



SOUTH DAKOTA
HIGHWAY SAFETY

**Annual Report of NHTSA Funded
Highway Safety Programs**

Federal Fiscal Year 2018

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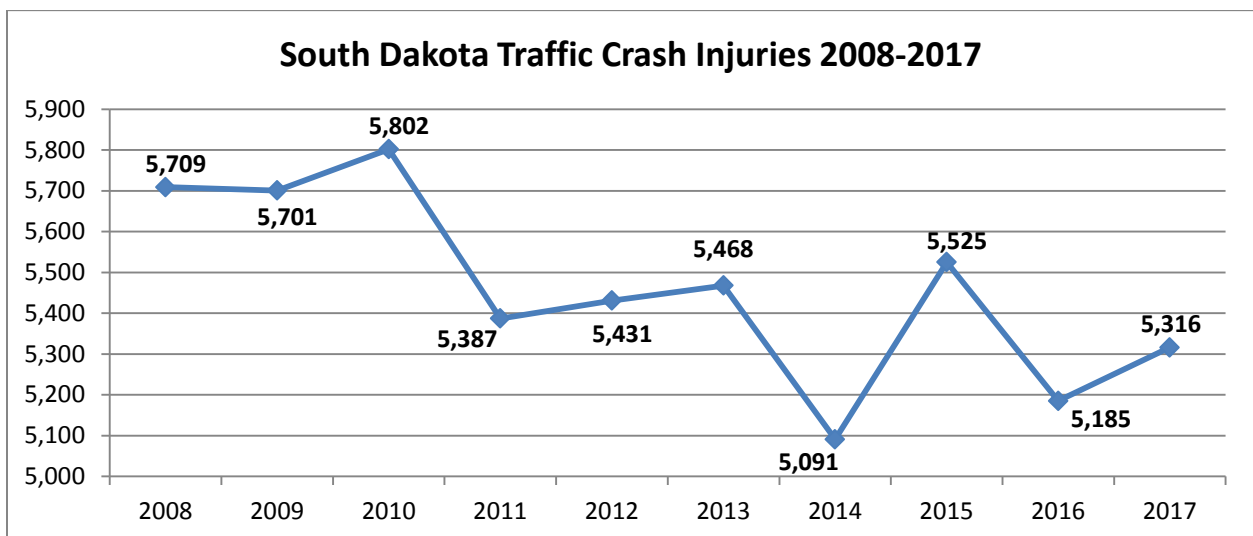
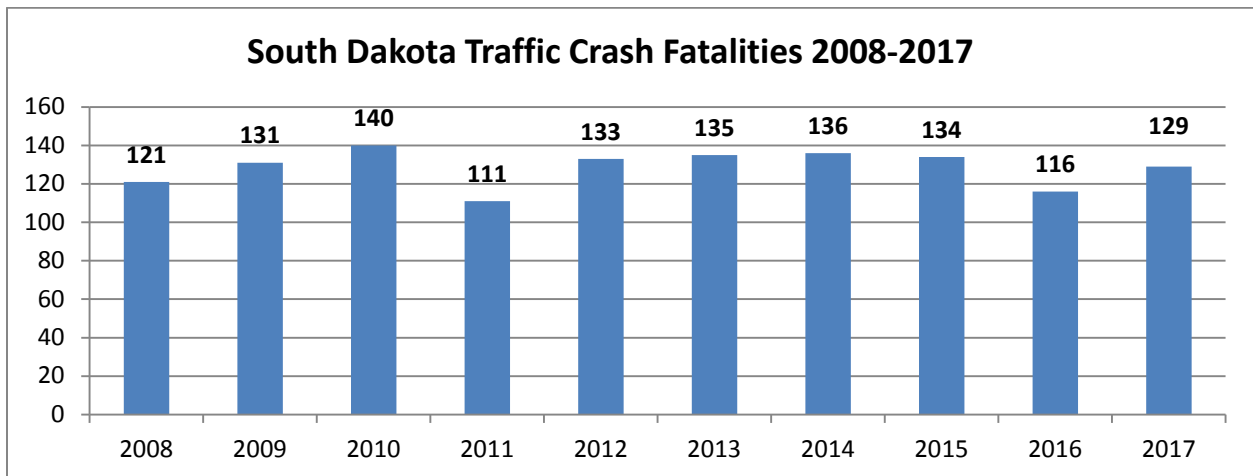
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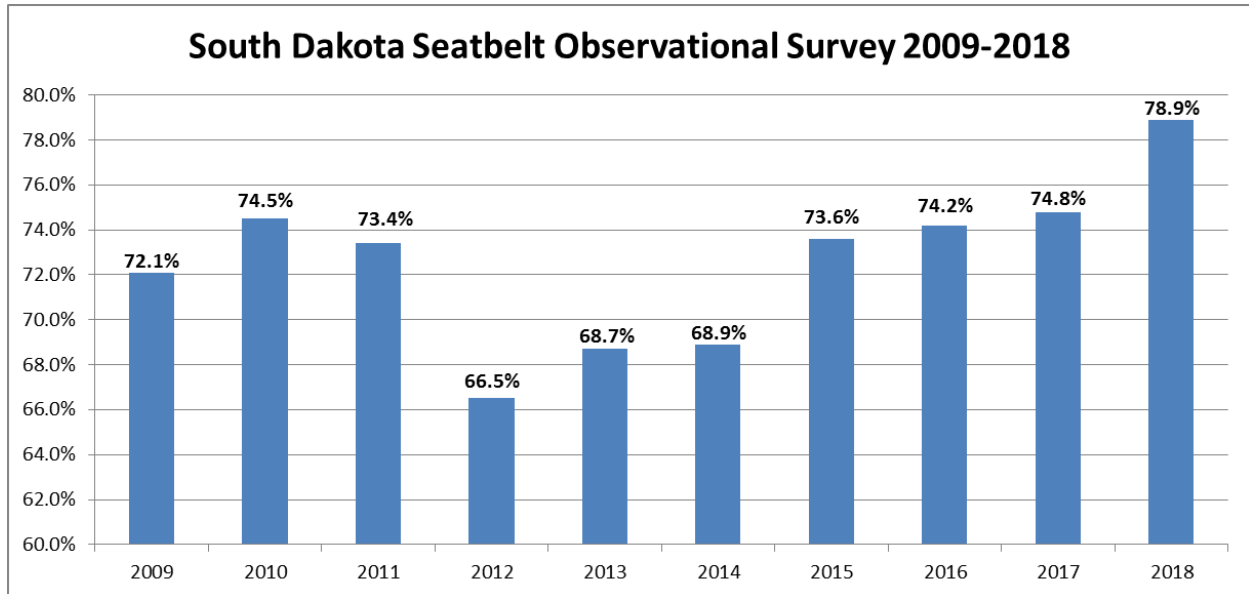
South Dakota Highway Safety Executive Summary

This report provides information about NHTSA funded highway safety activities for FFY18. Crash data from 2017 is the most recent one-year data available; this data shows progress for specific highway safety goals.

There is an average of 17,190 reportable traffic crashes in South Dakota each year. There were 129 fatalities and 5,316 injuries as a result of traffic crashes in 2017; this is a 10.1% increase in fatalities and a 2.5% increase in injuries from 2016.

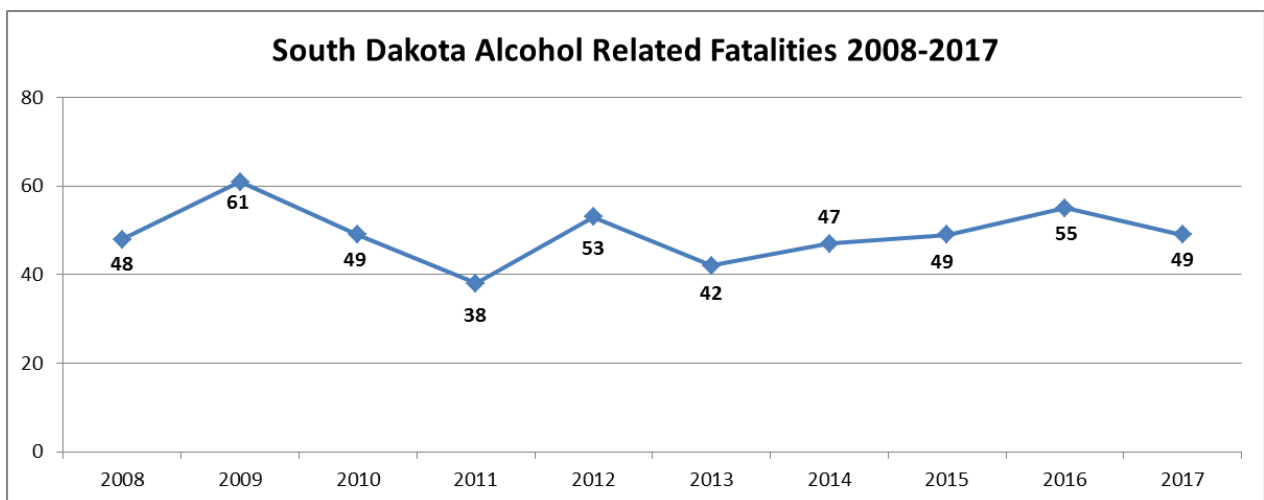


In 2017, 66.3% of the motor vehicle occupants killed in traffic crashes were not wearing seatbelts. Of the 101 fatalities, 67 were not wearing seatbelts. Of the 67 not wearing seatbelts, 37 were ejected from the vehicle. The most recent observational seatbelt survey shows an increase in the number of people wearing seatbelts, from 74.8% in 2017 to 78.9% in 2018, based on new survey methodology implemented by NHTSA.

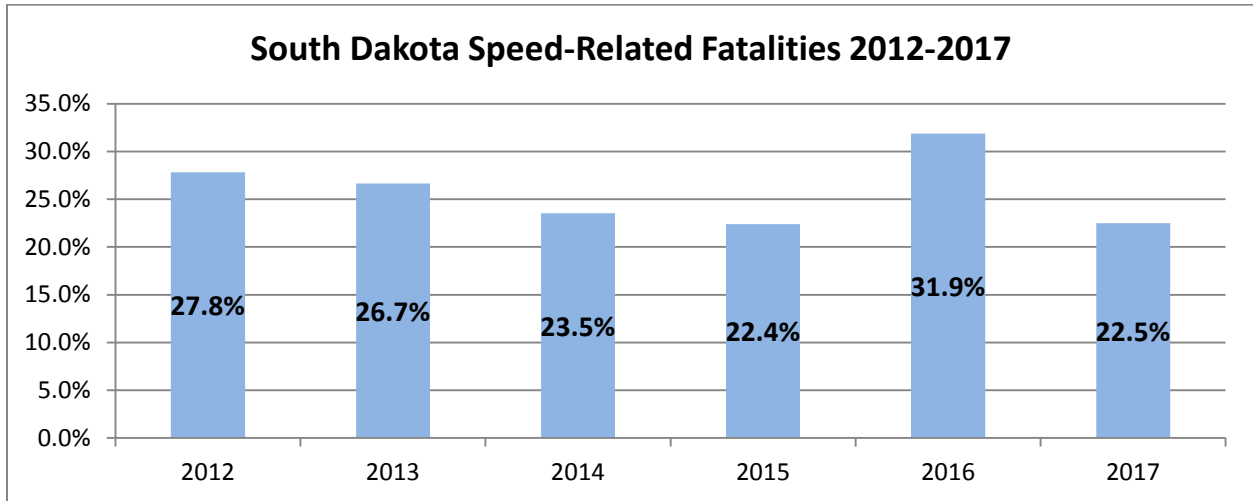


*New survey methodology implemented by NHTSA in 2012.

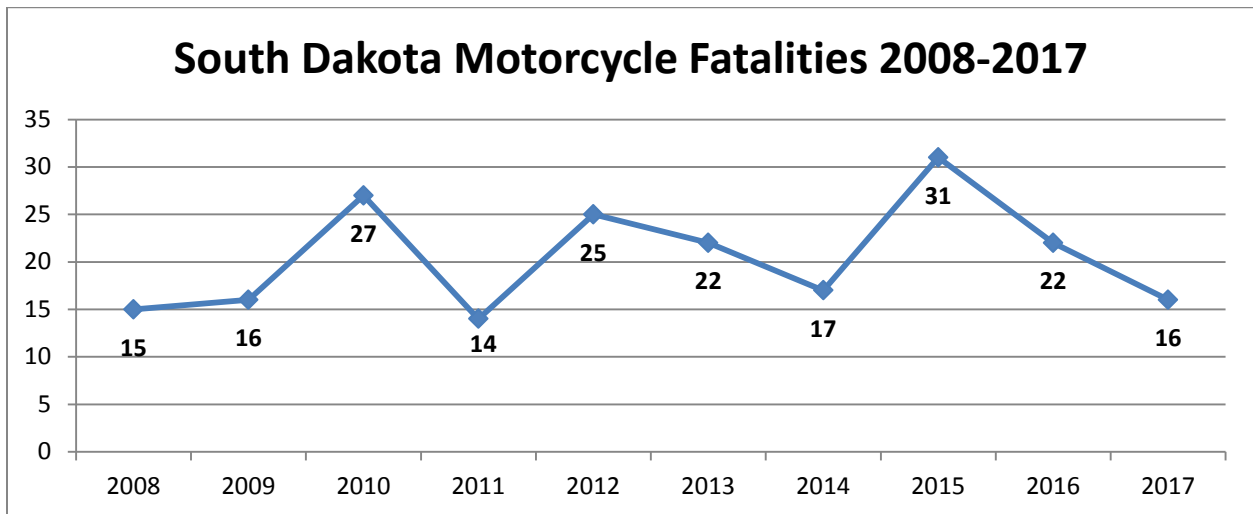
While alcohol-related fatalities saw a continual increase from 2013-2016, 2017 showed a decrease from the prior year for this type of fatality with a decrease of 12.2%, from 55 to 49 fatalities.



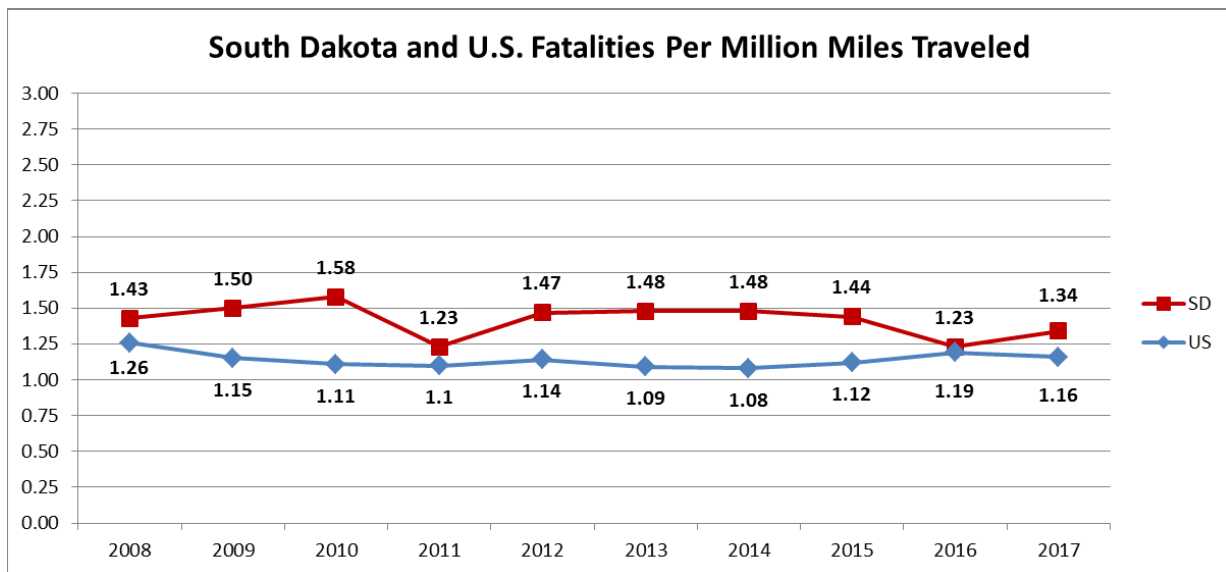
In 2017, speed was a contributing factor in 19.8% of fatal crashes, showing a decrease from 31.0% in 2016. The percent of speed-related fatalities also saw a significant decrease in 2017, trending down from 31.9% to 22.5%.



In 2017, the number of motorcycle crash fatalities decreased from 22 in 2016 to 16 in 2017. This also lowered the ten year average from 22 to 21. Of the 16 motorcycle fatalities in 2017, 16 were drivers and 0 were passengers. There were 56% of the motorcyclists killed in motor vehicle traffic crashes that did not wear a helmet. This is a step in the right direction as there were 68% of motorcyclists killed that did not wear a helmet in 2016.



The South Dakota traffic crash fatality rate per million miles traveled increased to 1.34 in 2017 compared to the 2016 rate of 1.23. South Dakota's rate is still above the national rate of 1.16 in 2017. The increase in South Dakota's rate could potentially be attributed to climate and economic factors. South Dakota experienced a slightly warmer than average winter in 2017 which allowed more motorists to be on the roadways. Economic factors such as lower gas prices and an increase in disposable income allowed more motorists to travel South Dakota's roadways.



FFY2018 Highway Safety Goals and Outcomes

The Highway Safety Plan for federal fiscal year 2018 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2017.

Overall Goals

C1 – Maintain the traffic fatalities five-year average to 130 or less for 2014-2018.

Outcome:

At the end of CY2017, the traffic fatality count for the year was 129 and the five year average was 130 fatalities. The goal toward maintaining a five-year average of 130 is currently being met.

General Assessment:

Part of the challenge of meeting this goal is the increased fatality reporting from tribal safety partners. While South Dakota traffic fatalities continued to trend downward through 2016, we saw a 10% increase in fatalities in 2017.

We funded the following programs to assist in achieving this goal.

- Community Outreach
- DOT Hazard Elimination
- Driver Education Coordinator
- Grant Management System
- Judicial Outreach Liaison
- Mountain Plains Evaluation – TRCC
- Office of Rural Health/EMS Program
- Our LEL Division
- Planning & Administration
- Public Information Officer
- Roadway Safety Committee
- TraCS/WebTraCS
- USD Business Research

Clearly, we need to develop additional grass-root efforts to bring the fatality number down and to fine-tune the use of law enforcement overtime. A GIS analysis of multiyear fatality and injury crashes will be undertaken to create a sharper focus of these efforts.

C2 – Decrease the serious traffic injuries five-year average to 759 or less for 2014-2018 time period.

Outcome:

At the end of CY2017, the serious traffic injury count was 649 bringing the 5 year average to 744. The goal toward meeting a five-year average of 759 or less is currently being met.

General Assessment:

Injury crash prevention and fatal crash prevention often go hand-in-glove and the fact that our injury crash number goal is met is good news. Both crash reduction programs, however, depend on the ongoing effort in other program areas.

It should also be noted that the higher number of traffic injuries (as opposed to crash fatalities) allows for greater statistical allowances in data. For example, when a state has a relatively low fatality count, such as South Dakota, the addition of a small handful of fatal crashes is a statistical issue.

The South Dakota Office of Highway Safety will continue to explore program opportunities to reduce injury crashes. This will have a corresponding effect on fatal crash numbers.

C3 – a) Decrease the five-year average fatalities/VMT from to 1.34 or less for 2014-2018.

b) Decrease the five-year average rural fatalities/VMT to an average rate of 1.62 or less for 2014-2018.

c) Decrease the five-year average urban fatalities/VMT to an average rate of .72 or less for 2014-2018.

Outcome:

At the end of CY2017, the traffic fatality rate as a function of VMT increased to 1.34 from 1.23 in 2016. The five-year average at the end of 2017 calculates to 1.39, which is higher than the goal of 1.34 or less for 2014-2018.

At the end of CY2017, the rural traffic fatality rate as a function of VMT increased to 1.62 from 1.56 in 2016. The five-year average at the end of 2017 calculates to 1.71, which is higher than the goal of 1.62 or less for 2014-2018.

At the end of CY2017, the urban traffic fatality rate as a function of VMT increased to 0.69 from .46 in 2016. The five-year average at the end of 2017 calculates to .66, which is lower than the goal of .72 or less for 2014-2018.

General Assessment:

The highway safety office has some control over this number but this goal is almost entirely dependent on vehicle miles traveled by the motoring public.

It is the common wisdom of traffic safety professionals that VMT's ebb and flow with the economy. So, while an improvement in fatality counts may be made by the OHS, the outcome of this measure is dependent on economic factors outside the control of the state.

In a period of relative economic distress, the VMT goal will go up slightly because of fewer miles traveled. States, such as South Dakota, that depend heavily on tourism and the vehicles used to accomplish 'family vacations' look for improved economic periods to fulfill this goal.

C4 – Decrease the unrestrained passenger vehicle occupant fatalities five-year average to 60.0 or less for 2014-2018.

Outcome:

At the end of CY2017, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 67 people. This brings the five-year average to 63.6, which is above our five-year goal of 60 or less for 2014-2018. Continued enforcement and education is needed in order to get the five-year average trending toward our goal.

General Assessment:

We are a secondary enforcement state and because of that our efforts need to be largely focused on educational messages and teaching the next generation the value of buckling up. NHTSA may argue that secondary enforcement doesn't mean 'zero enforcement' and South Dakota agrees. But, the stark reality is that enforcement is complicated as a secondary issue.

Despite a lack of primary enforcement and a substantial fine for not wearing a seatbelt, it remains the duty of the Office of Highway Safety to increase seatbelt usage. This will be a continued multi-front project because of the east/west river composite of the state. Adding the nine tribes to the messaging also creates a challenge.

We funded the following programs to assist in achieving this goal.

- Law Enforcement Programs/Overtime
- Media
- SD Emergency Medical Services for Children
- Seat Belt Survey
- Volunteers of America

C5 – Decrease the alcohol impaired driving fatalities five-year average to 40.9 or less for 2014-2018.

Outcome:

At the end of CY2017, the number of fatalities stood at 49 for those fatalities involving a driver or operator with a BAC of .08 or above. This is a 12.2% decrease from calendar year 2016. Although there was a decrease in impaired driving fatalities in 2017, the five-year average of 48.4 is above the goal of 40.9 for 2014-2018.

General Assessment:

The South Dakota Office of Highway Safety strongly believes that funding a wide range of impaired driving programs will have a positive effect on fatality and injury crash numbers. The 'frontier' mentality that it is okay to drink and drive has been addressed in many of our media messages.

We continue to have great success with our DUI First educational materials. These materials are an attempt by our office to standardize the curriculum of those who are charged with their first DUI and charged to attend an educational program as part of their overall sentence. This has been a statistical success.

We funded the following programs to assist in achieving this goal.

- DUI Court
- From the H.E.A.R.T.
- Law Enforcement Programs/Overtime
- Law Enforcement Equipment
- Media
- Minnehaha County DUI Prosecutor
- Mountain Plains Evaluation
- SD Broadcasters
- SDHP DRE School
- SDHP Enforcement
- SDSMT Safe Rides
- SDSU Safe Rides
- Traffic Enforcement Training

- TSRP
- USD Safe Rides
- Volunteers of America

Our efforts will be bolstered in the coming months and years with the recommendations of the Impaired Driving Task Force which is meeting on a regular basis to determine what is and is not working in South Dakota.

C6 – Decrease the speeding related fatalities five-year average to 31.8 or less for 2014-2018.

Outcome:

At the end of CY2017, the number of fatalities for speeding-related deaths totaled 29, compared to 37 in 2016. This decrease brought the five-year average down from 34.4 in 2012-2016 to 32.8 in 2013-2017.

General Assessment:

Speed related fatalities remain a very real problem in South Dakota. The state continues to allocate resources to speed enforcement. Being a very rural state with long stretches of wide open roadways, the ability to speed has always been an issue. Law enforcement personnel cannot effectively cover the many hundreds of square miles of state roadways simultaneously, which results in the need to educate the public of the dangers.

We funded the following programs to assist in achieving this goal.

- Law Enforcement Equipment
- Law Enforcement Programs/Overtime
- SDHP Enforcement

C7 – Decrease the five-year average for motorcyclist fatalities to a five-year average of 19.2 or less for 2014-2018.

Outcome:

For CY2017, the motorcycle fatality count ended at 16. This is a 37.5% decrease from calendar year 2016. The five-year average decreased to 22 fatalities, which is on track to meet the five-year average for 2014-2018.

General Assessment:

The State of South Dakota works diligently to keep this number as low as possible but the effort is complicated by the annual Sturgis Motorcycle Rally which brings hundreds of thousands of motorcycle enthusiasts to the state each year.

We funded the following programs to assist in achieving this goal.

- Media

C8 – Decrease the unhelmeted motorcyclist fatalities five-year average 14.2 fatalities or less for 2014-2018.

Outcome:

The unhelmeted motorcyclist fatality count for CY2017 ended at 9. The goal toward meeting a five-year average of 14.2 fatalities or less is currently being met.

General Assessment:

Although we fund the motorcycle safety and training program from state funds each year, the goals cited in C7 and C8 are dependent on motorist activities from visitors to the state (namely those attending the rally) and citizens of South Dakota.

The Office of Highway Safety has an ongoing educational website (SouthDakotaRides.com) that is actively marketed to individuals with an interest in motorcycle-related activities. Again, this activity is largely funded from state-based revenues.

South Dakota has determined that the application process for \$405 funds targeted for motorcycle safety to be far too cumbersome for the amount of funding provided.

C9 – Decrease the drivers age 20 or younger involved in fatal crashes five-year average to 15.8 or less for 2014-2018.

Outcome:

At the end of CY2017, the number of drivers age 20 or younger involved in a fatal crash stood at 10 drivers. The five-year average for 2013-2017 is 16.6 drivers. If we continue to see a decreasing trend, the goal toward meeting a five-year average of 15.8 fatalities or less has the potential to be met.

General Assessment:

Speed, unbelted drivers, and alcohol use are all factors in this performance goal.

The Impaired Driving Task Force is examining young drivers, the Driver Education Coordinator is examining what factors are missing in South Dakota's driver education programs, and other initiatives are underway in an effort to push this number in a downward direction.

We funded the following programs to assist in achieving this goal.

- South Central Alcohol Task Force
- Teen Court

Obviously, additional work needs to be done on this front, but with one of the lowest legal driving ages in the United States (14 for an instructional permit); South Dakota has significant challenges ahead.

C10 – Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2014-2018, despite expected increases in population.

Outcome:

At the end of CY2017, there were 10 pedestrian fatalities in South Dakota. The increase in 2017 caused the five-year average to also increase from 6.4 in 2012-2016 to an average of 8 from 2013-2017. It is imperative that we continue to focus on pedestrian safety in order to meet our five-year goal of 7 fatalities or less.

General Assessment:

Fatalities in this category are historically tribal in nature. That makes it difficult to treat the problem with an over-arching fix. We funded the following programs to assist in achieving this goal.

- South Dakota Emergency Medical Services for Children

C11 – Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2014-2018, despite expected increases in population.

Outcome:

At the end of CY2017, there were 0 bicyclist fatalities in South Dakota. This was not a change from the prior year as there were 0 bicyclist fatalities during 2016. The ability to maintain zero fatalities ensures the goal of the five-year average of 1 fatality or less can be met.

General Assessment:

South Dakota historically has a low number of bicycle fatalities. We funded the following programs to assist in achieving this goal.

- South Dakota Emergency Medical Services for Children

B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 74.8% percent for 2018.

Outcome:

Statewide usage for CY2018 is reported at 78.9%. This is a 5.2% increase from CY2017 in which the statewide rate was 74.8%.

General Assessment:

As has already been assessed in Performance Goal C4, South Dakota needs to make large strides in Occupant Protection. The Office of Highway Safety recognizes this fact and works within appropriate boundaries to make a difference.

The office anticipates undertaking additional promotional activities and enforcement campaigns in late first quarter of 2017 to push seatbelt usage above the goals.

This will include educational activities on tribal lands which we believe skews our usage rate downward.

In addition to the goals outlined above, activity measures at the end of CY2017 had the following results:

- Impaired Driving Citations: 11,408
- Occupant Protection Citations: 12,894
- Speed Citations: 41,647

FFY18 Project Agreement Annual Report Summaries

Community Outreach and Program Management

Contact Information: Amanda Hossle
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2018-03-07 and 2018-03-08

This project supported a Management Analyst to provide technical assistance to statewide and local highway safety projects. The Analyst assisted the Director of the SD Office of Highway Safety with writing federal grant applications, reports, project applications and agreements, project monitoring, technical assistance to project directors, and budget management.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Driver Education Coordinator

Contact Information: Christopher Grant
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2018-03-09

This project supported a Driver Education Coordinator to provide coordination and support for the driver education process in South Dakota. The Driver Education Coordinator serves as the primary point-of-contact for any school district administrator or driver education instructor who has questions, and is working to create and maintain a comprehensive database of active driver education instructors across the state.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

DUI 1st Program

Contact Information: Roland Loudenburg
Mountain Plains Evaluation
PO Box 530
201 N Main St
Salem, SD 57058

Project Number: 2018-03-10

South Dakota has implemented the South Dakota Public Safety DUI First Program across the state to provide consistent drinking and driving programming for DUI offenders with an emphasis on DUI 1st offenders. A key important component of implementation of the curriculum is to ensure that all sites are implementing the model in a consistent manner across the state. The evaluators will participate in project steering committee meetings and conduct site visits and monitor program implementation to assess the implementation and fidelity of the model.

This project was funded with Section 164AL federal funds.

Project Contribution to Highway Safety Target:

Upon completion of the course, participants thought the course would help them change their drinking and driving behaviors and participants rated instructors high for caring, inclusion, and preparedness. Across all agencies and groups studied a change is noted in the positive direction from Pre-Test to Post-Test on all knowledge and attitude questions. One year after completion of the course participants still found the material relevant and useful in helping them change their drinking and driving behavior and still rated the instructors and course material very high. Generally, recidivism rates by years of exposure and survival analysis showed that course participants had lower recidivism rate and a slower recidivism rate than did the control groups.

DUI Court 4th and 5th Circuit

Contact Information: Noreen Plumage
 500 E Capitol Ave
 Pierre, SD 57501

Project Number: 2018-02-52

The DUI Courts were developed in South Dakota following the national DUI Court model. DUI Court is an option for judges as an alternative to incarceration. The DUI Court model provides judicially supervised treatment for eligible offenders. To be eligible for DUI Court, an offender must have a current felony DUI conviction, no history of illegal drug distribution or violent crimes, have an alcohol/drug dependence or abuse diagnosis, are at least 18 years of age and live within 25 miles of either Sturgis, Lead, Spearfish, Belle Fourche (4th Circuit) or Aberdeen (5th Circuit). Programming requirements include participation in the 24/7 program, attendance at a community support group, weekly court and participation in alcohol/drug and mental health treatment.

This project was funded with Section 405(d) federal funds.

Project Contribution to Highway Safety Target:

In FFY18, the fourth and fifth circuit DUI Courts served 53 hardcore drinkers and drivers. A total of 15 individuals graduated and 7 were terminated. As part of the DUI Court program, meetings were held weekly in court with the client, judge, state's attorney, defense counsel, court service officer, program manager, case manager, and treatment provider. The 4th and 5th Circuit DUI Courts completed the year with a combined 66% graduation rate, therefore exceeding the desired objective of increasing from 56% to 59%.

Emergency Medical Services for Children – Bike and Pedestrian Safety

Contact Information: Corolla Lauck
EMS for Children
1400 W 22nd Street
Sioux Falls, SD 57105

Project Number: 2018-02-57

This project focuses on injury prevention focusing on bike and pedestrian safety, responding to requests for information and coordinating special events. The focus is on educating children and their care givers about in safe walking and bicycling habits, routes and best practices. SD EMS for Children incorporates the prevention education on these initiatives in current educational activities along with creating a separate educational package for all EMS agencies to use. This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. Awareness materials including "ready-to-use" tools such as bike rodeo instruction manuals, planning events, posters, press release, brochures, community and school based activities were provided to communities who hosted a bike rodeo.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The first objective of the bicycle project was to reduce the number of bicycle fatalities by 50% from 1 to 0 in 2018. South Dakota reported 0 bicycle fatalities in fiscal year 2018. The second objective was to reduce the number of bicycle injuries by 10% from 79 to 71 in fiscal year 2018. South Dakota reported 66 bicycle injuries in fiscal year 2018. The bicycle objectives were met.

The first objective of the pedestrian project was to reduce the number of pedestrian fatalities by 20% from 10 to 8 in fiscal year 2018. South Dakota reported 11 pedestrian fatalities in fiscal year 2018. The second objective was to reduce the number of pedestrian injuries by 10% from 99 to 89 in fiscal year 2018. South Dakota reported 97 pedestrian injuries in fiscal year 2018. The goal for pedestrian safety was successful in reducing fatalities, however, pedestrian injuries increased resulting in a recognized need to investigate and focus on pedestrian injuries in fiscal year 2019.

Emergency Medical Services for Children – Occupant Safety

Contact Information: Corolla Lauck
EMS for Children
1400 W 22nd Street
Sioux Falls, SD 57105

Project Number: 2018-02-54

The 2018 activities for SD EMS for Children's occupant safety project included "It's not fine till they're 4' 9", a program developed to enhance parental/caregiver understanding of best practices in transitioning children to seat belts and assisting with booster seats on a needs basis. Continued work with our partners to deliver materials, education and resources compiled from a variety of local and national sources. A sustainable state wide message was coordinated throughout the year, with emphasis in May to support EMS week/May mobilization and back to

school. Public education and messaging with vested partners to improve proper restraint use for all ages, thus improving seatbelt usage rates.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities and injuries for all seating positions by 10% from 828 to 745 in fiscal year 2018. For fiscal year 2018, there were 683 unrestrained fatalities and injuries. The objective of this project was met.

Emergency Medical Services Program

Contact Information: Marty Link
Office of Rural Health/Emergency Medical Services
600 E Capitol Ave
Pierre, SD 57501

Project Number: 2018-02-69

Motor vehicle crash victims are, more often than not, trauma victims. Trauma is the leading cause of death between the ages of 1 and 44 in the State of South Dakota. The Office of Rural Health (ORH) administers two programs dedicated to the treatment and prevention of traumatic injuries statewide. South Dakota has a vast physical footprint with many miles of roadways. These roadways are protected by law enforcement and when motor vehicle collisions occur, law enforcement, Emergency Medical Services, and the trauma system initiate immediate response. However with such a vast footprint, care and treatment for traumatized patients can be delayed for several reasons such as collision recognition, EMS response, and distance to appropriate care. Each of these factors can increase mortality. During the grant year, the EMS Program worked with ambulance service directors and educators to promote the EMR (Emergency Medical Responder) level of certification statewide. Recent legislation has allowed for this new level of certification in SD. Legislation passed in 2016 realigned the crew makeup of an ambulance response. Therefore, the EMR can now function as the driver during an ambulance response.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

Workforce development is one of the most important aspects of the Department of Health's EMS Program. Over the grant year, the EMS Program focused extensive efforts to increase the number of Emergency Medical Responders (EMR) certified in South Dakota.

The EMR level of certification was recently adopted as an official provider level in South Dakota. At the time, there were approximately 80 nationally registered EMRs residing in the state. Once the EMR level was officially adopted, the EMS Program reached out to each of the nationally registered EMRs via USPS with reciprocity forms providing them the ability to become SD certified. In addition to the certification process described above, the EMS Program began approving EMR classes with several classes hosted by EMS instructors.

For the grant year ending September 30, 2018, the EMS Program has certified 69 EMRs to date. The grant goal was not achieved but there is continued confidence that the number of EMRs will continue to rise as we continue to promote the newly adopted provider level.

From the H.E.A.R.T.

Contact Information: Nancy Scharenbroich
6700 East Split Rock Circle
Sioux Falls, SD 57110

Project Number: 2018-02-64

This project focuses on alcohol impaired driving prevention through the use of awareness materials and public education. From the H.E.A.R.T. stands for Help Eliminate Alcohol Related Tragedies. The message, "Get a Ride, Don't Drink and Drive", appeared on billboards across the state on main roadways and highways, drivers heard "Get a Ride, Don't Drink and Drive" on the radio as they traveled South Dakota roadways and in their homes across the state of South Dakota. Public Service announcements were broadcasted on the TV during the holidays and high traffic times in order to deter people from drinking and driving.

This project is funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

Images appeared on static and electronic billboards throughout the state. Billboards geared toward specific events were ran during New Years, 4th of July, Sturgis Rally, and back to school. We worked with Lamar Billboards to get the message "Get a Ride, Don't Drink and Drive" out across the state with a "Just Call Someone" campaign. Our mission was to become a constant reminder to people that saw the road side billboard to call someone rather than drink and drive. Our main billboard this year was big and bright and it had a clear message. Just call someone "Get a Ride, Don't Drink and Drive". Midcontinent Communications continues to be a valued partner in spreading the message, "Get A Ride Don't Drink and Drive" to their viewers across the state. Midwest Communications was able to run radio spots at perfect times when their listeners needed to be reminded to make good choices. During fiscal year 2018, South Dakota had 61 alcohol-related fatalities compared to 48 fatalities in 2015. Based on the previous statement, there is a continued need to raise awareness regarding this dangerous behavior. The hope is to continue to have a positive impact while working to improve highway safety across the state of South Dakota.

Grants Management System – EDGAR

Contact Information: Amanda Hossle
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2018-03-04 and 2018-03-05

EDGAR (Electronic Database for Grant Application and Reporting) offers options for the advertisement, submittal and review of grantee proposals/applications, the creation of contracts, the disbursement of funds, the collection and retention of contract deliverables, and requests for reimbursement and post-grant reporting and evaluations. E-grant systems with automatic

notifications and reminders help sub-grantees stay on track with contract terms and deliverables, alert the state when documents are overdue, collect data for annual reports, and increase staff efficiencies by reducing the issuance of notifications the OHS administers in hard copy now.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

There are currently 105 law enforcement agencies registered with EDGAR to either manage their Highway Safety grant or report monthly traffic data. There are currently 50 state, community coalitions, and non-profit organizations registered with EDGAR.

Highway Patrol

Contact Information: Colonel Craig Price, Superintendent/Sgt. Jon Stahl
Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2018-00-34; 2018-00-35; 2018-00-36

The Highway Patrol was provided with federal support for increased traffic enforcement and public education overtime; equipment; and public education materials.

In conjunction with May Seatbelt Mobilization activities, the Highway Patrol continued to utilize the Roll-Over Simulator. Troopers provided public education while using the two rollover simulators to demonstrate what happens to a person when they don't use a seatbelt.

This project was funded with Section 402 and 405(d) federal funds.

Project Contribution to Highway Safety Target:

In FFY18, the Highway Patrol provided 5,677 hours of overtime for increased alcohol enforcement in the state resulting in 239 people arrested for impaired driving, 19 citations for underage possession/consumption, and 57 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 30,059 hours of overtime to increase speed enforcement. During those hours of speed enforcement overtime, 2,787 speed citations and 1,125 seatbelt citations were issued in FFY18.

The Highway Patrol invested roughly 250 hours of overtime into sobriety checkpoints and saturation patrols throughout FFY18. Each high visibility event was preceded by a news release developed by the Public Information Officer.

The Highway Patrol dedicated 1,006 hours of safety and education programs across the state. Troopers conducted presentations at schools, civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

Impaired Driving Task Force

Contact Information: Roland Loudenburg
Mountain Plains Evaluation
PO Box 530
201 N Main St
Salem, SD 57058

Project Number: 2018-03-12

In FFY18, a contract with Mountain Plains Evaluation again provided evaluation of the 1st Offender Curriculum and the 24/7 Sobriety Project; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

In an attempt to reduce the number of re-offenses for first time DUI offenders, South Dakota developed a twelve hour, standardized, evidence-based curriculum for first time DUI offenders that included education and cognitive-behavioral components. The curriculum is available to the courts. A post 1st Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants.

In FFY18, there were 197 DUI 1st Offender courses offered with 1,241 individuals that completed the course.

This project is funded with Section 405(d) federal funds.

Project Contribution to Highway Safety Target:

Individuals participating in the SD Public Safety DUI course completed a number of forms that provided information used to evaluate changed in knowledge and attitude in the form of a Pre and Post-test. Across all agencies and demographic groups studied, there was a significant move in the positive direction from Pre-Test to Post-Test on both knowledge and attitude questions. The average gain on the Post-Test was 3.0 points on knowledge questions and 4.6 points on attitude questions. Analysis of program data has documented consistent and lower recidivism rates for program participants compared to controls. Even after eight year post arrest, program participants have a recidivism rate of 28.5 % compared to 32.3% of controls, an 11.8% decrease in the recidivism rate. The trend indicates that the effect of the program diminishes with time; however even after eight years the percentage of cases that have recidivated is less than the percentage of controls that have recidivated. On average 4.3% fewer course participants' recidivate than do non-participants at each year of exposure. This effect is relatively constant over time. Generally, recidivism rates by years of exposure and survival analysis showed that course participants had lower recidivism rate and a slower recidivism rate than did non-course participants.

Judicial Outreach Liaison

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2018-03-13

The Judicial Outreach Liaison position provides a foundation for the South Dakota Office of Highway Safety and circuit court judges to focus their outreach efforts in order to educate and mobilize support for impaired driving and other traffic safety activities. This will assist in reflecting the Office of Highway Safety's goal of providing judicial outreach in the state and thereby improving judicial community outreach and promoting confidence and trust in the judiciary.

This project is funded with Section 164AL federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Law Enforcement Equipment

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Law enforcement agencies that identified highway safety problems through analysis of crash reports and/or citation history were invited to apply for support to purchase specific equipment to address those problems.

Funding was used to support equipment purchased for the Highway Patrol, sheriff's offices, and police departments including radar units for speed enforcement (Section 402 dollars) and in-car video cameras (Section 405(d) dollars) to enhance prosecution of impaired driving cases.

Project Contribution to Highway Safety Target:

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to purchase equipment which will ultimately be used to drive down fatalities and injuries.

Law Enforcement Liaisons

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2018-03-14

Three individuals with law enforcement experience provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY18, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education.

Each LEL has an assigned region encompassing the county and city law enforcement agencies in their region. This system is efficient in a widespread state by reducing the LELs travel time and expenses. The LELs monitor grant funded activities; provide resource materials to all agencies; and monitor traffic enforcement data submitted by law enforcement agencies.

In FFY18, the LELs were available to provide assistance to 66 county sheriff offices, 77 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY18: one state police office, 19 sheriff offices, 21 police departments, and one tribal law enforcement agency.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Law Enforcement Overtime

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Funds were allocated for overtime to support sobriety checkpoints and saturation patrols during the national high-visibility impaired driving and seat belt mobilizations. Overtime was also used to do sustained traffic enforcement during high risk time frames identified in the project applications from law enforcement agencies. To qualify for overtime, agencies were required to identify a highway safety problem that could be addressed by enhancing traffic patrols.

Problem identification may include an analysis of crash reports and/or citation history for the jurisdiction covered. An increase in patrols makes enforcement more visible. High-visibility enforcement deters speeding and impaired driving by convincing the public that highways are monitored and offenders will be punished thereby reducing crashes.

Overtime was funded with Section 402 and 405(d) federal funds as appropriate to the activity performed.

Project Contribution to Highway Safety Target:

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to fund overtime enforcement activities which will ultimately be used to drive down fatalities and injuries.

Lawrence and Schiller, Media Contractor

Contact Information: Tim Hoss
Lawrence & Schiller
3932 South Willow Avenue
Sioux Falls, SD 57105

Project Numbers: 2018-03-15; 2018-03-16; 2018-03-17; 2018-03-18; 2018-03-34

Lawrence and Schiller is a full service advertising agency that assists the Office of Highway Safety in all of its advertising, social media, and other safety messaging activities.

This contract was funded through Section 164AL, 402, 410HF and 2010 federal funds and through donated bonus ad placement.

Project Contribution to Highway Safety Target:

This project focused on public messaging of safety campaigns.

Minnehaha County State's Attorney's Office

Contact Information: Aaron McGowan
Minnehaha County States Attorney
415 N. Dakota Avenue
Sioux Falls, SD 57014

Project Number: 2018-02-62

This project primarily reduces the number of DUI offenses that are dismissed or in which the defendant is allowed to plead to a lesser offense, and to enhance prosecutions of vehicular homicide and vehicular battery cases. This grant uses a full time prosecutor to oversee all DUI cases in Minnehaha County.

The DUI/Vehicular crimes prosecutor provides training as needed to local law enforcement officers and prosecuting attorneys in Minnehaha County on investigating and prosecuting impaired driving cases. The office has taken a firm position when it comes to low blood DUI cases that are charged as a second offense or greater. By refusing to reduce low blood DUI's, and having the work force to support that position, the office has observed more guilty pleas to low blood DUI second and higher charges. Strengthening prosecution of DUI offenses plays an integral role in law enforcement's goal of reducing the frequency of DUI-related injuries and fatalities and increasing public safety.

This project is funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

The objective for the Minnehaha County State's Attorney's Office DUI prosecutor was to maintain the current dismissal/reduction rate of 19%. From October 1, 2017-December 31, 2017, the reduction/dismissal rate was approximately 31%. However it is presumed that the rate is skewed by the small number of cases in the pool that have been closed.

National EMS Information System (NEMSIS)

Contact Information: Marty Link
Office of Rural Health/Emergency Medical Services
600 E Capitol Ave
Pierre, SD 57501

Project Number: 2018-02-70

The Office of Rural Health's EMS Program has collected and submitted EMS data to the National Emergency Medical Services Information System (NEMSIS) since 2009. All licensed ambulance services in South Dakota are required to submit NEMSIS compliant data elements; this is accomplished in large part to the state's electronic patient care reporting (ePCR) platform. The current ePCR platform is version 2 compliant; NHTSA is requesting all states to become version 3 compliant. Statewide and system specific reporting of data will be automated with the new ePCR version. The EMS Program will define, create, and automate reporting of specific performance measures that can be monitored over days, weeks, and months. This same

functionality will be available for individual EMS agencies for local analysis and continuous quality improvements.

This project was funded with Section 405(c) federal funds.

Project Contribution to Highway Safety Target:

The Office of Rural Health’s EMS Program has successfully implemented a new electronic Patient Care Reporting (ePCR) system. The official live date of this system was January 1, 2018. This ePCR system is compliant with the National EMS Information System (NEMSIS) requirements of the National Highway Traffic Safety Administration.

In total, there are 500+ data elements capable of being collected via NEMSIS. South Dakota collects all of the required national elements and has implemented specific state elements as well. Each ambulance service in South Dakota is required to submit data through this system, either direct entry or via import from third party software. In total, there are over 130 ambulances that enter data. In addition, 49 hospitals have been given access as part of a continuum of care process. The EMS Program receives weekly email reports through this system to measure performance improvement activities. Each of these reports total well over the 20 data elements set as part of this measure. The EMS Program has successfully met the grant deliverables for this grant by establishing a system capable of collecting performance measures from each ambulance service.

Planning and Administration

Contact Information: Lee Axdahl
 Office of Highway Safety
 118 W Capitol Avenue
 Pierre, SD 57501

Project Number: 2018-03-19

Funding for this project was provided by Section 402 federal funds and state match.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Public Information Officer

Contact Information: Tony Mangan/Kristi Turman
 Department of Public Safety
 118 W Capitol Ave
 Pierre, SD 57501

Project Numbers: 2018-03-20 and 2018-03-21

The PIO works closely with the Office of Highway Safety on media and public education activities. The PIO serves as liaison between the program and the media contractor and provides technical assistance to Office of Highway Safety projects that involve media or public education. During FFY18, the PIO focused on messaging involving impaired driving, speeding and seatbelt use. The South Dakota Office of Highway Safety, South Dakota Highway Patrol, and many local law enforcement agencies worked together in high-visibility saturation patrols

and checkpoints focused on Memorial Day weekend, July 4th Holiday period and Labor Day weekend.

Beyond that, the PIO helped coordinate the three major highway safety campaigns including the May Seatbelt Mobilization, Labor Day Impaired Driving Mobilization, and Holiday Impaired Driving campaign and coordinated public information activities for other highway safety campaigns. The PIO directed the media contractor to develop and release appropriate public information in a timely fashion and assured it was focused on the target audience and was coordinated with the NHTSA Communication Calendar.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Seatbelt Survey – Administration and Analysis

Contact Information: Upper Great Plains Transportation Institute
North Dakota State University
NDSU Dept. 2880 PO Box 6050
Fargo, ND 58108-6050

Project Number: 2018-03-25

In FFY18, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual seatbelt survey. The survey was administered in partnership with the EMT Association, described below.

The seatbelt portion of the survey was administered with established guidance from NHTSA including site selection, the manual and training for observers, coding forms, and schedule for observations.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

NDSU received the data from the SD EMS Association, described below, performed the analysis, and produced the final report on the results of the survey. In 2018, the certified seatbelt usage rate in South Dakota was 78.9%, based on new survey methodology implemented by NHTSA.

Seatbelt Survey – Observational

Contact Information: Katherine Q Benton
SD EMS Association
9001 N. Kiwanis Ave.
Sioux Falls, SD 57107

Project Number: 2018-03-25

The Office of Highway Safety contracted with the SD EMS Association for the observation portion of the annual seatbelt/motorcycle helmet survey. The Association provided EMT's to perform the observations at pre-determined sites and times. The data was gathered according to NHTSA protocols and provided to UGPTI for analysis (see above).

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

In 2018, the certified seatbelt usage rate in South Dakota was 78.9%, based on new survey methodology implemented by NHTSA. These surveys provide a guide post for future enforcement and messaging campaigns.

South Dakota Broadcasters

Contact Information: Steve Willard, President
South Dakota Broadcasters Association
106 W. Capitol Avenue, Suite 7
Pierre, SD 57501

Project Number: 2018-03-24

This is a nationally unique project that utilizes "paid public service announcements" placed on every broadcast station in South Dakota through the State Broadcasters Association. The contract with SDBA generates a minimum of 3 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 3+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

This project was funded with Section 410HF federal funds.

Project Contribution to Highway Safety Target:

This project focused on public messaging of safety campaigns.

South Dakota School of Mines and Technology – Safe Rides

Contact Information: Mary Jo Farrington
School of Mines and Technology
501 E St Joseph St
Rapid City, SD 57701

Project Number: 2018-02-66

To prevent college students from drinking and driving, this Safe Rides program provides prevention education and alternative transportation to college students. This program primarily serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The coalition did open the project to include other SD students in Rapid City attending SDSU, School of Nursing and Black Hills State University. In addition to providing safe rides, the program supported alcohol prevention public education.

This project is funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

The goal of the project was to reduce Rapid City student fatalities in alcohol involved crashes by increasing the use of Safe Rides Home by 5% from 403 in FY2016 to 423 by FY2018. Our projected measure target of a slight increase in usage of the Safe Rides Program was not met. From October 2017 through September 2018, 238 students used the service. While the majority of students were from SDSMT, this number reflects students attending six colleges in Rapid City. Most of the rides were given between midnight and 4:00 am. In looking at the numbers, there were significantly fewer rides in Jan to April 2018 and think the unusual bitter cold and icy weather kept more people home. Other events promoting not drinking and driving had low attendance as well. Another factor is that LYFT was approved in Rapid City and now has many drivers. The process of obtaining a LYFT ride is through an app on a student’s cell phone, which makes it more convenient to use. We are exploring getting an app for Safe Rides Home taxi service. The various “not drinking and driving” student programs, posters, tabling, etc. were extensive, and the Safe Rides Home Program has been excellent in reaching young adults. The yearly college student survey (for WDT and SDSMT students) indicates a very high percentage of students who state they do not drink and drive.

South Dakota State University – Safe Rides

Contact Information: Mariah Weber
 South Dakota State University
 1440 N Campus Drive, Room 104, Box 2818
 Brookings, SD 57007

Project Number: 2018-02-43

The South Dakota State University (SDSU) Safe Rides program focused on impaired driving education for SDSU students and provided alternative transportation for students to prevent impaired driving. Program education was provided through presentations in Residential halls and in classrooms; posters, promotional messaging in the Collegian newspaper and feedback from a self-assessment tool/survey administered to freshmen.

The SDSU Safe Ride program is a partnership between the SDSU Wellness Center, the SDSU Students’ Association, Brookings Area Transit Authority (BATA), the SD Department of Highway Safety, and the City of Brookings, offering a safe transportation alternative to SDSU students, Brookings community members, and visitors. Safe Ride operates for approximately 31 weeks during the academic year (September-May). The program operates two routes (blue route and yellow route) on Wednesday, Friday, and Saturday evenings from 9pm until 3am and each route is completed approximately every 25 minutes. Routes focus on the more densely populated residential areas, the SDSU campus community, and downtown areas. Partnerships with local bars and businesses have been made and sponsorships have been solicited from businesses and civic organizations.

This project was funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

The goal of the Safe Rides project was to reduce the number of people killed or injured in alcohol-related crashes in Brookings County by 10% from 10 to 9 in fiscal year 2018. During fiscal year 2018, there were 20 injuries and zero fatalities due to alcohol-related crashes in Brookings County. Although the number of injury fatalities increased by 10, the number of fatalities remained steady at zero through September 30th, 2018. The number of riders for the

2019 grant year (October-May) totaled 12,263. This is a decrease of approximately 5,800 riders from the previous grant year. The reason for the decline was due to a reduction in concerts, special events, new taxi service and the Lyft service being available in Brookings.

The number of students who attended introductory 109 alcohol class programming remained steady during FFY18 (2,300) as compared to the FFY17 grant year (2,240). Education included information on alcohol awareness, Safe Ride routes, phone number, and schedule. The number of students reached with HEROH peer education programming in FFY18 totaled 95 students. Programming included information on: alcohol awareness, consequences of underage drinking and impaired driving, & criminal record that will follow a person through their life in background checks for employment.

South Dakota Teen Court Association

Contact Information: Jennifer Stalley
South Dakota Teen Court Association
1351 N Harrison Ave
Pierre, SD 57501

Project Number: 2018-02-56

Teen Court programs have a proven record of positively impacting youth behaviors to reduce alcohol violations among high-risk youth and provide an opportunity to interact with high-risk youth in a constructive way. Teen Courts address specific alcohol violations by youth charged with an alcohol-related crime through education and preventative services.

This project was funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

During this project, 83% of the youth charged with alcohol-related offenses completed their sentences. This completion rate exceeds the project's goal of 80%. During the project, 9.9% of the youth who completed an alcohol-related sentence in the previous six months reoffended. Re-offenses include any violation, not just alcohol violations, during a six month period. This recidivism rate meets the project's goal of 15%. During this project, 107 youth were sentenced for alcohol-related violations and received alcohol prevention screening and/or education and 390 youth were sentenced for non-alcohol violations but received alcohol prevention screening and/or education. Eighty-nine youth completed sentences for alcohol-related charges and an additional 235 completed alcohol prevention screening and/or education for non-alcohol-related charges.

Traffic and Criminal Software (TraCS)

Contact Information: Lois Goff
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2018-03-26

Traffic and Criminal Software (TraCS) enables electronic crash report submission and electronic ticketing for law enforcement. TraCS greatly reduces the time for a crash report to be entered

into the state crash database and eliminates many errors in crash reporting. This results in better information in the state accident database.

This project was funded with Section 405(c) federal funds.

Project Contribution to Highway Safety Target:

The state Highway Patrol has been using TraCS for crash reporting since FY2007. The Office of Highway Safety is expanding TraCS to county, city and tribal law enforcement agencies. Affinity Global Solutions is a contractor that provides TraCS training, installation and weekly maintenance for more than 110 local governmental law enforcement agencies. The web-based version of TraCS deployed across South Dakota and currently serves 109 law enforcement agencies.

Traffic Records Coordinating Committee (TRCC)

Contact Information: Lee Axdahl/Roland Loudenburg
Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2018-03-27

The Traffic Records Coordinating Committee meets regularly to discuss ways to improve the traffic record system and coordinate the factions involved. Some of the topics of discussion include integration of case data from the United Judicial System with driver licensing records as well as linking NEMSIS and trauma system data, reducing the number of unknown roads in the state roadway inventory, enforcing suspended and revoked drivers licenses, electronic citations, and expansion of TraCS to local law enforcement.

This project was funded by Section 405(c) federal funds.

Project Contribution to Highway Safety Target:

This project coordinates the sharing and implementation of roadway safety data activity.

Traffic Safety Resource Prosecutor

Contact Information: Paul Bachand
Attorney General's Office
1302 E Hwy 14, Suite 1
Pierre, SD 57501

Project Number: 2018-02-41

The Traffic Safety Resource Prosecutor (TSRP) provides training, technical assistance, interagency liaison services, and expertise to prosecutors statewide, with emphasis on impaired driving cases. This assistance improves enforcement of impaired driving cases which reduces alcohol related fatalities.

Impaired driving cases can be complex; having assistance available to new prosecutors is essential. Some of the legal issues that may be involved in impaired driving cases include probable cause, Standardized Field Sobriety Testing, implied consent, breath/blood testing,

vehicular homicide, and adjudication including treatment and blood or electronic monitoring. The TSRP responded to numerous requests from county and city governments to provide research and assistance regarding prosecution of DUI cases in their jurisdictions. 24/7 is a program of the state Attorney General's office to reduce recidivism among DUI offenders.

This project was funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

In FFY18, the Traffic Safety Resource Prosecutor coordinated the annual DUI conference for prosecutors held on May 2, 2018 that included training regarding field sobriety tests and recidivism statistics. The TSRP continued to train law enforcement officers and prosecuting attorneys on the most effective methods of investigating and prosecuting impaired drivers. The goal of the project was to reduce impaired driving fatalities by 10% from 41 to 37 in fiscal year 2018. The number of fatalities involving a driver with a BAC >.08 in fiscal year 2018 totaled 31. Although the goal was met, additional work is needed in South Dakota to reduce fatalities involving impaired drivers.

University of South Dakota Government Research Bureau

Contact Information: Dr. Shane Nordyke
USD Government Research Bureau
PO Box 530
Vermillion, SD 57069

Project Numbers: 2018-03-28 and 2018-03-29

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY19 Highway Safety Plan. To develop the Plan, GRB analyzed data from the state crash database, the seatbelt/helmet survey, and the data from the Department of Transportation.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

The Plan projects estimates of future fatalities and injuries from traffic crashes, seatbelt use, and sets goals to track citation information. The Plan provides project descriptions that can favorably impact the performance goals as well as providing an annual budget.

University of South Dakota Safe Rides

Contact Information: Ben Severson
USD Student Counseling Center
Cook House 414 East Clark Street
Vermillion, SD 57069

Project Number: 2018-02-53

The University of South Dakota (USD) Safe Rides program focused on providing alternative transportation for students to prevent impaired driving. The University provided ongoing awareness and education about binge drinking, drinking and driving, as well as other alcohol-related items throughout the fall and spring semesters. Collaboration occurred with on and off campus entities to provide awareness materials throughout the year.

This project was funded with Section 405d federal funds.

Project Contribution to Highway Safety Target:

During the project, Safe Rides provided a total of 9,045 rides and ran a total of 75 nights or 375 hours. There were zero University of South Dakota students injured or killed in alcohol involved traffic crashes in Vermillion during scheduled Safe Rides nights. The goal of maintaining zero University of South Dakota students injured/killed in alcohol involved traffic crashes in Vermillion during scheduled Safe Rides nights was accomplished.

Volunteers of America, Dakotas

Contact Information: Eric Majeres
Volunteers of America, Dakotas
1309 W 51st St
Sioux Falls, SD 57105

Project Numbers: 2018-02-45; 2018-02-46; 2018-02-47

This project provides community outreach to local highway safety partners. The project coordinator provides technical assistance and public education materials to community and school-based highway safety projects focusing on impaired driving and seat belt use. The program partners with community prevention advocates and law enforcement to provide outreach to communities. Public education campaigns developed by the project coordinator follow the NHTSA Communications Calendar. This program utilizes materials developed by the SD Office of Highway Safety, NHTSA, purchases commercially available material, or develops unique materials as needed. The coordinator generates interest and involvement in highway safety activities from local partners.

A third project consisted of a Law Enforcement Liaison (LEL) role. The LEL will assist local law enforcement agencies to improve local highway safety through enforcement and public education. Responsibilities of the LEL include: encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in training, and be involved with national mobilizations including high visibility enforcement.

This project was funded with Section 402 and 405(d) federal funds.

Project Contribution to Highway Safety Target:

Volunteers of America, Dakotas Highway Safety Program provided print and electronic impaired driving safety information to school, community and law enforcement partners across the state. Communications were sent periodically throughout the year with an emphasis in December, July and September. The objective of reducing the total number of impaired driving fatalities to 52 by September 30, 2018 was not met. Actual number was 61 total fatalities. Safety communications were sent to 31 individual communities in all ten of the priority counties. The recorded consumer satisfaction rate was 95.8% for verbal presentations.

Volunteers of America, Dakotas Highway Safety Program provided print and electronic occupant safety information to school, community and law enforcement partners across the state. Communications were sent periodically throughout the year with an emphasis in November and May. The objective of reducing the total number of occupant fatalities in which no safety equipment was used to 51 by September 30, 2018 was not met. The actual number

was 63 total fatalities. Safety communications were sent to 37 individual communities in all ten of the priority counties. The recorded consumer satisfaction rate was 90.5% for verbal presentations.

FFY18 Projects Not Implemented

Clay County Sheriff's Office

Project Number: 2018-00-48

Reason project was not implemented:

The county's budget prevented the sheriff's office from purchasing the equipment.

Marshall County Sheriff's Office

Project Numbers: 2018-00-62 and 2018-00-90

Reason project was not implemented:

At the beginning of FFY18, Marshall County experienced a pipeline oil leak. Deputies with the Marshall County Sheriff's Office played a major part in the cleanup process. Due to the amount of time it took to cleanup and turnover/staff shortages, they were unable to liquidate awarded Highway Safety funding in FFY18.

Roadway Safety Committee

Contact Information: Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2018-03-22 and 2018-03-23

Reason project was not implemented:

There was not a project that required expending Roadway Safety funds.

South Dakota - Federal Fiscal Year 2018

Program Area	Project	Description	Obligated State Funds	Current Funds Obligated	Current Funds Expended
410 High Fatality Rate					
	K8FR-2018-00-00-00	Project Development	\$0.00	\$0.00	\$0.00
	K8FR-2018-18-00-01	EDGAR MATCH	\$818,950.86	\$0.00	\$0.00
	K8FR-2018-18-00-36	Alcohol Media Project -Media SD DPS HS	\$0.00	\$0.00	\$0.00
	K8FR-2018-18-03-24	Office of Highway Safety-SD Broadcasters	\$0.00	\$181,374.94	\$181,374.94
	K8FR-2018-18-03-34	Other Advertising Contract 410HF	\$0.00	\$58,354.85	\$58,354.85
	K8FR-2018-18-03-36	Alcohol Media Project SD DPS HS	\$0.00	\$33,253.83	\$33,253.83
410 High Fatality Rate Total			\$818,950.86	\$272,983.62	\$272,983.62
410 High Visibility					
	K8HV-2018-00-00-00	Project Development	\$0.00	\$0.00	\$0.00
	K8HV-2018-18-00-01	EDGAR MATCH	\$661,192.41	\$0.00	\$0.00
	K8HV-2018-18-03-30	Office of Highway Safety-Alcohol Media-410HV	\$0.00	\$220,397.47	\$220,397.47
410 High Visibility Total			\$661,192.41	\$220,397.47	\$220,397.47
2010 Motorcycle Safety					
	K6-2018-00-00-00	Project Development	\$0.00	\$0.00	\$0.00
	K6-2018-18-03-32	Motorcycle Media-2010	\$0.00	\$50,561.80	\$50,561.80
2010 Motorcycle Safety Total			\$0.00	\$50,561.80	\$50,561.80
154 Transfer Funds					
	154AL-2018-00-00-00	Project Development	\$0.00	\$0.00	\$0.00
	154AL-2018-18-03-35	Alcohol Media 154 Reduce Fatalities	\$0.00	\$121,541.21	\$121,541.21
154 Alcohol Total			\$0.00	\$121,541.21	\$121,541.21
164 Transfer Funds					
	164AL-2018-00-00-00	Project Development	\$0.00	\$1,651,102.04	\$0.00
	164AL-2018-18-03-04	Office of Highway Safety-Agate	\$0.00	\$35,125.00	\$24,496.02
	164AL-2018-18-03-06	Office of Highway Safety-Alcohol Media	\$0.00	\$485,991.53	\$74,971.21
	164AL-2018-18-03-07	Office of Highway Safety-Community Outreach	\$0.00	\$37,980.00	\$36,637.68
	164AL-2018-18-03-10	Office of Highway Safety-DUI 1st Program	\$0.00	\$51,050.50	\$43,966.09
	164AL-2018-18-03-13	Office of Highway Safety- Judicial Outreach Liaison	\$0.00	\$63,300.00	\$28,240.14
	164AL-2018-18-03-20	Office of Highway Safety-PIO-164	\$0.00	\$26,111.25	\$9,786.29
	164AL-2018-18-03-22	Office of Highway Safety-Roadway Safety	\$0.00	\$9,495.00	\$0.00
	164AL-2018-18-03-28	Office of Highway Safety-USD Government	\$0.00	\$10,375.00	\$8,510.40
164 Alcohol Total			\$0.00	\$2,370,530.32	\$226,607.83
164 Paid Media					
	164PM-2018-18-03-15	Office of Highway Safety-Main Advertising	\$0.00	\$601,375.00	\$420,790.05
	164PM-2018-18-03-17	Office of Highway Safety-Other Advertising	\$0.00	\$101,375.00	\$61,815.52
164 Paid Media Total			\$0.00	\$702,750.00	\$482,605.57

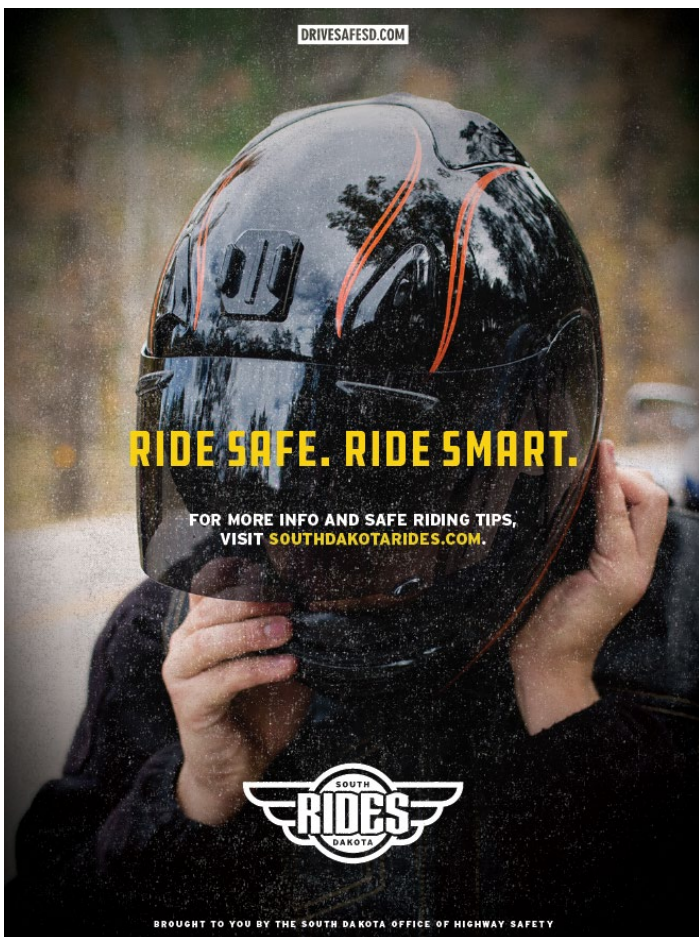
Program Area	Project	Description	Obligated State Funds	Current Funds Obligated	Current Funds Expended
164HE Transfer Funds					
	164HE-2018-00-00-00	Project Development	\$0.00	\$0.00	\$0.00
	164HE-2018-18-00-00	Hazard Elimination SD DOT	\$0.00	\$788,024.91	\$788,024.91
164 Hazard Elimination Total			\$0.00	\$788,024.91	\$788,024.91
MAP 21 405c Data Program					
	M3DA-2018-00-00-00	Project Development	\$0.00	\$241,180.73	\$0.00
	M3DA-2018-18-00-01	EDGAR MATCH	\$84,753.18	\$0.00	\$0.00
	M3DA-2018-18-02-70	Office of Rural Health/EMS-EMS Data	\$0.00	\$26,961.00	\$26,172.49
	M3DA-2018-18-03-26	Office of Highway Safety-TraCS/WebTraCS	\$0.00	\$351,375.00	\$309,354.73
	M3DA-2018-18-03-27	Office of Highway Safety-TRCC Coordinator	\$0.00	\$31,375.00	\$3,485.49
405c Data Program Total			\$84,753.18	\$650,891.73	\$339,012.71
MAP 21 405d Impaired Driving Mid					
	M5X-2018-00-00-00	Project Development	\$0.00	\$0.00	\$0.00
	M5X-2018-18-00-01	EDGAR MATCH	\$1,315.58	\$0.00	\$0.00
	M5X-2018-18-00-34	SD Highway Patrol -Alcohol Related Crash	\$0.00	\$5,262.33	\$5,262.33
405d Impaired Driving Mid Total			\$1,315.58	\$5,262.33	\$5,262.33
FAST Act NHTSA 402					
	PA-2018-18-03-19	Office of Highway Safety- P & A	\$94,054.81	\$114,400.00	\$107,698.92
Planning and Administration Total			\$94,054.81	\$114,400.00	\$107,698.92
Emergency Medical Services					
	EM-2018-18-02-69	Office of Rural Health/EMS System Development	\$0.00	\$106,840.00	\$106,300.00
Emergency Medical Services Total			\$0.00	\$106,840.00	\$106,300.00
Occupant Protection					
	OP-2018-00-00-00	Project Development	\$0.00	\$1,511,798.76	\$0.00
	OP-2018-18-00-01	EDGAR MATCH	\$321,675.04	\$0.00	\$0.00
	OP-2018-18-02-54	SDEMISC-Occupant Safety for Children	\$0.00	\$28,986.00	\$28,670.65
	OP-2018-18-03-25	Office of Highway Safety-Seatbelt Survey	\$0.00	\$61,375.00	\$58,370.00
Occupant Protection Total			\$321,675.04	\$1,602,159.76	\$87,040.65
Pedestrian/Bicycle Safety					
	PS-2018-18-02-57	SDEMISC-Bike and Pedestrian Safety	\$0.00	\$41,580.00	\$40,973.15
Pedestrian/Bicycle Safety Total			\$0.00	\$41,580.00	\$40,973.15
Community Traffic Safety Project					
	CP-2018-18-03-08	Office of Highway Safety-Community Outreach	\$0.00	\$46,420.00	\$44,751.57
	CP-2018-18-03-29	Office of Highway Safety-USD Government	\$0.00	\$12,375.00	\$10,401.60
Community Traffic Safety Project Total			\$0.00	\$58,795.00	\$55,153.17

Program Area	Project	Description	Obligated State Funds	Current Funds Obligated	Current Funds Expended
Driver Education					
	DE-2018-18-03-09	Office of Highway Safety-Driver Education	\$0.00	\$52,750.00	\$32,696.22
Driver Education Total			\$0.00	\$52,750.00	\$32,696.22
Roadway Safety					
	RS-2018-18-03-23	Office of Highway Safety-Roadway Safety	\$0.00	\$11,605.00	\$0.00
Roadway Safety Total			\$0.00	\$11,605.00	\$0.00
Safe Communities					
	SA-2018-18-00-68	South Dakota State University-SSB	\$0.00	\$1,356.00	\$1,356.00
	SA-2018-18-02-47	Volunteers of America-LEL	\$0.00	\$16,905.00	\$16,719.70
	SA-2018-18-03-05	Office of Highway Safety-Grant Management	\$0.00	\$42,625.00	\$29,939.58
	SA-2018-18-03-14	Office of Highway Safety-Law Enforcement	\$0.00	\$84,400.00	\$31,248.27
	SA-2018-18-03-21	Office of Highway Safety-PIO	\$0.00	\$31,913.75	\$12,110.12
Safe Communities Total			\$0.00	\$177,199.75	\$91,373.67
Speed Enforcement					
	SE-2018-18-00-28	Davison County Sheriff's Office-Speed	\$0.00	\$15,000.00	\$4,123.18
	SE-2018-18-00-29	Turner County Sheriff's Office-Speed	\$0.00	\$3,192.00	\$3,192.00
	SE-2018-18-00-32	Minnehaha County Sheriff's Office-Speed	\$0.00	\$11,963.60	\$11,648.90
	SE-2018-18-00-33	Lead Police Department-Speed	\$0.00	\$22,845.60	\$11,008.02
	SE-2018-18-00-35	South Dakota Highway Patrol-Speed	\$0.00	\$278,975.00	\$275,106.57
	SE-2018-18-00-37	Huron Police Department-Speed	\$0.00	\$16,912.50	\$16,912.50
	SE-2018-18-00-38	Pierre Police Department-Speed	\$0.00	\$23,626.53	\$23,209.31
	SE-2018-18-00-40	Mitchell Police Department-MPD Speed	\$0.00	\$20,549.60	\$19,057.12
	SE-2018-18-00-42	Brookings Police Department-Speed	\$0.00	\$13,356.80	\$8,918.56
	SE-2018-18-00-43	North Sioux City Police Department-Speed	\$0.00	\$8,403.23	\$8,403.23
	SE-2018-18-00-45	Miller Police Department-Speed	\$0.00	\$9,339.00	\$5,170.33
	SE-2018-18-00-46	Madison Police Department-Speed	\$0.00	\$3,970.00	\$3,030.06
	SE-2018-18-00-48	Clay County Sheriff's Office -Speed	\$0.00	\$1,996.00	\$0.00
	SE-2018-18-00-49	Brookings County Sheriff's Office-Speed	\$0.00	\$16,640.64	\$16,640.64
	SE-2018-18-00-51	Union County Sheriff's Office-Speed and	\$0.00	\$4,367.63	\$1,489.90
	SE-2018-18-00-52	Edmunds County Sheriff's Office-Speed	\$0.00	\$14,099.25	\$14,097.51
	SE-2018-18-00-55	Pennington County Sheriff's Office-Speed	\$0.00	\$17,870.64	\$16,302.22
	SE-2018-18-00-58	Belle Fourche Police Department-Speed	\$0.00	\$16,581.00	\$6,283.49
	SE-2018-18-00-60	Hand County Sheriff's Office-Speed	\$0.00	\$7,550.33	\$3,232.16
	SE-2018-18-00-61	Butte County Sheriff's Office-Speed	\$0.00	\$6,896.80	\$3,041.06
	SE-2018-18-00-64	Aurora County Sheriff's Office-Speed	\$0.00	\$5,787.00	\$5,731.69
	SE-2018-18-00-65	Summerset Police Department-Speed	\$0.00	\$7,068.00	\$3,487.65
	SE-2018-18-00-69	Hot Springs Police Department-Speed	\$0.00	\$5,070.96	\$4,830.00
	SE-2018-18-00-71	Winner Police Department-Speed	\$0.00	\$4,350.00	\$3,512.00
	SE-2018-18-00-73	Hamlin County Sheriff's Office-Speed	\$0.00	\$15,707.50	\$15,017.45
	SE-2018-18-00-75	Box Elder Police Department-SSB Grant	\$0.00	\$32,078.25	\$22,387.25
	SE-2018-18-00-76	Groton Police Department-Speed	\$0.00	\$10,179.68	\$10,179.68
	SE-2018-18-00-78	Lincoln County Sheriff's Office-Speed	\$0.00	\$4,799.00	\$4,064.67

Program Area	Project	Description	Obligated State Funds	Current Funds Obligated	Current Funds Expended
	SE-2018-18-00-79	Watertown Police Department-Speed	\$0.00	\$3,464.00	\$3,464.00
	SE-2018-18-00-80	Mobridge Police Department-Speed	\$0.00	\$4,123.35	\$918.52
	SE-2018-18-00-81	Sturgis Police Department-Radar Traffic	\$0.00	\$3,888.00	\$3,888.00
	SE-2018-18-00-84	Corson County Sheriff's Office-Speed	\$0.00	\$5,355.00	\$4,702.95
	SE-2018-18-00-87	Lyman County Sheriff's Office-Speed	\$0.00	\$17,191.62	\$12,919.10
	SE-2018-18-00-90	Marshall County Sheriff's Office-Speed	\$0.00	\$9,900.00	\$0.00
	SE-2018-18-00-92	Meade County Sheriff's Office-Speed	\$0.00	\$18,423.00	\$3,736.92
	SE-2018-18-00-93	Vermillion Police Department-Speed	\$0.00	\$2,691.36	\$2,691.36
	SE-2018-18-00-96	Dewey County Sheriff's Office-Speed	\$0.00	\$6,001.32	\$5,670.00
	SE-2018-18-02-45	Volunteers of America-Highway Safety	\$0.00	\$47,319.00	\$33,365.54
Speed Enforcement Total			\$0.00	\$717,533.19	\$591,433.54
Paid Advertising					
	PM-2018-18-03-11	Office of Highway Safety-Generic Media	\$0.00	\$475,000.00	\$126,519.69
	PM-2018-18-03-16	Office of Highway Safety-Main Advertising	\$0.00	\$602,750.00	\$520,638.34
	PM-2018-18-03-18	Office of Highway Safety-Other Advertising	\$0.00	\$101,375.00	\$101,375.00
Paid Advertising Total			\$0.00	\$1,179,125.00	\$748,533.03
Distracted Driving					
	DD-2018-18-00-95	Vermillion Police Department-Texting	\$0.00	\$897.12	\$897.12
Distracted Driving Total			\$0.00	\$897.12	\$897.12
FAST Act 405c Data Program					
	M3DA-2018-00-00-00	Project Development	\$0.00	\$220,174.27	\$0.00
	M3DA-2018-18-03-51		\$0.00	\$402,695.10	\$0.00
405c Data Program Total			\$0.00	\$622,869.37	\$0.00
FAST Act 405d Impaired Driving Mid					
	M5CS-2018-18-02-41	Traffic Safety Resource Prosecutor	\$0.00	\$125,000.00	\$64,750.18
	M5CS-2018-18-02-52	Unified Judicial System-DUI Court	\$0.00	\$300,000.00	\$291,387.85
	M5CS-2018-18-02-56	SD Teen Court Association-Underage Drinking	\$0.00	\$60,000.00	\$53,400.00
405d Mid Court Support Total			\$0.00	\$485,000.00	\$409,538.03
405d Mid Training					
	M5TR-2018-18-00-36	South Dakota Highway Patrol-DRE Grant	\$0.00	\$110,300.00	\$77,232.97
	M5TR-2018-18-00-70	South Dakota State University-IMP	\$0.00	\$600.00	\$487.50
	M5TR-2018-18-02-43	South Dakota State University-Safe Ride	\$0.00	\$32,952.00	\$32,952.00
	M5TR-2018-18-02-53	USD: Student Counseling Center-USD Safe	\$0.00	\$10,000.00	\$9,999.91
	M5TR-2018-18-02-66	South Dakota School of Mines & Technology	\$0.00	\$13,567.00	\$9,436.50
	M5TR-2018-18-02-71	SD Office of Attorney General - DCI-DUI	\$0.00	\$11,195.00	\$6,749.48
405d Mid Training Total			\$0.00	\$178,614.00	\$136,858.36
405d Impaired Driving Mid					
	M5X-2018-00-00-00	Project Development	\$0.00	\$692,064.52	\$0.00
	M5X-2018-18-00-01	EDGAR MATCH	\$313,268.58	\$0.00	\$0.00

Program Area	Project	Description	Obligated State Funds	Current Funds Obligated	Current Funds Expended
	M5X-2018-18-00-30	Sioux Falls Police Department-Impaired Driving	\$0.00	\$194,558.40	\$192,268.94
	M5X-2018-18-00-31	Mitchell Police Department-SCATF	\$0.00	\$8,731.00	\$8,313.76
	M5X-2018-18-00-34	South Dakota Highway Patrol-Impaired Driving	\$0.00	\$273,507.67	\$265,722.91
	M5X-2018-18-00-39	Oglala Sioux Tribe - OST Highway Safety	\$0.00	\$1,590.00	\$1,590.00
	M5X-2018-18-00-47	Brookings County Sheriff's Office-Impaired Driving	\$0.00	\$10,395.00	\$10,350.00
	M5X-2018-18-00-57	Belle Fourche Police Department-Impaired Driving	\$0.00	\$8,252.58	\$7,371.36
	M5X-2018-18-00-59	Minnehaha County Sheriff's Office-Impaired Driving	\$0.00	\$4,115.04	\$3,061.29
	M5X-2018-18-00-62	Marshall County Sheriff's Office-DUI	\$0.00	\$2,545.00	\$0.00
	M5X-2018-18-00-63	Rapid City Police Department-DUI	\$0.00	\$65,532.00	\$56,000.15
	M5X-2018-18-00-66	Vermillion Police Department-Impaired Driving	\$0.00	\$7,990.57	\$7,990.57
	M5X-2018-18-00-72	Brookings Police Department-Impaired Driving	\$0.00	\$2,357.52	\$2,331.13
	M5X-2018-18-00-74	Box Elder Police Department-Impaired Driving	\$0.00	\$15,094.54	\$14,902.33
	M5X-2018-18-00-77	Watertown Police Department-Impaired Driving	\$0.00	\$12,364.00	\$8,094.13
	M5X-2018-18-00-82	Lincoln County Sheriff's Office-Impaired Driving	\$0.00	\$2,014.00	\$2,014.00
	M5X-2018-18-00-83	Pennington County Sheriff's Office-Impaired Driving	\$0.00	\$16,911.47	\$4,424.84
	M5X-2018-18-00-88	Winner Police Department-DUI Inforcement	\$0.00	\$3,500.00	\$3,500.00
	M5X-2018-18-00-91	Bennett County Sheriff's Office-Impaired Driving	\$0.00	\$1,515.35	\$1,025.35
	M5X-2018-18-00-94	Summerset Police Department-Impaired Driving	\$0.00	\$6,498.94	\$4,739.25
	M5X-2018-18-02-46	Volunteers of America-Impaired Driving	\$0.00	\$54,724.56	\$43,674.75
	M5X-2018-18-02-62	Minnehaha County State's Attorney-DUI	\$0.00	\$106,126.42	\$28,270.69
	M5X-2018-18-02-64	From the Heart-Get a Ride Don't Drink and Drive	\$0.00	\$24,500.00	\$16,303.50
	M5X-2018-18-03-12	Impaired Driving Task Force	\$0.00	\$51,172.00	\$24,728.96
405d Impaired Driving Mid Total			\$313,268.58	\$1,566,060.58	\$706,677.91
FAST Act 405d 24-7 Sobriety					
	F24SP-2018-18-03-50	Office of Highway Safety-24/7 Sobriety Program	\$0.00	\$43,516.65	\$0.00
405d 24-7 24-7 Sobriety Program Total			\$0.00	\$43,516.65	\$0.00
405d 24-7 Sobriety					
	F24X-2018-00-00-00	Project Development	\$0.00	\$23,591.32	\$0.00
405d 24-7 Sobriety Total			\$0.00	\$23,591.32	\$0.00
NHTSA Total				\$12,165,480.13	\$5,622,171.22

Public Education Campaigns Examples for FFY2018



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ALWAYS PLAN A DESIGNATED DRIVER.

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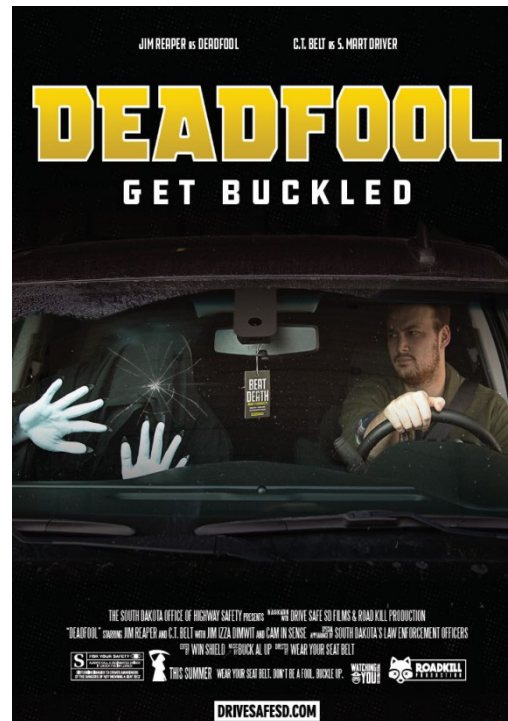
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Whether you drive like a pro or your skills need some work, visit [DriveSafeSD.com](https://www.DriveSafeSD.com) for safe driving tips, fun videos and more. Car crashes are the #1 cause of death for teens. Being educated about safe driving is important to ensure you always arrive alive.