose Creek Prosecutor	\$61,386.00	\$61,386.00	\$0.00	\$0.00	2	VOU-13	Nov-20-2023
M5CS-2023-HS-49-23		\$61,386.00	\$61,386.00	\$0.00	\$0.00	2	VOU-13	Nov-20-2023
<b>405d Mid Court SupportTotal</b>		<b>\$571,261.40</b>	<b>\$571,261.40</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>405d Mid Training</b>								

M5TR-2023-HS-26-23	CJA Imp Dr Countermeasures Tra	\$125,926.13	\$125,926.13	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
M5TR-2023-HS-26-23		\$125,926.13	\$125,926.13	\$0.00	\$0.00	4	VOU-16	Jan-17-2024
<b>405d Mid TrainingTotal</b>		<b>\$125,926.13</b>	<b>\$125,926.13</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>4</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>405d Impaired Driving Mid Uncommitted</b>								
M5X-2023-00-00-00	M5X Holding Account	\$0.00	\$0.00	\$0.00	\$0.00	0		
M5X-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$0.00	0		
M5X-2023-HS-23-22	MADD *M4X	\$120,038.00	\$120,038.00	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
M5X-2023-HS-23-22		\$120,038.00	\$120,038.00	\$0.00	\$0.00	3	VOU-14	Dec-19-2023
<b>405d Impaired Driving Mid UncommittedTotal</b>		<b>\$120,038.00</b>	<b>\$120,038.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>3</b>	<b>VOU-14</b>	<b>Dec-19-2023</b>
<b>BIL 405d Impaired Driving MidTotal</b>		<b>\$1,611,425.13</b>	<b>\$1,611,425.13</b>	<b>\$0.00</b>	<b>\$3,302,329.90</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>
<b>BIL 405f Motorcycle Programs</b>								
<b>405f Motorcyclist Awareness</b>								
M11MA-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$46,797.95	0		
M11MA-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$46,797.95	0		
M11MA-2023-HS-04-23	PIOT MOTORCYCLE AWARENESS *M11	\$59,237.76	\$59,237.76	\$0.00	\$0.00	1	VOU-12	Oct-13-2023
M11MA-2023-HS-04-23		\$59,237.76	\$59,237.76	\$0.00	\$0.00	1	VOU-12	Oct-13-2023
<b>405f Motorcyclist AwarenessTotal</b>		<b>\$59,237.76</b>	<b>\$59,237.76</b>	<b>\$0.00</b>	<b>\$46,797.95</b>	<b>1</b>	<b>VOU-12</b>	<b>Oct-13-2023</b>
<b>BIL 405f Motorcycle Programs Total</b>		<b>\$59,237.76</b>	<b>\$59,237.76</b>	<b>\$0.00</b>	<b>\$46,797.95</b>	<b>1</b>	<b>VOU-12</b>	<b>Oct-13-2023</b>
<b>BIL 405h Nonmotorized Safety</b>								
<b>405h Public Education</b>								
FHPE-2023-00-00-00	BIL FHPE Holding Account	\$0.00	\$0.00	\$0.00	\$719,918.62	0		
FHPE-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$719,918.62	0		
<b>405h Public EducationTotal</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$719,918.62</b>	<b>0</b>		
<b>405h Nonmotorized Safety Uncommitted</b>								
FHX-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$0.00	0		
FHX-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$0.00	0		
<b>405h Nonmotorized Safety UncommittedTotal</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0</b>		
<b>BIL 405h Nonmotorized SafetyTotal</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$719,918.62</b>	<b>0</b>		
<b>SUPPLEMENTAL BIL NHTSA 402</b>								
<b>Traffic Enforcement Services</b>								
PT-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$638,472.29	0		
PT-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$638,472.29	0		
<b>Traffic Enforcement ServicesTotal</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$638,472.29</b>	<b>0</b>		
<b>SUPPLEMENTAL BIL NHTSA 402 Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$638,472.29</b>	<b>0</b>		
<b>SUPPLEMENTAL BIL 405b OP High</b>								
<b>405b High HVE</b>								
M1HVE-2023-00-00-00	Holding Account	\$0.00	\$0.00	\$0.00	\$80,014.72	0		
M1HVE-2023-00-00-00		\$0.00	\$0.00	\$0.00	\$80,014.72	0		
<b>405b High HVETotal</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$80,014.72</b>	<b>0</b>		

<b>SUPPLEMENTAL BIL 405b OP</b>									
<b>HighTotal</b>									
	\$ .00	\$ .00	\$ .00	\$80,014.72	0				
<b>SUPPLEMENTAL BIL 405c Data Program</b>									
<b>405c Data Program</b>									
M3DA-2023-00-00-00 Holding Account	\$ .00	\$ .00	\$ .00	\$90,590.51	0				
M3DA-2023-00-00-00	\$ .00	\$ .00	\$ .00	\$90,590.51	0				
<b>405c Data ProgramTotal</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$90,590.51</b>	<b>0</b>				
<b>SUPPLEMENTAL BIL 405c Data</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$90,590.51</b>	<b>0</b>				
<b>Program Total</b>									
<b>SUPPLEMENTAL BIL 405d Impaired Driving Mid</b>									
<b>405d Mid HVE</b>									
M5HVE-2023-00-00-00 Holding Account	\$ .00	\$ .00	\$ .00	\$317,441.86	0				
M5HVE-2023-00-00-00	\$ .00	\$ .00	\$ .00	\$317,441.86	0				
<b>405d Mid HVE Total</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$317,441.86</b>	<b>0</b>				
<b>405d Impaired Driving Mid Uncommitted</b>									
M5X-2023-00-00-00 Supp BIL 405d MID Holding Acco	\$ .00	\$ .00	\$ .00	\$ .00	0				
M5X-2023-00-00-00	\$ .00	\$ .00	\$ .00	\$ .00	0				
<b>405d Impaired Driving Mid UncommittedTotal</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>0</b>				
<b>SUPPLEMENTAL BIL 405d</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$317,441.86</b>	<b>0</b>				
<b>Impaired Driving MidTotal</b>									
<b>SUPPLEMENTAL BIL 405f Motorcycle Programs</b>									
<b>405f Motorcyclist Awareness</b>									
M11MA-2023-00-00-00 Holding Account	\$ .00	\$ .00	\$ .00	\$4,855.58	0				
M11MA-2023-00-00-00	\$ .00	\$ .00	\$ .00	\$4,855.58	0				
M11MA-2023-HS-04-23 PIOT MOTORCYCLE AWARENESS *M11	\$4,950.07	\$4,950.07	\$ .00	\$ .00	1	VOU-12	Oct-13-2023		
M11MA-2023-HS-04-23	\$4,950.07	\$4,950.07	\$ .00	\$ .00	1	VOU-12	Oct-13-2023		
<b>405f Motorcyclist AwarenessTotal</b>	<b>\$4,950.07</b>	<b>\$4,950.07</b>	<b>\$ .00</b>	<b>\$4,855.58</b>	<b>1</b>	<b>VOU-12</b>	<b>Oct-13-2023</b>		
<b>SUPPLEMENTAL BIL 405f</b>	<b>\$4,950.07</b>	<b>\$4,950.07</b>	<b>\$ .00</b>	<b>\$4,855.58</b>	<b>1</b>	<b>VOU-12</b>	<b>Oct-13-2023</b>		
<b>Motorcycle ProgramsTotal</b>									
<b>SUPPLEMENTAL BIL 405h Nonmotorized Safety</b>									
<b>405h Public Education</b>									
FHPE-2023-00-00-00 Supp BIL 405h Holding Account	\$ .00	\$ .00	\$ .00	\$46,388.41	0				
FHPE-2023-00-00-00	\$ .00	\$ .00	\$ .00	\$46,388.41	0				
<b>405h Public EducationTotal</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$46,388.41</b>	<b>0</b>				
<b>405h Nonmotorized Safety Uncommitted</b>									
FHX-2023-00-00-00 Holding Account	\$ .00	\$ .00	\$ .00	\$ .00	0				
FHX-2023-00-00-00	\$ .00	\$ .00	\$ .00	\$ .00	0				
<b>405h Nonmotorized Safety UncommittedTotal</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>0</b>				
<b>SUPPLEMENTAL BIL 405h</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$46,388.41</b>	<b>0</b>				
<b>Nonmotorized SafetyTotal</b>									
<b>NHTSA Total</b>	<b>\$8,422,690.34</b>	<b>\$8,422,690.34</b>	<b>\$ .00</b>	<b>\$14,734,800.93</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>		
<b>Total</b>	<b>\$8,422,690.34</b>	<b>\$8,422,690.34</b>	<b>\$ .00</b>	<b>\$14,734,800.93</b>	<b>16</b>	<b>VOU-16</b>	<b>Jan-17-2024</b>		